



ORIGINAL ARTICLE

Customer Experience Dimension on Word of Mouth (EWOM) and The Intention to Revisit The Lounge of an Airline at Airport

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ABSTRACT

Purpose – This research aims to explore the customer experience through its factors which are cognitive, emotional, and sensory evaluation on Word of Mouth (EWOM) and the intention to revisit. This research will investigate the perceived comfort together with customer satisfaction.

Methodology – This research used a quantitative method with a cross sectional study approach. Primary data was collected online using Google Form as the questionnaire. The respondents were the visitors of Batik Air Lounge at Soekarno-Hatta airport. A probability sampling technique was used with a simple random sampling technique. Confirmatory Factor Analysis was used to test the research instrument. Structural Equation Model was used to analyze data.

Findings – This research found that cognitive evaluation has no effect on perceived comfort, while the emotional and sensory evaluation do. The cognitive, emotional, and sensory evaluation have effect on the customer satisfaction. The perceived comfort has the effect on customer satisfaction, and together influence the Word of Mouth (WOM) that may lead customer to revisit.

Originality/Novelty – The novelty of this research are the perception and the satisfaction of customer are found to be able to influence the WOM and intention to revisit.

Implications – This research suggests building the perception and satisfaction of customer to influence the WOM that create an intention of customer to revisit.

DOI: <https://doi.org/10.30596/ijbe.v5i2.18493>

Cite this article as:

Sela, S. T., Kuswindi, B., & Sir, P. N. (2024). Customer Experience Dimension on Word of Mouth (EWOM) and The Intention to Revisit The Lounge of an Airline at Airport. *International Journal of Business Economics (IJBE)*, 5(2), 187-202

INTRODUCTION

The world of aviation is closely related to airports. According to Annex 14 of ICAO (International Civil Aviation Organization): An airport is a certain area on land or water (including buildings, installations and equipment) intended either in whole or in part for the arrival, departure and movement of aircraft. Quoting iata.org IATA (International Air Transport Association) states that global visitor traffic is expected to double by 2037 (IATA, 2024).

BUMN Angkasa Pura is tasked with carrying out the construction and development of airports in Indonesia. This airport management company accelerates the development and construction of airports equipped with various facilities to increase consumer satisfaction. This is done in order to increase the Customer Satisfaction Index (CSI). Based on data obtained from INACA, Angkasa Pura's CSI value has increased, where in 2021 the CSI value is 4.67, and in 2022 it is 4.70. This shows that overall consumers have a high level of satisfaction with Angkasa Pura's services and facilities.

One of the supporting facilities for fulfilling customer satisfaction at an airport is a lounge. The lounge's experience is an important service that can also increase the tourist experience because it provides a place for tourists to relax and freshen up before or after a flight. This is same as doing experience-based marketing (experiential marketing). When marketing is generally focused only on the features and benefits of products or services, the experience-based marketing emphasizes providing sensory, emotional, cognitive, behavioral and relational values to consumers (Becker & Jaakkola, 2020).

On a trip, tourists not only look for value but they also want the experience to engage and impact their senses. The experience gained from visiting a lounge can be conceptualized as a combination of cognition (eg. the quality of the facilities), affect (eg feeling relaxed and refreshed), and sense (eg. the atmosphere). Cognitive, emotional and sensory factors are the basic variables of the lounge experience in their influence on tourists' subsequent responses, such as perceptions of comfort, visitor satisfaction, as well as their impact on WOM (word-of-mouth) and intention to revisit the lounge. Perceived comfort is an important criterion for consumers in deciding to buy a product or service (Palacios & Jun, 2020). However, research investigating experiential factors, consisting of cognitive evaluation, emotional evaluation, sensory evaluation of EWOM and revisit intention is still limited (Verma & Yadav, 2021).

Therefore, this research purposes to explore the customer experience through its factors, the dimensions of the WOM and revisit intention. This research will focus on the variables of perceived comfort and customer satisfaction as mediating variables as suggested by (Marcos & Coelho, 2021), and to find the perception and satisfaction of the customer impact the WOM and create the revisit intention. Consumers who have evaluated their experience with a service may indirectly influence their behavior in terms of their intention to visit again and express positive things about the service to others. However, when consumers evaluate based on experience, it will make the consumer have positive emotional feelings which will make the consumer have a sense of satisfaction and comfort, which in the end will make the consumer have the intention to visit again and communicate positive things to other people (Kaswengi & Lambey-Checchin, 2019).

This research will be carried out in the context of the aviation industry, especially the Batik Air Indonesia airline. One of the services provided by Batik Air Indonesia is the availability of a lounge. Batik Air lounges are available at Soekarno Hatta airport terminal 2E and Halim Perdana Kusuma. Lounge facilities that allow prospective business class visitors to rest before flying are located in the boarding lounge terminal. In this lounge,

prospective business class visitors can rest comfortably on soft sofas while watching TV. There are snacks and heavy meals available, as well as drinks to choose from. Other supporting facilities in the lounge include the availability of prayer rooms, toilets, free Wi-Fi and a large lounge space that allows children to play.

Based on the explanation above, this research will try to explore the dimensions of consumer experience regarding word of mouth (EWOM) and intention to revisit. The novelty of this research lies in the novelty of the model built, where this research will add consumer satisfaction and perceived experience variables as mediating variables.

In a trip they not only look for value, but also want the experience to engage and influence their senses. The experience gained from visiting the waiting room when going to or after traveling by airplane can be conceptualized as a combination of cognitive, affective and emotional (Kim et al., 2019). Consumer experience is divided into three dimensions, namely cognitive evaluation, emotional evaluation, and sensory evaluation. In cognitive evaluation, cognitive is defined as a person's mental and psychological processes and knowledge structures involved in a person's response to their environment (Jung et al., 2021).

Meanwhile, emotional evaluation is awareness of several psychological stimuli that occur and receiving a response in the form of behavior that has meaning between the two. Based on this, emotions consist of three components, namely physiological, behavioral, and cognitive so that emotions can play an important role in the consumer decision making process (Rather, 2020). Then, sensory evaluation is an assessment/evaluation activity using the sense organs which is also known as sensory assessment or organoleptic assessment. So it can be said that sensory evaluation is a process, where certain attributes of a product or service are identified and assessed/measured, then the data is analyzed and interpreted (Siebert et al., 2020).

Consumer perception of comfort (well-being) refers to "consumer perceptions of the extent to which they contribute positively to improving the quality of life". This perception has been considered as a person's evaluation of the quality of their life in the form of comfort, in optimal psychological and physiological aspects (Roy et al., 2020). Practitioners and scholars are increasingly paying attention to the concept of perceived well-being because consumers attach great importance to the value of life enrichment when they make decisions to purchase services or products (Klaus & Zaichkowsky, 2022).

Customer satisfaction is the level of a person's feelings of pleasure or disappointment regarding the experience of consuming/using a product or service which they feel matches reality and their expectations (Mainardes et al., 2023). Another definition of customer satisfaction is an emotional reaction when evaluating the consumption experience of a product or service, where high levels of satisfaction or pleasure will create an emotional bond with the brand or company (Nilashi et al., 2023). Apart from that, customer satisfaction is the level of a person's feelings towards the product or service they consume by comparing expectations and the reality obtained, which later, if the results are positive, will create an emotional bond towards the brand or company (Gupta et al., 2022).

Word of Mouth (hereinafter referred to as WOM) or word of mouth communication is a communication process in the form of a recommendation for a product or service provided by an individual or group with the aim of providing personal information (Ishii & Kikumori, 2023). WOM, in marketing that triggers consumers to talk about, promote, recommend and sell a company's products/brands to other customers (Mukhopadhyay et al., 2022).

Intention to revisit is a consumer's behavioral tendency to return in the future (Chen et al., 2022). This understanding is in line with Peng et al (2023) who define revisit intention as a person's desire or plan to make a return visit in the future to the same place. Intention to revisit is a desire to make a return visit to that place because you feel satisfied with the existing product or service (Agnihotri et al., 2022).

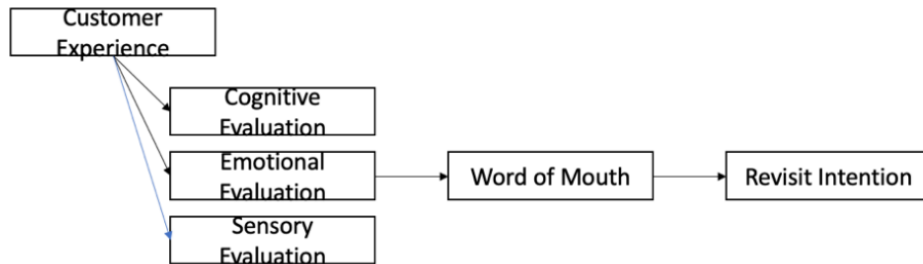


Figure 1. Conceptual Framework

The Development of Hypothesis

In the world of marketing and services, the interplay between dimensions of consumer experience, specifically cognitive appraisal, emotional appraisal, and sensory appraisal, has a significant impact on how customers perceive convenience and satisfaction (Becker & Jaakkola, 2020). Cognitive evaluation involves understanding and rationally assessing a product or service. If customers can clearly understand the value and benefits provided, this can contribute positively to their perception of comfort and satisfaction. On the other hand, emotional appraisal involves the emotional connection between the customer and the brand or product. If customers feel a positive emotional connection, such as trust, enthusiasm, or even happiness, this can create a deep perception of comfort and increase general customer satisfaction levels (Rather, 2020). Sensory assessment, which involves the five senses such as sight, hearing, smell, feeling, and taste, also plays an important role. If the sensory experience is positive, such as an attractive design, pleasant sound, refreshing aroma, or pleasant touch, customers tend to experience greater comfort and satisfaction (Gulfraz et al., 2022).

When these three dimensions are interrelated, complexity is formed in forming perceptions of customer comfort and satisfaction. For example, good cognitive understanding can increase satisfaction when combined with positive emotional appraisal (Velooso & Gomez-Suarez, 2023). Likewise, pleasant sensory experiences can make positive contributions to the other two dimensions. The importance of this relationship lies in the fact that the perception of customer comfort and satisfaction is the basis for building customer loyalty and a positive brand image. By understanding how cognitive appraisal, emotional appraisal, and sensory appraisal interact, companies can design comprehensive consumer experience strategies to achieve optimal levels of customer satisfaction (Nukhu & Singh, 2023). In this case, each dimension of consumer experience acts as a key element in shaping an overall positive customer experience. Based on this explanation, the hypothesis that is built is:

Hypothesis 1a. Cognitive evaluation influences perceptions of comfort.

Hypothesis 1b. Emotional evaluation influences perceptions of comfort.

Hypothesis 1c. Sensory evaluation influences the perception of comfort.

Hypothesis 2a. Cognitive evaluation influences visitor satisfaction.

Hypothesis 2b. Emotional evaluation influences visitor satisfaction.

Hypothesis 2c. Sensory evaluation influences visitor satisfaction.

Perceptions of customer comfort and satisfaction have a significant impact on word of mouth (WOM) and the desire to make repeat visits. The two are interrelated and form a cycle that positively influences customer perceptions and behavior. Perceptions of convenience form the basis for pleasant customer experiences, where comfort and ease in using a product or service contribute to higher levels of satisfaction (Zeqiri et al., 2023). Customer satisfaction, as a result, is key to building customer loyalty and support. Customers who are satisfied have a tendency to share their positive experiences through word of mouth (Ginting et al., 2023). Word of mouth recommendations have high promotional power due to their authenticity and high level of trust. Customers who are satisfied with a product or service tend to be happy to share their positive experiences with friends, family, or within their social circle (Moliner-Tena et al., 2023).

Furthermore, the intention to make repeat visits is directly related to the level of customer satisfaction. Customers who are satisfied with previous experiences tend to return to using products or services from the same business (Zhao & Liu, 2023). Intention to make repeat visits reflects customer loyalty and their trust in the quality and value provided by a particular business. Therefore, perceived customer comfort and satisfaction serve as a strong basis for stimulating positive word of mouth and the desire to make repeat visits (Zhu et al., 2023). This cycle creates a positive circle where customer satisfaction results in positive recommendations, which in turn improves business reputation and strengthens customers' intention to return (Abedi et al., 2019). These processes are mutually reinforcing, helping businesses build long-term relationships with customers and achieve success in the long term. Based on the explanation above, the hypothesis is built as follows:

Hypothesis 3. Perception of comfort influences visitor satisfaction.

Hypothesis 4. Perception of comfort influences WOM.

Hypothesis 5. Perceived comfort influences intention to revisit.

Hypothesis 6. Visitor satisfaction influences WOM.

Hypothesis 7. Visitor satisfaction influences intention to revisit.

METHOD

The research design used was a quantitative research design with a cross sectional study approach. The data source used is primary data with the data collection method being a questionnaire. The distribution of the questionnaire was carried out online using Google Form. The number of respondents in this study was 400 respondents, where the respondents were visitors to Batik Air Soekarno Hatta from August 2019 to August 2020. In this study, a probability sampling technique was used with a simple random sampling technique, namely a sampling technique by taking sample members from the population randomly without paying attention to the strata in the population. In testing the research instrument using confirmatory factor analysis (CFA) by testing the validity and reliability of latent constructs. Data analysis uses structural equation models (SEM). The measuring instruments used were adopted from previous research, while previous research was adopted as follows:

Table 1. Operational Research Variables

Variable	Dimension	Indicator	Scale
Customer Experience (Gulfraz et al., 2022)	Cognitive Evaluation	Fulfill Customer’s Desire	Ordinal
		Fulfill Visitor’s Need	
		Provide Facility & Service that Visitor Seek	
	Emotional Evaluation	Feel Happy	Ordinal
		Feel Comfortable	
		Feel Amused	
		Feel Relax	
		Feel Refresh	
	Sensory Evaluation	Attractive Room Decoration	Ordinal
		Organized Neat Decoration	
Equipped with Quality Furniture			
Lighting adds comfort to the room			
Comfortable room temperature			
Room colour adds comfort ambience			
Refreshing Room Odour			
Perceived Comfort (Zeqiri et al., 2023)	Improved quality in travel experiences	Ordinal	
	Important Role in Comfortable Traveling		
Customer Satisfaction (Nilashi et al., 2023)	Satisfaction to Overall Service	Ordinal	
	Enjoyment of service		
WOM (Zeqiri et al., 2023)	Able to enjoy all the facilities and services	Ordinal	
	Intention to recommend to others		
	Intention to share positive information about the product or service		
Intention to Revisit (Zhao & Liu, 2023)	Suggest the good lounge to others	Ordinal	
	Intention to reuse or revisit in the future		
		Intention to reuse when visiting Soekarno-Hatta Airport	

RESULTS

This research will investigate the dimensions of consumer experience which consist of cognitive evaluation, emotional evaluation, and sensory evaluation of visitors' perceptions of comfort and satisfaction. In addition, this research will analyze the influence of perceived customer comfort and satisfaction on WOM and intention to revisit. The first analysis carried out was an analysis of demographic characteristics, the results of this analysis can be seen in table 2 below:

Table 2. Demographic Characteristics of Respondents

Characteristics	Frequency	Percentage
Quantity of Visit		
• 1 time	135	34%
• 2 – 3 times	136	34%
• 4 – 5 times	91	23%
• Always	39	10%
Gender		
• Male	131	33%
• Female	270	67%

Characteristics	Frequency	Percentage
Marital Status		
• Not Married	195	49%
• Married	202	51%
Age		
• <20 years old	2	0%
• 20 – 30 years old	274	68%
• 31 – 40 years old	52	13%
• ≥40	73	18%
Income per Month		
• 1 – 10 millions	255	64%
• 10 – 20 millions	80	20%
• More than 20 millions	62	16%
Educational Level		
• High School	151	38%
• University Student	25	6%
• Diplome	19	5%
• Bachelor	157	39%
• Post Graduate	49	12%
Traveling Purpose		
• Tourism	139	35%
• Business	62	16%
• Others	199	50%
Main Cause of Visiting the Lounge		
• Waiting for the Flight	293	73%
• Using the Facility	108	27%
Type of Visitor		
• Departing	359	90%
• Transit	41	10%
Duration of Visit		
• < 1 hour	167	42%
• 1 – 3 hours	230	57%
• 4 – 6 hours	2	0%
• > 6 hours	2	0%

Based on the table above, it can be seen that the respondents are visitors to the Batik Air lounge at Soekarno Hatta Airport who have visited 1 time (34%), 2 - 3 visits (34%), 4 - 5 visits (23%), and who always visiting (10%). Visitors are male (33%) and female (67%) with marital status unmarried (49%), married (51%) and age range under 20 years (0%), 20-30 years (68%), 31-40 years (13%), ≥40 years (18%). Visitors with monthly income of 1 million – 10 million (64%), 10 million – 20 million, (20%), more than 20 million (16%). Visitors with a high school/equivalent level of education (38%), student (6%), diploma (5%), bachelor's degree (39%), postgraduate (12%). Visitors with tourist travel purposes (35%), business (16%), others (50%) and with the main purpose of visiting the lounge to wait for a flight (73%), using the facilities (27%). Visitors are departing visitors

(90%), and continuing visitors (10%) with a visit time of <1 hour (42%), 1 – 3 hours (57%), 4-6 hours (0%), >6 hours (0%).

Next, the research continued with validity and reliability analysis. Where, validity and reliability testing is carried out to prove that the measuring instrument used is appropriate for measuring the variables being measured, and is consistent. The results of the validity and reliability tests can be seen in the following table:

Table 3. Validity and Reliability Test Results

Dimension	Indicator	AVG	CR	CA	AVE
Cognitive Evaluation	1. My desire/want fulfilled when in Batik Air lounge	0.911	0,937	0.899	0.833
	1. My need sfulfilled when in Batik Air lounge	0.933			
	2. Batik Air lounge provide facility and service I looked for	0.893			
Emotional Evaluation	1. When in lounge of Batik Air, I feel happy	0.891	0,949	0.935	0.756
	2. When in lounge of Batik Air, I feel comfortable	0.830			
	3. When in lounge of Batik Air, I feel amused	0.873			
	3. When in lounge of Batik Air, I feel relax	0.873			
	4. When in lounge of Batik Air, I feel refresh	0.869			
Sensory Evaluation	5. When in lounge of Batik Air, I feel calm	0.880	0,971	0.965	0.805
	1. Attractive Room Decoration	0.874			
	2. Organized Neat Decoration	0.910			
	3. Equipped with Quality Furniture	0.890			
	4. Lighting adds comfort to the room	0.912			
	5. Comfortable room temperature	0.906			
	6. Room colour adds comfort ambience	0.899			
Perceived Comfort	6. Refreshing Room Odour	0.896	0.972	0.943	0.946
	7. Well maintained cleanliness	0.889			
Visitor Satisfaction	1. Lounge of Batik Air holds important role in increasing the comfort of travel experience	0.973	0,937	0.960	0.889
	2. Lounge of Batik Air holds important role in comfort of my travel	0.972			
	1. Generally, I feel satisfied with the experience in lounge of Batik Air	0.940			
WOM	2. I feel happy being in lounge of Batik Air	0.953	0,966	0.947	0.905
	3. I enjoy all the facilities and services provided	0.936			
	1. I will recommend lounge of Batik Air to other people	0.946			
	2. I will give positive information about lounge of Batik Air to others	0.950			

	3. If someone is looking for a good lounge, I will recommend lounge of Batik Air	0.958				
Intention to Revisit	1. I will revisit the lounge of Batik Air in the future	0.933				
	2. When coming to Soekarno Hatta airport, I will revisit the lounge of Batik Air next time	0.937	0,933	0.855	0.874	

The results of the validity and reliability tests show that the instrument used has been proven to have high validity and reliability, as reflected in the factor loading and Cronbach's alpha values of ≥ 0.5 . This finding is in line with the statement put forward by (Priyanath et al., 2020), which states that an instrument is considered valid and reliable if the factor loading and Cronbach's alpha values reach ≥ 0.5 . Further information can be found in Table 2 on the validity and reliability test results.

Table 4. Fornell-Larcker Criterion

	EE	EK	ES	KP	NMK	PK	W
EE	0.870						
EK	0.809	0.913					
ES	0.716	0.709	0.897				
KP	0.726	0.698	0.755	0.943			
NMK	0.742	0.729	0.752	0.755	0.935		
PK	0.683	0.628	0.741	0.790	0.727	0.973	
W	0.662	0.694	0.677	0.692	0.711	0.703	0.951

Based on the table above, the Fornell-Larcker criteria are met well. In the discriminant validity of the Fornell-Larcker method, it can be seen that the value of the average square root of the extracted variance (AVE) for each variable is greater than the correlation with other variables. So, it can be concluded that the measuring instrument used in this research is valid.

Inner model or structural model testing is carried out to understand the relationship between constructs, significance values, as well as R-square (R2) values, meaningfulness of Q-square (Q2) predictions, and the magnitude of the f-square (f2) effect size in a research model. Evaluation of the structural model involves using R-square (R2) for the dependent variable and path coefficient values for the independent variables. The results of hypothesis testing can be seen in the following figure and table:

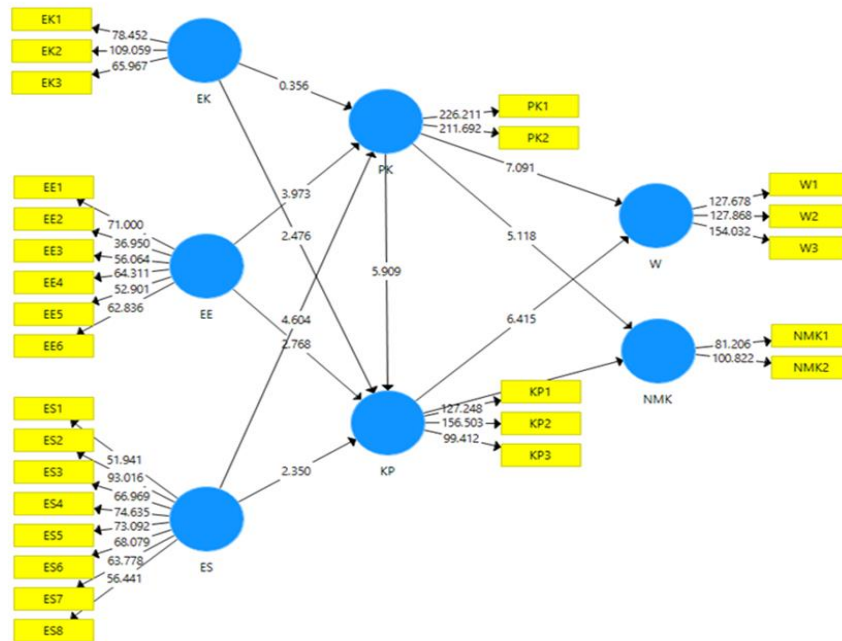


Figure 2. Data Analysis Results

Figure 2 and table 5 show the results of hypothesis testing. Where the results of hypothesis testing show that cognitive evaluation has no effect on perceptions of comfort, but emotional evaluations and sensory evaluation have an effect on perceptions of comfort. The results of hypothesis testing also show that cognitive evaluation, emotional evaluation, and sensory evaluation affect visitor satisfaction. Furthermore, the results show that perception of comfort has an effect on intention to revisit and WOM. Finally, visitor satisfaction affects WOM and intention to revisit

Table 5. Estimation Results of Path Coefficient and Statistical Tests

Substructure	Way	STD	Tstat	Conclusion	R-Square
First	EK → PK	0,028	0,356	H1a Cognitive evaluation influences perceptions of comfort. - Rejected	0,597
	EE → PK	0,295	3,973	H1b Emotional evaluation influences perceptions of comfort. - Accepted	
	ES → PK	0,510	4,604	H1c Sensory evaluation influences the perception of comfort. - Accepted	
Second	EK → KP	0,143	2,476	H2a Cognitive evaluation influences visitor satisfaction. - Accepted	0,721
	EE → KP	0,160	2,768	H2b Emotional evaluation influences visitor satisfaction. -	

Substructure	Way	STD	Tstat	Conclusion	R-Square
Third	ES → KP	0,224	2,350	Accepted H2c Sensory evaluation influences visitor satisfaction. - Accepted	0,544
	PK → KP	0,425	5,909	H3 Perception of comfort influences visitor satisfaction. - Accepted	
	PK → W	0,415	7,091	H4 Perception of comfort influences WOM. - Accepted	
	KP → W	0,364	6,415	H5 Perceived comfort influences intention to revisit. - Accepted	
Fourth	PK → NMK	0,347	5,118	H6 Visitor satisfaction influences WOM. - Accepted	0,616
	KP → NMK	0,481	7,411	H7 Visitor satisfaction influences intention to revisit. - Accepted	

Note: EE = Emotional Evaluation, EK = Cognitive Evaluation, ES = Sensory Evaluation, KP = Customer Satisfaction, NMK = Intention to Revisit, PK = Perceived Comfort, W = Word of Mouth

DISCUSSION

The first finding in this research is that cognitive evaluation has no effect on perceived comfort, while emotional evaluation and sensory evaluation have an effect on perceived comfort. Cognitive evaluation involves the mental process of analyzing information and assessing a situation or stimulus. Although it influences aspects of a person's thoughts and emotions, cognitive evaluation does not always have a direct impact on perceived comfort (Saricam, 2023). Instead, comfort is more likely to be related to sensory and emotional factors. Acceptance of the comfort level of a situation or environment is often influenced by sensory experiences, such as temperature, texture, light, and aroma, which directly influence physical and emotional responses without involving complex cognitive processes (Nukhu & Singh, 2023).

Perception of comfort itself is a subjective experience influenced by emotional and sensory evaluation. Emotional evaluation is key in forming perceptions of comfort, because comfort is often related to emotional responses to a situation or environment. This includes feelings such as happiness, calm, or restlessness that arise in response to certain stimuli (Gulfraz et al., 2022). Meanwhile, sensory evaluation, which involves the five human senses such as touch, sight, hearing, smell and taste, also plays an important role (Siebert et al., 2020). Environments or objects that provide pleasant sensory experiences, such as soft textures, comfortable lighting, or refreshing aromas, can increase perceptions of comfort. Collaboration between emotional and sensory evaluation can create a more comprehensive comfort experience, where these aspects complement each other to form a person's overall perception of the environment or situation (Veloso & Gomez-Suarez, 2023).

The second finding from this research is that cognitive, emotional and sensory evaluations influence visitor satisfaction. Apart from that, perceived comfort also influences visitor satisfaction. Cognitive, emotional and sensory evaluations have a significant role in shaping visitor satisfaction at a place or event (Banik & Gao, 2023).

Each aspect of the evaluation is interrelated and can influence the visitor's overall experience. Let's discuss narratively why these aspects matter. First of all, cognitive evaluation plays an important role in shaping visitors' perceptions of a place or event. When visitors can understand information well, such as navigation instructions, information about attractions, or cultural context, they will feel more comfortable and ready to enjoy the experience (Siebert et al., 2020). Positive cognitive evaluations can create a sense of trust and clarity, so that visitors feel that they can fully enjoy what the place has to offer. Second, emotional evaluation plays a role in determining the level of visitor satisfaction. The atmosphere created by a place or event can trigger various emotional responses (Saricam, 2023). Therefore, emotional evaluation becomes important in creating positive experiences and increasing visitor satisfaction.

Third, sensory evaluation influences how visitors experience the environment around them. It includes sensory experiences such as sight, hearing, smell, and feeling. Sound, lighting, scents, and visual layout can contribute to a visitor's comfort or discomfort. If the sensory experience is well organized, visitors tend to feel more engaged and satisfied (Nukhu & Singh, 2023). On the other hand, deficiencies in sensory regulation can hinder visitors' experiences and reduce their satisfaction levels. Overall, cognitive, emotional, and sensory appraisals are interrelated and shape the overall visitor experience. When all these elements are managed well, a venue or event can create a fun, interesting and satisfying environment for visitors, which in turn will increase their satisfaction levels (Bruce et al., 2023).

The third finding shows that perceptions of customer comfort and satisfaction influence WOM. Perceptions of customer comfort and satisfaction play a very crucial role in influencing the word of mouth (WOM) phenomenon, or communication interactions between consumers. This principle can be explained through a series of customer experiences that shape a brand or product image, both positively and negatively (Do & Pereira, 2023). When customers feel comfortable during the process of shopping or using a product or service, this tends to result in satisfaction. Perceptions of convenience can arise from various factors, such as product quality, satisfactory customer service, a smooth purchasing process, and a pleasant user experience (Ishii & Kikumori, 2023). On the other hand, customer satisfaction reflects the extent to which customer expectations are met after interacting with a particular brand or product. If customers are satisfied with their experience, they are likely to share positive experiences with others. This results in positive WOM, where customers convey positive information either verbally or via social media about the products or services they enjoy (Mukhopadhyay et al., 2022). WOM is an effective channel for influencing other potential consumers. Conversely, if customers feel uncomfortable or dissatisfied with a product or service, they may share the negative experience with others. This can harm a brand's reputation and impact potential consumers' purchasing decisions. Therefore, perceived customer comfort and satisfaction are key elements in shaping WOM, which in turn influences brand image and business growth (Lopes et al., 2023).

The final finding of this research is that customers' perceptions of comfort and satisfaction can influence their intention to visit again. Perceptions of customer comfort and satisfaction play a crucial role in shaping customers' desire to return to a place or business. A positive customer experience, where they feel comfortable and satisfied, creates a strong emotional bond with the brand or place (Zhao & Liu, 2023). Perceived comfort involves all aspects that make customers feel calm and stress-free while interacting with a particular product, service, or environment. Factors such as product or

service quality, friendly customer service, and a pleasant atmosphere are some elements that can create comfort (Nilashi et al., 2023). When customers feel comfortable, they tend to associate the experience with positivity and hope to repeat a similar experience in the future.

Meanwhile, customer satisfaction is related to the extent to which customer expectations are met after interacting with a brand or place. If customer expectations are met or even exceed expectations, this can create satisfaction which has a positive impact on the desire to return to visit (Agnihotri et al., 2022). Satisfied customers tend to develop loyalty to a particular brand or place, because they believe that the time and money invested provides value. When customers have a positive experience and feel comfortable, they tend to have a strong intention to return (Peng et al., 2023). The intention to revisit comes from the customer's desire to repeat the positive experience they have had. Moreover, positive experiences can also trigger recommendations to others, which can ultimately bring in new customers. Overall, perceptions of customer comfort and satisfaction are interconnected and mutually reinforcing (Zhao & Liu, 2023).

Both form a solid foundation for building long-term relationships between customers and businesses. Intention to revisit not only reflects the desire to obtain a product or service again, but is also an expression of a positive and sustainable relationship between customers and the brand or place they choose (Marcos & Coelho, 2021).

CONCLUSION

Based on the results of the research and discussion, the conclusions that can be drawn from this research are: Cognitive evaluation has no effect on visitors' perceptions of comfort, emotional and emotional evaluations have an effect on visitors' perceptions of comfort. The second conclusion is that sensory, cognitive and sensory evaluations influence visitors' perceptions of comfort and satisfaction. In addition, research also shows that visitor perceptions and visitor satisfaction can influence WOM and intention to revisit.

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