Influence of Aesthetics on Customer's Choice of Unrated Budget Hotels in Nairobi Kenya

Lucy Wangari Gichira[1]; Dr. Moses Miricho[2]; Dr. Florence Wanjiku Njau[3]

[1]Msc in Hospitality Management
Mount Kenya University
[2]PhD Hospitality & Hospitality Finance Management Kenyatta University
Department: School of Hospitality Tourism and Leisure Studies
[3]PhD Hospitality Management Kenyatta University
Department: Hospitality and Tourism

[1](ORCID iD: 0009-0009-8697-4255)

Abstract: The Unrated Budget Hotels (UBHs) are on the rise in Nairobi, they are quite a vital sector of the hospitality industry which is the second highest contributor to the Kenya's GDP. In order to survive in the very competitive hospitality industry, a number of them engage in unorthodox methods such as employing some workers to woo customers from their competitors, some even tarnish their competitors' reputation in order to win their customers. The study used cross sectional design with semi-structured questionnaires to investigate if use of aesthetics in the areas of: service delivery, food products, rooms and billboards can attract customers to the UBHs. The study established that adoption of aesthetic meal services such as aesthetic packaging, unique utensils and aesthetic quality services increase customer's choice of UBH. Similarly, serving unique attractive food products with aesthetic flavors, colors and shapes increases customer's choices of the UBH. Additionally, providing aesthetic rooms with beautiful items, stylish beddings increases customer's choice of the UBH. However, it was determined that whereas catchy billboards with catchy highlights of facilities influenced the customer's choice of UBH, it had more effect on new customers than on repeat customers. The study recommends that UBH enhance their aesthetic meal services by investing in creative, eco-friendly packaging with the hotel's branding and incorporating of distinctive utensils that complement the UBH's theme. Additionally, UBHs should offer unique food products with bold flavors, vibrant colors, and innovative shapes. Room aesthetics should be improved by upgrading décor, providing stylish beddings, and maintaining pristine room conditions. Lastly, the hotels should redesign their billboards to showcase aesthetically appealing room designs and food presentations.

Keywords: *Unrated Budget Hotels, Aesthetics, Hospitality Industry, Customer Choice.*

How to Cite: Lucy Wangari Gichira; Dr. Moses Miricho; Dr. Florence Wanjiku Njau (2025). Influence of Aesthetics on Customer's Choice of Unrated Budget Hotels in Nairobi Kenya. *International Journal of Innovative Science and Research Technology*, 10(5), 3470-3481. https://doi.org/10.38124/ijisrt/25may2011

I. INTRODUCTION

Budget hotels are a profitable sector of the hotel industry because they give high-profits owing to their low labor and capital costs, Al-Natour and Turetken (2020) indicate that there are many diverse hotel rating systems. The star classification system is very common, it is based on the available facilities such that the more the luxury and high-class services, the higher the rating. The star rating is used in Kenya where the hotels range from one star to the five stars, USA, UK, and Asia look at the ratings differently and all of them are valid, The Business Dictionary (2020) maintains that there is no specific standard of assigning these ratings and therefore compliance with the customary requirement is voluntary, Koutoulas and Vagena (2023) maintains that there are many budget hotels that are not classified due to their poor infrastructure.

The Unrated Budget Hotels (UBHs) acquire their name from the fact that they lack what it takes in order to fit in any of the star categories. Ampofo (2020) argue that hotels in the category of small and medium budget hotels (SMBHs) in which the UBHs belong have 10 or more rooms. According to Mueller and Sensini (2021), SMBHs hotels take quite a big share of the hospitality industry and most of them are located near their target population so that customers can easily locate them.

Hotel aesthetics can be measured against the appearance of; hotel rooms, food products and their presentation, internal

and the external compounds, unique services among other services. According to Son and Kim (2021), profits are directly related to the satisfaction that a customer gets from the products, this is particularly true for products in hospitality which range from edibles to luxurious rooms. UBHs could use aesthetics in their services, food products, rooms and billboards to attract and retain customers.

The hotel industry is a great driver of the Kenyan economy as indicated by Makomere (2024), this is further supported by; Apakah (2021), the World Travel and Tourism Council (WTTC), Kenya Association of Hotels keepers and Caterers (KAHC) and various economic models agree that the hospitality industry in Kenya comes second after agriculture thus making it a very crucial component of the Kenya's economy, appropriate use of aesthetics by the UBHs can boost their economic performance and survival in the very competitive hotel industry.

A study by Page and Connell (2020) that is backed up by Martins and Costa (2022) outlines four types of hotel guests i.e., Backpackers, Families, Seniors, and Business Travelers. **The Backpackers** are usually young people and quite price sensitive-they want to spend less though they visit hotels on tourist missions. **Families** are the customers who visit hotels mainly to enjoy themselves on trips which they plan for well in advance and can therefore spend enough time and money in the hotel. **Seniors** are the customers who are interested in tourist sightseeing and organized tours but put more emphasis on staff assistance. Business **travelers** travel on business missions, they are time and price-sensitive as they put more value on convenience, efficiency and competitive prices., according to Sutaguna et al.,2023), they prefer UBHs since they directly meet their needs. Use of aesthetics in services, food products, rooms and billboards by UBHs could make it customers to choose without being mishandled through unorthodox means.

Mason et al., (2021) observed that understanding the customer's buying decision process is very important to marketers, the decision to buy is in five stages namely; Need Arousal where the customer becomes aware of the need to buy, second is the Search for Information where the customer researches on available products. third is the Evaluation stage where the customer weighs the available alternatives so that he can settle for the best. In the fourth stage, the customer purchases the product. The customer does Post-purchase evaluation in the fifth stage and acts depending on the level of satisfaction or dissatisfaction. For the UBHs managers, the second stage when the customer is evaluating alternatives is very crucial, aesthetics can be used to appeal to the customers especially the new customers to make them choose the UBH. In the last stage where the customer acts upon being satisfied or dissatisfied is also very vital for the managers. If the customer was satisfied, he/she becomes loyal to the UBH and also refer others.

➤ *Statement of the Problem*

The Unrated Budget Hotels are on the increase in Nairobi-Kenya and are preferred by many due to their pocket friendliness. Their survival is paramount in the very

competitive hotel industry; they have to vigorously engage in promotional activities such as advertisements, offering competitive prices, and aesthetic products which top the list of the customers' concerns when selecting hotels (Sutaguna et al.,2023).

Unfortunately, UBHs have little resources to engage in expensive promotions thus making it difficult to win and retain customers. Some UBHs use quite unorthodox methods to attract customers like employing special workers to woe and 'steal' customers cunningly from their competitors and tarnishing their competitors' reputation. This consequently causes the competitors to make losses and even close down in some cases. Doreen (2020) reports that Mayfair hotel is one of the hotels that has closed down in Nairobi due to unhealthy competition which destroyed its reputation.

Use of aesthetics at various points of UBH operations could cause them to attract and retain customers as opposed to the use of unorthodox methods which have negative effects. The hotel industry is lauded as **top second** revenue earner in Kenya (Apakah 2021), victory of the UBHs equals victory of the Kenyan economy and therefore **cannot be ignored**. This cross-sectional study established the significance of aesthetics in the marketing of the UBH's.

➤ *Objectives of the Study*

- To investigate the role played by aesthetic meal services in the customer's choice of unrated budget hotels in Nairobi, Kenya.
- To examine the effect of unique attractive food products on the customer's choice of un rated budget hotels in Nairobi Kenya.
- To assess if the appeal of rooms in unrated budget hotels in Nairobi, Kenya, influences customer attraction.
- To evaluate the influence of aesthetic billboards on the customer's choice of unrated budget hotels in Nairobi, Kenya.
- To investigate whether customer status influences the selection of unrated budget hotels.

II.   LITERATURE REVIEW

A lot has been written about on hotel businesses because their survival in the very competitive industry is paramount, creation of a competitive edge is very crucial for the UBHs to make profits as they satisfy the customers. Several studies have been done on aesthetics and application of the same in many enterprises which will be of great influence to the study. They include various aspects of aesthetics such as meal service, food products, rooms and billboards which gave direction to this study.

➤ *Aesthetics in Meal Service and Customer's Choice of Unrated Budget Hotels*

Mohd Yusof et al. (2021) indicates that quality service causes customers to become loyal to a business establishment, Customers consider quality service as aesthetic and this differentiates businesses from their competitors. Tsaur and Hsieh (2020) discovered that aesthetic labour service in hotels

results to good customer experience and this can be achieved through simple efforts such by according courtesy to customers while serving them. Kumar and Hsieh (2021) mention that, the more a customer visits a hotel because the services are attractive, the more they become loyal and refer others.

Teng and Shih (2020) found out that hygiene and cleanliness of the non-classified hotels were highly considered by guests when selecting them. Their main concern was; clean; environment, rooms, restaurants, staff uniforms, and generally clean premises. Another study by Marques et al., (2022). revealed that business guests considered the cleanliness of a hotel as the most influential factor in hotel selection. Kumar and Hsieh (2021) echo the same theory by saying that a clean hotel promotes customers' loyalty and that hoteliers should keep their facilities clean for them to attract and retain customers. Customers of the UBH would also appreciate a clean facility- cleanliness brings a sense of beauty.

Dursun-Cengizci, and Caber (2024) found out that the majority of hotel guests are quite price sensitive, they compare the price of the hotel services against the many other factors such as the condition of the available facilities and the quality of the services on offer. A hotel that charges high prices should have luxurious facilities and offer high-quality services for the customers to feel that they get value for their money.

Customers of small hotels have to depend on what they discover by themselves or what others with prior knowledge may communicate to them regarding the specific hotels. This is particularly so because these small hotels cannot afford online booking systems and advertisements which are fashionable but expensive. Alsheikh (2020) argues that quality service through courteous staff is of paramount concern to the customers for it will determine whether they come back or not.

➤ *Aesthetics in Food Products and Customer's Choice of Unrated Budget Hotels*

Aesthetic food appeals to the psychology of the dinners, the author Castagn, et. al. (2021) together with Dursun-Cengizci and Caber (2024) discovered that aesthetic food has the power to arouse the appetite of a dull dinner, they encourage beautification of food such as through; cutting fruits and raw foods like garnishes attractively, cutting food such as potatoes into aesthetic forms before cooking them, serving food in attractive dishes as well as laying the table aesthetically. Mahajan et al. (2023) argue that customers prefer processed foods to unprocessed ones because the processed foods appear more attractive. According to Nobar, and Rostamzadeh (2018), UBHs should have a distinct image positioned in the mind of their customers which acts as a reminder for them to remain loyal. Since food and beverage are important components of UBHs, offering them attractively would yield more results.

Cuesta et al (2023) presents that beautiful digital images of Star Rated Hotels (SRHs) attract customers and therefore understanding aesthetics and the factors associated with it would certainly help companies to a large extent in designing

a product. Differentiation between products can easily be achieved through creative use of aesthetics, embracing such an initiative by the UBH would be a great milestone for them because they have limited resources for promotions (Castagna et al., 2021).

➤ *Aesthetics in Rooms and Customer's Choice of Unrated Budget Hotels.*

Cuesta et al (2023) and Rachel k. (2017) discovered that customers prefer aesthetically designed SRHs, they recommend that hotel designers should consider creating many aesthetics in the designs of their facilities for customer attraction. Hou and Pan (2023) revealed that customers were most impressed and satisfied with good sound proofing of rooms, classical bathrooms and water closets (WCs), big and aesthetically furnished rooms with appropriate electronic appliances such as televisions and high-speed Internet. Given that guest rooms were the core products of budget hotels, the customers were very particular with the basics of the rooms and the amenities, they chose the attractive ones.

Aesthetics is therefore a key marketing idea that carries a lot of competitive importance in the development and marketing of tourism products in Austria (Cuesta et al 2023), maintains that hotel rooms are well furnished with beautiful music systems, WCs and other attractive features which make them more appealing to the customers. Additionally, most tourism products have in-built aesthetic components- an UBH can offer attractive music to enhance a relaxed mind to the customer who would unconsciously make decisions to become loyal. Many of these products can be differentiated from others through aesthetics.

➤ *Aesthetics on Billboards and Customer's Choice of Unrated Budget Hotels.*

According to Pramezwary et al (2021), a business must do all that it can to remain profitable, the hotel industry is faced with stiff competition and therefore managers must use strategies that are difficult for their competitors to copy, this may include unique aesthetic ideas. A study by Dimitrios et. al. (2023) reviews that SRHs use information technology (IT) in promoting their hotels, whereas SMBHs prefer conventional methods because they are cheap and wide spread. Jiang and Wen (2020) and Rather (2020) also recommend social media marketing through; mobile phones, Facebook, Twitter, blogs, Google LinkedIn, Instagram, and YouTube. Pramezwary et al (2021) discovered that a lot of hotel guests' choice decisions are influenced by the social media notably the Facebook and the Online Travel Agents (OTAs). Dimitrios et al. (2023) also recommends the use of social media to promote hotel activities. UBHs can use aesthetic billboard since they are cheap, wide spread and affordable.

➤ *Customer Status on Choice of Unrated Budget Hotels*

New customers are attracted by images they see regarding the businesses and especially hotels, Others rely on information they acquire from other customers who have had prior knowledge and experiences regarding the business establishments. The influence from other customers is however quite limited due to new customer's personal differences and other external factors such as costs and the

prevailing customer needs (Dursun-Cengizci, & Caber 2024; Rather 2020; Rather & Rasoolimanesh 2022; Shin & Yhee, 2024)

III. RESEARCH METHODOLOGY

The study adopted a cross-sectional design and was carried out on 14 UBHs which is a census of them all within the Nairobi CBD. The study involved the managers and customers. Purposive sampling was done on hotels that had the UBH characteristics. A census of the managers was done because each UBH had one, they were selected using the snowball sampling because the researcher had to be referred by any other available UBH worker. For the customers, the sample size was calculated using the Slovin's formula as guided by Kumari et al. (2023). Based on the statistics from Mwamba and Kipchumba (2020), Odhiambo (n.d.) and Jemaiyo (2021), the UBHs have an average of 20 rooms with an occupancy rate of 79% per night which means 16 room customers per UBH. In addition, the UBHs also have in-bound restaurants and their customers who were also included, Lineup (2020) indicates that the average table turnover rate in the SMBHs restaurants is 3. On average, the UBHs have 10 tables as presented by Mwamba and Kipchumba (2020), and therefore 30 customers, so both the rooms and restaurant customers add up to 46 customers per UBH, this adds up 644 customers for all the 14 UBHs. When the sample size is calculated using the Slovin's formula, it gives 246 customers for all the 14 UBHs and therefore 17 customers per UBH.

The study used semi-structured questionnaires which had both closed and open questions on a five-point Likert scale. Stoker and Kim (2020) maintains that questionnaire is reliable because it is free from the bias of the interviewer and that the questions are uniform and standardized. The questionnaires

were distributed through drop and pick method to the respondents who filled and returned to the researcher. The reliability in this study was achieved by internal consistency measure of Cronbach's Alpha who recommends it upon achieving a correlation coefficient of 0.70 and above.

The collected data was cleaned, edited, coded, tabulated then analyzed using Statistical Package for Social Sciences (SPSS) version 26. Both descriptive and inferential statistics were analyzed, descriptive statistics entailed frequencies, percentages, mean and standard deviation which were presented in form of tables. To test hypotheses, inferential statistics that is correlation and regression were used. Pearson correlation was conducted to establish the association between the study variables. Multiple regression model was adopted to establish the magnitude and influence of each predictor variable on the dependent variable. This study followed proper research protocols; all sources of data were acknowledged, consent was asked and obtained from the respondents before the questionnaire was administered. The identity of the responders was kept anonymous, for uneasy participants, they were assured of confidentiality and were notified that the information they supply would only be used for academic objectives only.

IV. FINDINGS AND DISCUSSIONS

The total number of 260 questionnaires were administered (14 for managers and 246 for customers), 10 managers responded which gave a response rate of 71% and 191 customers responded. This is a response rate of 78%. Overall, a response rate of 201 out of 260 (77%) was achieved and this is consistent with Kumar et al. (2023) who argued that a response rate above 50% is satisfactory to be used in generalizing study findings.

Table 1 Response Rate

Category	Issues Questionnaires	Response	Response Rate
Managers	14	10	71%
Customers	246	191	78%
Total	**260**	**201**	**77%**

A pilot study was conducted on 24 respondents to determine the reliability and the validity of the questionnaire through Cronbach Alpha, the findings were tested against a threshold of 0.7 where all the study variables were reliable

since they all surpassed the threshold of 0.7. This is consistent with Kumar (2023) who indicted that a Cronbach Alpha value above 0.7 is acceptable and appropriate.

Table 2 Reliability Test Results

Variable	Cronbach's Alpha	Number of Likert Scale questions	Comment
Aesthetic Meal Services	0.784	5	Reliable
Aesthetics in Food	0.792	5	Reliable
Aesthetics in Room and Hotel Design	0.770	5	Reliable
Aesthetic billboards	0.748	5	Reliable
Customer's Choice	0.728	4	Reliable

The results in Table 3 indicated that majority of managers (60%) of the UBHs are male aged between 36 and 55 years (40%), only 30% were aged above 56 years. This implies that most of the employees in management positions are male aged below 55 years and that majority of the managers (70%) have a bachelors' degree as the highest level

of education while those with diploma were a third of the target population. This implies that majority of the managers in the UBHs were quite knowledgeable and therefore their responses were authentic due to their high level of education combined with the advanced age.

Table 3 Managers' Demographic Characteristics

Demographic Characteristic	Category	Frequency	Percent
Cadre	Senior Management	**3**	**30%**
	Middle Management	**3**	**30%**
	Operational Staff	**2**	**20%**
	CEO	**2**	**20%**
Gender	Female	4	40%
	Male	6	60%
Age Bracket (Years)	18-35	3	30%
	36-55	4	40%
	56-65	2	20%
	66-75	1	10%
Highest Level of Education	High school diploma or equivalent	7	30%
	Bachelor degree	3	70%

The demographic characteristics of the customers who participated in the study was established as shown in Table 4. Both regular and new customers were targeted and majority of the respondents (60%) were regular customers. It was also established that majority (78%) of the customers in UBH are male. Close to half of the customers (46%) were aged between 36 and 55 years. The least of the customers were aged above 76 years.

Table 4 Customer's Demographic Characteristics

Demographic Characteristic	Category	Frequency	Percent
Type of Customer	First Time Customer	76	40%
	Regular Customer	115	60%
Gender	Male	149	78%
	Female	42	22%
Age Bracket	18-35	52	27%
	36-55	88	46%
	56-65	29	15%
	66-75	17	9%
	76 or over	6	3%

The study sought to establish the years which the UBH had been in operation. It was established that up to 60% of the hotels had been in operation for a period between 5 and 10 years. A third (30%), had been in operation for more than 10 years and less than 5 years respectively. This shows a high survival rate of these hotels despite the competition. The study further sought to determine the main competitors of UBHs as shown in Table 5.

Table 5 Description of the UBH

Demographic Characteristic	Category	Frequency	Percent
Years in Operation	Less than 5 Years	3	30%
	5 to 10 Years	6	60%
	More than 10 Years	3	30%
Main Competitors	**Name**	**Frequency of Mentions out of 10**	
	Hostels	2	20%
	Vacation Rentals	2	20%
	BnBs	10	100%
	Street Vendors	10	100%
	Guest Houses	6	60%
	Small Chain Restaurants	6	60%
	Online Delivery Options	6	60%

The study established the extent to which new and regular customers were attracted by various aesthetics in choosing UBH. The responses were rated on a five-point Likert scale whereby 1 = Not at All (NA), 2 = Low Extent (LE), 3 = Moderate Extent (ME), 4 = High Extent (HE), 5 = Very High Extent (VHE). The findings are presented in Table .6.

Table 6 Aesthetics on New and Repeat Customers' Choice of UBH

Aesthetic	New Customers		Repeat Customers	
	Mean	Standard Deviation	Mean	Standard Deviation
Aesthetics in Meals Service	2.37	1.27	4.31	0.71
Unique Aesthetic Food Products	2.26	1.02	4.30	0.67
Aesthetic in the room	2.37	1.14	4.37	0.62
Aesthetic Billboards	3.97	0.82	2.06	1.47
Average	**2.74**	**1.06**	**4.01**	**0.87**

The results in Table 6 indicated that the major aesthetic that attracted majority of the new customers to a high extent was the aesthetic billboards (Mean = 3.97). The other aesthetics attracted new customers to a low extent (Mean = below 3). On the contrary, regular customers were mostly attracted by aesthetics in meals service, unique aesthetic food products and aesthetics in the room to a high extent (Mean = 4.31; 4.30 and 4.37). However, aesthetic billboards attracted regular customers to a low extent (Mean = 2.06). The average standard deviation of 1.06 and 0.87 provided evidence of very small variations in the responses, this agrees with (Rather 2020) that customer status matters when selecting hotels. The description of the various choices made by the customers as shown in Table 7.

Table 7 Customer's Choice of UBH

Statement	Mean	Standard Deviation
I chose this hotel for my first time based on its aesthetics e.g. services, meals, promotional offers and room.	4.46	0.58
The overall value and aesthetics of this hotel make it easy for me to keep visiting.	4.52	0.52
The overall value and aesthetics of this hotel make it easy for me to refer it to others.	4.53	0.51
Overall, I am satisfied with my choice of this hotel given the value and aesthetics	4.44	0.6
Average	**4.49**	**0.55**

The results demonstrated that majority of the customers agreed that they chose the hotels for their first time based on its aesthetics e.g. services, meals, promotional offers and room (Mean = 4.46), the overall value and aesthetics of the hotel make it easy for them to keep visiting (Mean = 4.52) and that the overall value and aesthetics of the hotel make it easy for them to refer it to others (Mean = 4.53). It was also established that overall, most customers were satisfied with their choice of the hotel given the value and aesthetics (Mean = 4.44). This agrees with Kumar and Hsieh (2021) who hold that customers of SRHs prefer aesthetic establishment to a non-aesthetic one. This is because catchy billboards made new customer want to go in expecting a great experience, when satisfied, the new customers become repeat customers of the UBH. This therefore implies that the UBHs should use aesthetics in order to differentiate themselves from their competitors and also to create their competitive edge in the hospitality industry.

The first objective of the study was to establish the role played by aesthetic services in the customer's choice UBHs in Nairobi, Kenya. The customers rated their level of agreement with the application of aesthetics in meal service at the UBH where they were at the time of the study. A five-point Likert scale was adopted whereby 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree and the results are shown in Table 8.

Table 8 Description of Aesthetic Meal Services in UBH

Aesthetic Meal Services	Mean	Standard Deviation
The presentation of meals at this restaurant is visually appealing.	2.90	1.53
The packaging of takeaway meals enhances my overall dining experience.	3.06	1.39
The unique design of the crockery and cutlery used at this restaurant adds to the dining atmosphere.	3.05	1.39
The visual appearance and presentation of the staff contribute to the overall aesthetic appeal of the restaurant.	4.48	0.50
The attention to detail in how services are presented (e.g. serving style, table setup) makes my dining experience more enjoyable.	4.46	0.50
Average	**3.59**	**1.06**

From the results, majority of the customers in UBH agreed that the visual appearance and presentation of the staff contribute to the overall aesthetic appeal of the restaurant (Mean = 4.48) and that the attention to the details in how services are presented (e.g. serving style, table setup) makes their dining experience more enjoyable (Mean = 4.46). However, they neither agreed nor disagreed that the presentation of meals was visually appealing, the packaging of takeaway meals enhances their overall dining experience nor the unique design of the crockery and cutlery used adds to the dining atmosphere (Mean < 3.00). Overall, there was an agreement on the importance of aesthetic, quality and hygienic meal services in UBH to customers (Mean = 3.59). This aligns with the findings of Marques et al, (2022) and Kumar and Hsieh (2021) who revealed that business guests considered the cleanliness of a hotel as part of the aesthetics that they consider

most in hotel selection. The repeat customers may have developed trust to the UBHs due to their quality and clean services as per previous encounters. The implication is that the UBHs should offer aesthetic services in addition to the clean and quality services to customers such as by according them a lot courtesy.

The second objective of the study was to examine the effect of unique attractive food products on the customer's choice of non-star rated budget hotels in Nairobi, Kenya. The customers rated their level of agreement with unique food products at the UHH here they were at the time of the study. A five-point Likert scale was adopted whereby 1 = Strongly Disagree, 2 =Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree and the results are shown in Table 9.

Table 9 Description of Unique Attractive Food Products in UBH

Unique Attractive Food Products	Mean	Standard Deviation
The combination of flavors in the food enhances the overall aesthetic appeal of the meal.	4.44	0.50
The colors and shapes of the food make it visually attractive and influence my choice.	1.95	0.80
The timely delivery of aesthetically pleasing meals improves my dining experience.	4.52	0.50
The way the food is presented makes it more appealing and influences my decision to order.	2.91	1.51
The creativity and innovation in the design and presentation of the food encourage me to try new dishes.	2.04	0.85
Average	**3.17**	**0.83**

The results in Table 9 indicated that majority of the customers in UBH agreed that the combination of flavors in the food enhances the overall aesthetic appeal of the meals (Mean = 4.44) and that the timely delivery of aesthetically pleasing meals improves my dining experience (Mean = 4.52). They however disagreed that the colors and shapes of the food make it visually attractive and influence their choice (Mean = 1.95) as well as on whether the creativity and innovation in the design and presentation of the food encourage them to try new dishes (Mean =2.04). However, they agreed to a moderate extent that the way the food is presented makes it more appealing and influences their decision to order (Mean =2.91). Overall, it was established that unique attractive food products play a moderate role in influencing customer's choice of UBH (Mean = 3.17). This agrees with findings of Castagna, et al.

(2020) to a large extent though it seemed the choice of meal was not entirely dependent on its colour, shape or the way it is offered, this may be due to the fact they needed food just to avert anger other than for leisure. The UBHs should therefore offer aesthetic food products as a competitive edge against their competitors.

The third objective of the study was to investigate if attractive rooms of UBHs in Nairobi Kenya attract customers. The customers rated their level of agreement with room attractiveness at the UBH where they were at the time of the study. A five-point Likert scale was adopted whereby 1 = Strongly Disagree, 2 =Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree and the results are shown in Table 10.

Table 10 Description of Room Attractiveness in UBH

Aesthetics	Mean	Standard Deviation
The decorative items in the room (e.g., artwork, furniture) enhance its overall beauty and make the space more appealing.	2.93	1.52
The design and quality of the beddings (e.g., linens, pillows) contribute to the room's aesthetic appeal and comfort.	4.04	0.83
The cleanliness and condition of the room (e.g., walls, floors, fixtures) positively impact my overall perception of the space.	3.94	0.84
The lighting in the room creates a pleasing ambiance and enhances its aesthetic appeal.	4.03	0.82
The modern and functional design of the room's layout and amenities improves my overall satisfaction with the space.	3.98	0.83
Average	**3.78**	**0.97**

The results indicated that majority of the customers agreed that the design and quality of the beddings contribute to the room's aesthetic appeal and comfort (Mean = 4.04), the cleanliness and condition of the room positively impact their overall perception (Mean = 3.94) and that the lighting in the room enhances its aesthetic appeal (Mean = 4.03). The customers also agreed that the modern and functional design of the room's layout cleanliness and amenities improves their overall satisfaction with the space (Mean = 3.98). However, they moderately agreed that the decorative items in the room (e.g., artwork, furniture) enhance its overall beauty and make the space more appealing (Mean = 2.93). Overall, the customers rated importance of room aesthetics as important in

determining a customer's choice (Mean = 3.78). The findings of the study aligned with Hou and Pan (2023) study which maintains that customers are attracted to beautiful rooms though not fully due to the fact that the customers who visit the UBHs do not necessarily do it for leisure but as a necessity. The implication is that UBHs should offer aesthetic beddings in addition to the cleanliness which would serve as a way of attracting and maintaining customer

The fourth objective of the study was to evaluate the influence of aesthetic billboards on the customer's choice UBHs in Nairobi, Kenya. The customers rated their level of agreement with aesthetic billboards at the UBH where they

were at the time of the study. A five-point Likert scale was adopted whereby 1 = Strongly Disagree, 2 =Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree and the results are shown in Table 11.

Table 11 Description of Aesthetic Billboards in UBH

Aesthetic	Mean	Standard Deviation
The images of the hotel's facilities (e.g. Spa, rooms) on the billboard are visually appealing and influence my decision to stay.	3.49	1.15
The billboard displays of delicious and visually appealing food offerings increase my interest in dining at the hotel.	4.45	0.50
The overall design and layout of the billboard (e.g., colors, fonts, graphics) catch my attention and make me curious about the hotel.	2.09	0.79
The billboard's showcase of the hotel's location and nearby attractions makes me more inclined to choose the hotel.	2.87	1.44
Seeing special offers or discounts prominently displayed on the billboard increases my likelihood of booking a stay at the hotel.	4.49	0.50
Average	**3.48**	**0.88**

From the results, customers agreed that the billboard displays of delicious and visually appealing food increases their interest in dining at the hotel (Mean = 4.45) and that seeing special offers or discounts prominently displayed on the billboard increases their likelihood of booking a stay at the hotel (Mean = 4.49). not whether the billboard's showcase of the hotel's location and nearby attractions makes them more inclined to choose the hotel (Mean < 3.00). Overall, it was established that aesthetic billboards had a moderate influence on customer's choice. Pramezwary et al (2021) theory did not fully align with findings; on the contrary, the respondents who were repeat customers may have good prior experiences with

the UBH therefore the billboards did not really matter. Other UBHs had no billboards and majority of those who had them were so plainly done without aesthetics-they simply carried the name of the UBH and the services available. This implies that UBHs should use beautiful and catchy billboards displaying their other inner beauties such as mouth-watering foods, various beautiful room views and aesthetic food products in order to attract new customers.

The study adopted Pearson correlation analysis to establish the relationships between the study variables as shown in Table 12.

Table 12 Correlation Analysis

		Aesthetics Meal Services	Unique Attractive Food Products	Aesthetics Rooms	Aesthetics Billboard	Customer's Choice
Aesthetics Meal Services	Pearson Correlation	1				
	Sig. (2-tailed)					
Unique Attractive Food Products	Pearson Correlation	.392**	1			
	Sig. (2-tailed)	0				
Aesthetics Rooms	Pearson Correlation	.344**	.367**	1		
	Sig. (2-tailed)	0	0			
Aesthetics Billboard	Pearson Correlation	0.138	0.101	0.072	1	
	Sig. (2-tailed)	0.057	0.165	0.32		
Customer Choice	Pearson Correlation	.452**	.560**	.420**	.157	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.130	
	N	191	191	191	191	191
** Correlation is significant at the 0.01 level (2-tailed).						
* Correlation is significant at the 0.05 level (2-tailed).						

The results indicated a positive and significant correlation between aesthetics meal services and customer choices of UBH (r = 0.452, Sig < 0.05). Therefore, adoption of aesthetic meal services in areas of packaging, unique

crockery and cutlery and aesthetic customer service by UBH leads to a significant improvement in customer's choices of the hotels. This agrees with Teng and Shih (2023) that

aesthetics and cleanliness of the non-classified hotels were highly considered by guests when selecting them.

The findings further showed a positive and significant correlation between aesthetics unique attractive food products and customer choices of UBH (r = 0.560, Sig < 0.05). This implies that having unique attractive food products with aesthetic flavors, colors and shapes leads to a significant improvement in customer's choices of the UBH hotels. Alsheikh (2020) similarly established that business guests identified staff professionalism when handling food as critical in the selection of hotels.

It was also indicated that having aesthetic rooms has a positive and significant correlation with customer choices of UBH (r = 0.420, Sig < 0.05). This implies that having aesthetic rooms with beautiful items, stylish beddings as well as room condition leads to significant improvement in customer's choices of the UBHs. Hou and Pan (2023) support the findings with their online study which reveals that customers were most impressed and satisfied with good sound proofing of rooms, classical bathroom facilities, and amenities, big and aesthetically furnished rooms with appropriate electronic appliances such as televisions and high-speed Internet.

Lastly, the results showed that even though aesthetics billboards have a positive correlation with customer choices of UBH, the effect was not significant (r = 0.157, Sig > 0.05). This implies that whereas catchy billboards with catchy pictures of facilities and catchy as well as mouthwatering foods may influence the customers to choose the hotels, its influence is not significant compared to the services offered. Varkaris and Neuhofer (2017) discovered that a lot of hotel guests rely on the information they get from the social media when making selection decisions.

A multiple regression model was used to determine the relationship between the study variables, the findings indicated coefficient of determination, model fitness and model coefficients. A coefficient of determination (the R-square) shows the percentage of the variation in the dependent variable (customer choice) accounted for by the independent variables (aesthetics). The findings presented in Table 13 indicate that aesthetics in billboards, rooms, meal services and food products are important because they account for up to 41.4% of the variation in customer choices of UBH.

Table 13 Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.643	0.414	0.401	0.1878
Predictors: (Constant), Aesthetic Billboard, Aesthetic Rooms, Aesthetic Meal Services, Aesthetic Food Products			

The regression model fitness was also established and presented in Table 14. The findings in the table indicate that the regression model linking independent variables (aesthetic billboard, aesthetic rooms, aesthetic meal services and aesthetic food products) to the dependent variable (customer choice) was significant (Sig < 0.05). This implies that the regression model was a good fit and the four variables can significantly predict customer choice of the UBHs.

Table 14 ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.627	4	1.157	32.799	.000
Residual	6.56	186	0.035		
Total	11.187	190			
Dependent Variable: Customer Choice					
Predictors: (Constant), Aesthetic Billboard, Aesthetic Rooms, Aesthetic Meal Services, Aesthetic Food Products					

Table 15 Model Coefficients

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	2.849	0.175		16.243	0.000
Aesthetic Meal Services	0.103	0.029	0.221	3.502	0.001
Aesthetics Food Products	0.229	0.037	0.395	6.221	0.000
Aesthetic Rooms	0.104	0.033	0.194	3.118	0.002
Aesthetics Billboard	0.047	0.036	0.073	1.288	0.199
Dependent Variable: Customer Choices					

The regression model results indicated that aesthetic meal services have a positive and significant influence on customer choices of UBH ($\beta = 0.103$, Sig < 0.05). This implies that a unit increase in adoption of aesthetic meal services by UBH leads to a significant increase in customer's choices of the hotels by 0.103 units. Kumar and Hsieh (2021) stated that

the more a customer visits a hotel due to attractive services, the more they become repeat customers.

The regression model also shows that unique attractive food products have a positive and significant influence on customer choices of UBH ($\beta = 0.229$, Sig < 0.05). This implies

that an improvement on provision of unique attractive food products leads to a significant increase in customer's choices of the UBH hotels by 0.229 units. Castagna et al. (2021) similarly argued that aesthetic food has the power to arouse the appetite.

The regression model shows that aesthetic rooms have a positive and significant influence on customer choices of UBH (β = 0.104, Sig < 0.05). This implies that an increase in provision of aesthetic rooms with beautiful items, stylish beddings as well as room condition leads to a significant increase in customer's choices of the hotels by 0.104 units. The findings are consistent with that of Cuesta et al (2023) who established that aesthetic attributes such as the facility layout in leisure providing establishments may attract or discourage customers.

It was also shown that even though aesthetics billboards have a positive influence on the customer choices of UBH, the effect was not significant (β = 0.104, Sig > 0.05). This implies that whereas catchy billboards with catchy pictures of facilities and catchy as well as mouthwatering foods may influence the customer's choice, its influence is not significant compared to the other aesthetics in the study.

V. CONCLUSIONS

The descriptive findings indicated that aesthetic meal services characterized by the visual appearance and presentation of the staff attracts customers to hotels, aesthetic presentation of meals make customer's dining experience more enjoyable hence influencing their choices of UBHs. Inferential findings indicated that aesthetic meal services have a positive and significant influence on customer choices of UBH. The study concludes that adoption of aesthetic meal services by UBH leads to a significant increase in customer's choices of UBH.

The descriptive findings indicated that aesthetic food products such as having a combination of flavors in the food improves customer's dining experience hence influencing their choices of the hotels. However, other aesthetics such as creativity and innovation in the design and presentation of the food do not necessarily attract them to the hotels. Inferential findings indicated that aesthetic unique attractive food products have a positive and significant influence on customer choices of UBH. The study further concludes that an improvement in serving unique attractive food products leads to a significant increase in customer's choices of the UBH hotels.

The descriptive findings indicated that the design and quality of the beddings, cleanliness, room condition as well as the lighting in the room creates a pleasing ambiance and enhances its aesthetic appeal. Additionally, modern and functional design of the room's layout and amenities improves their overall satisfaction with the space hence influencing their choices of the hotels. Inferential findings established that aesthetic rooms have a positive and significant influence on customer choices of UBH. It was also concluded that an

increase in providing aesthetic rooms leads to a significant increase in customer's choices of the hotels.

The descriptive findings established that billboard displays of delicious and visually appealing food offerings as well as seeing special offers or discounts prominently displayed on the billboard increases customer's likelihood of booking a stay at a UBH. However, images of the hotel's facilities on the billboard as well as overall design and layout of the billboard doesn't necessarily influence repeat customer's choices of the hotels. Inferential findings further supported this by indicating that even though aesthetics billboards have a positive influence on the customer choices of UBH, the effect was not significant. It is concluded that whereas catchy billboards may influence the customers to choose the hotels, its influence is not significant compared to the other aesthetics.

Given the findings, the study recommends UBH to enhance their aesthetic meal services. They can invest in creative, visually appealing packaging for take-out or in-room dining. Custom, eco-friendly packaging with the hotel's branding can elevate the dining experience and attract attention on social media. The hotels can also incorporate distinctive crockery and cutlery that complement the hotel's overall theme. Partnering with local artisans or using themed dinnerware (e.g., elegant, modern, or culturally inspired) can make meals more memorable.

The UBHs should enhance aesthetic customer service by training staff to provide service with an aesthetic touch. Secondly, the study further recommends a focus on unique and aesthetic food products. They can develop menus that features dishes with bold and unique flavors, complemented by vibrant colors and innovative shapes' the dishes should taste good and look impressive. The UBHs should improve room aesthetics by upgrading room decor through; artwork, stylish furniture, stylish beddings that align with the hotel's brand in addition to pristine conditions. Lastly, they should design their billboards to better highlight the most aesthetically appealing aspects of the hotel, such as unique room designs, food presentations, room views and other services. Those with poor billboards should re-design them accordingly and place them strategically where they can capture the attention of many customers.

The study recommends further studies to establish other determinants of customer choices of UBH other than aesthetics because the aesthetic services, food products, rooms and billboards on study account for up to 41.4% of the variation in customer choices of UBH while other factors other than the four aesthetics account for the remaining variation (58.6%). Since the study focused on Nairobi city, other studies can expand the scope to cover cities such as Kisumu, Mombasa, Eldoret and Nakuru.

This will lead to comparison of the findings to provide more empirical evidence of the influence of aesthetics in customer choices of UBHs.

REFERENCES

[1]. Al-Natour, S., & Turetken, O. (2020). A comparative assessment of sentiment analysis and star ratings for consumer reviews. *International Journal of Information Management*, *54*, 102132.

[2]. Alsheikh, L. H. (2020). The impact of purchase type on customer happiness in the presence of social media as a mediating variable: A student perspective in saudi arabia. *International Journal of Advanced Science and Technology*, *29*, 6551-6561.

[3]. Ampofo, J. A. (2020). Contributions of The hospitality industry (Hotels) in the development of Wa municipality in Ghana. *International Journal of Advanced Economics*, *2*(2), 21-38.

[4]. Apakah, O. (2021). *Assessing the Effects of Covid-19 on Africa's Economic Security, a Case Study of Kenya's Hospitality and Tourism Sectors* (Doctoral dissertation, University of Nairobi).

[5]. Birgit P& Klaus W (2018) *The aesthetic (design) orientated customer in tourism - implications* for product development, center for tourism and Service Economics, Department for General and *Tourism Management,* University of Innsbruck Austria

[6]. Business dictionary (2020) *Hotels in Kenya.* www.businessdirectory/hotels (20 Jan 2022)

[7]. Bitok, K. (2019). Sustainable tourism and economic growth nexus in Kenya: policy implications for post-Covid-19. *Journal of Sustainable Tourism and Entrepreneurship*, *1*(2), 123-138.

[8]. Carins, J. E., Rundle-Thiele, S. R., & Ong, D. L. (2020). Keep them coming back: The role of variety and aesthetics in institutional food satisfaction. *Food Quality and Preference*, *80*, 103832.

[9]. Castagna, A. C., Pinto, D. C., Mattila, A., & de Barcellos, M. D. (2021). Beauty-is-good, ugly-is-risky: Food aesthetics bias and construal level. *Journal of Business Research*, *135*, 633-643.

[10]. Cuesta-Valiño, P., Kazakov, S., Gutiérrez-Rodríguez, P., & Rua, O. L. (2023). The effects of the aesthetics and composition of hotels' digital photo images on online booking decisions. *Humanities and Social Sciences Communications*, *10*(1), 1-11.

[11]. Cui, L., Wang, Y., Chen, W., Wen, W., & Han, M. S. (2021). Predicting determinants of consumers' purchase motivation for electric vehicles: An application of Maslow's hierarchy of needs model. *Energy Policy*, *151*, 112167.

[12]. Dimitrios, B., Ioannis, R., Angelos, N., & Nikolaos, T. (2023). Digital marketing: The case of digital marketing strategies on luxurious hotels. *Procedia Computer Science*, *219*, 688-696.

[13]. Doreen Wainainah, (2020), *Nairobi's Mayfair Hotel closes, fires employees*, Business Daily January 9, 2020; Date Accessed. 24th July 2020

[14]. Dursun-Cengizci, A., & Caber, M. (2024). Using machine learning methods to predict future churners: an analysis of repeat hotel customers. *International Journal of Contemporary Hospitality Management*.

[15]. Fedotova, I., Kryvoruchko, O., & Shynkarenko, V. (2019). Theoretical aspects of determining the types of customer loyalty. In *SHS Web of Conferences* (Vol. 67, p. 04004). EDP Sciences.

[16]. Filimonau, V., & Magklaropoulou, A. (2020). Exploring the viability of a new 'pay-as-you-use'energy management model in budget hotels. *International Journal of Hospitality Management*, 89, 102538.

[17]. Gambetti, A., & Han, Q. (2022). Camera eats first: exploring food aesthetics portrayed on social media using deep learning. *International Journal of Contemporary Hospitality Management*, *34*(9), 3300-3331.

[18]. Hou, L.& Pan, X. (2023). Aesthetics of hotel photos and its impact on consumer engagement: A computer vision approach. *Tourism management*, *94*, 104653.

[19]. J. E., Rundle-Thiele, S. R., & Ong, D. L. (2020). Keep them coming back: The role of variety and aesthetics in institutional food satisfaction. *Food Quality and Preference*, *80*, 103832.

[20]. Jemaiyo, B. (2021). *Effect of relationship marketing orientation on customer loyalty: a survey of star-rated hotels in north rift, kenya* (doctoral dissertation, kabarak university).

[21]. Jiang, Y., & Wen, J. (2020). Effects of COVID-19 on hotel marketing and management: a perspective article. *International journal of contemporary hospitality management*, *32*(8), 2563-2573.

[22]. Jussupow, E., Spohrer, K., Heinzl, A., & Gawlitza, J. (2021). Augmenting medical diagnosis decisions? An investigation into physicians' decision-making process with artificial intelligence. *Information Systems Research*, *32*(3), 713-735.

[23]. Kim, D., Hong, S., Park, B. J., & Kim, I. (2020). Understanding heterogeneous preferences of hotel choice attributes: Do customer segments matter? *Journal of Hospitality and Tourism Management*, *45*, 330-337.

[24]. Koutoulas, D., & Vagena, A. (2023). The present and future of hotel star ratings through the eyes of star rating operators. *Journal of Tourism Futures*, (ahead-of-print).

[25]. Kumar, S., Jain, A., & Hsieh, J. K. (2021). Impact of apps aesthetics on revisit intentions of food delivery apps: The mediating role of pleasure and arousal. *Journal of Retailing and Consumer Services*, *63*, 102686.

[26]. Kumari S. K. V., Lavanya, K., Vidhya, V., Premila, G. A. D. J. S., & Lawrence, B. (2023). *Research methodology* (Vol. 1). Darshan Publishers.

[27]. Mahajan, Y., Hudnurkar, M., Ambekar, S., & Hiremath, R. (2023). The Effect of Sustainable Packaging Aesthetic on Consumer Behavior: A Case Study from India. *Kapse, U., Mahajan, Y., Hudnurkar, M., Ambekar, S., & Hiremath*, 236-246.

[28]. Makomere, J. (2024). Implementation Status and Challenges of Ecotourism Practices within Hospitality Industry in Kenya. *Journal of Frontiers in Humanities and Social Sciences*, *2*(1), 51-61.

[29]. Martins, M. R., & da Costa, R. A. (2022). Conclusions: The Future of Backpacker Tourists and Managerial Implications. In *The Backpacker Tourist: A*

Contemporary Perspective (pp. 91-103). Emerald Publishing Limited.

[30]. Marder, B., Erz, A., Angell, R., & Plangger, K. (2021). The role of photograph aesthetics on online review sites: Effects of management-versus traveler-generated photos on tourists' decision making. *Journal of Travel Research, 60(1), 31-46.*

[31]. Marques, I. A., Borges, I., Pereira, A. M., & Magalhães, J. (2022). Hotel technology innovations as drivers of safety and hygiene in hotel customers. In *Advances in Tourism, Technology and Systems: Selected Papers from ICOTTS 2021, Volume 2* (pp. 571-583). Singapore: Springer Nature Singapore.

[32]. Martins, M. R., & da Costa, R. A. (2022). Conclusions: The Future of Backpacker Tourists and Managerial Implications. In *The Backpacker Tourist: A Contemporary Perspective* (pp. 91-103). Emerald Publishing Limited.

[33]. Mason, A. N., Narcum, J., & Mason, K. (2021). Social media marketing gains importance after Covid-19. *Cogent Business & Management*, *8*(1), 1870797.

[34]. Mwamba, N. M., Muhanji, S., & Kipchumba, S. (2020). *Bed Occupancy as a Predictor of Tourism Performance Index* in Kenya.

[35]. Merriam-Webster. (n.d.). Customer base. In Merriam-Webster.com dictionary. Retrieved July 23, from https://www.merriam-webster.com/dictionary/customer%20base

[36]. Mohd Yusof, N. H., Ab Halim, & Mohi, Z. (2021*). User experiences using e-Hailing food delivery service in Klang Valley.* Journal of Tourism, Hospitality and Culinary Arts, 13(2), 33-53.

[37]. Mueller, A., & Sensini, L. (2021). Determinants of financing decisions of SMEs: evidence from hotel industry. *International Journal of Business and Management*, 16(3), 117-127.

[38]. Nobar, H. B. K., & Rostamzadeh, R. (2018). The impact of customer satisfaction, customer experience and customer loyalty on brand power: empirical evidence from hotel industry. *Journal of Business Economics and Management*, *19*(2), 417-430.

[39]. Ocaña-Fernández, Y., & Fuster-Guillén, D. (2021). The bibliographical review as a research methodology. *Revista Tempos e Espaços em Educação*, *14*(33), e15614-e15614.

[40]. Odhiambo, O. G. (n.d.). Service Quality Evaluation and Management Practices of Guest Houses in Mombasa Island, Kenya.

[41]. Page, S. J., & Connell, J. (2020). Tourism accommodation and hospitality services. In *Tourism* (pp. 216-241). Routledge.

[42]. Pantelic, Vladan. (2017). *Factors influencing hotel selection: Decision-making process* Heriot-Watt University Scotland, United Kingdom.

[43]. Peeters, D., Krahmer, E., & Maes, A. (2021). A conceptual framework for the study of demonstrative reference. *Psychonomic Bulletin & Review*, *28*(2), 409-433.

[44]. Pramezwary, A., Juliana, J., Pramono, R., Situmorang, J. M. H., Salim, S. L., & Christina, F. (2021). Impulsive buying of five-star hotel Jakarta: Effect new normal era

mediated of price and promotion. *Academy of Strategic Management Journal*, *20*.

[45]. Putra, Q. E., Tarigan, Z. J. H., MM, D., br Sitepu, R., & Singh, D. S. K. (2020). *The impact of marketing mix on the consumer purchase decision in the Surabaya-Indonesia hotel residence* (Doctoral dissertation, EDP Sciences).

[46]. Rachel Kirima (2017) *Effect of external hotel design features on customer attraction and retention,*International Academic Journal of Human Resource and Business Administration | Volume 2, Issue 3, pp. 282-289

[47]. Rather, R. A. (2020). Customer experience and engagement in tourism destinations: The experiential marketing perspective. *Journal of Travel & Tourism Marketing*, *37*(1), 15-32.

[48]. Rather, R. A., Hollebeek, L. D., & Rasoolimanesh, S. M. (2022). *First-time versus repeat tourism customer engagement, experience, and value cocreation:* An empirical investigation. Journal of Travel Research, 61(3), 549-564.of specialization at SUIC., 65.

[49]. Sahoo, K. K., Awuor, E., & Panigrahi, R. R. (2021). Impact of COVID-19 on hospitality industry: A case study of hotels in Nairobi and Mombasa in Kenya. *Empirical Economics Letters*, *20*(1), 165-174

[50]. Shaikh, P., & Bhautik, P. (2022). A comprehensive study on sustainable practices in the hotel industry: A review. *ECS Transactions*, *107*(1), 479.

[51]. Shin, S., Shin, H. H., Lee, E., & Yhee, Y. (2024). Do Repeat Customers Effectively Attract New Customers? Reconsidering Customer Influence Value of Repeat Customers. *Journal of Hospitality & Tourism Research,* 10963480241277093.

[52]. Stoker, P., Tian, G., & Kim, J. Y. (2020). Analysis of variance (ANOVA). In *Basic Quantitative Research Methods for Urban Planners* (pp. 197-219). Routledge.

[53]. Sutaguna, I. N. T., Mulyadi, T., Liow, F. E. R., Permana, H. U., & Putra, W. P. (2023). Social Media Application Implementation In Tourism Village Development. *Jurnal Pelayanan Hubungan Masyarakat*, *1*(4), 36-42.

[54]. Teng, C. C., Cheng, Y. J., Yen, W. S., & Shih, P. Y. (2023). COVID-19 Perceived Risk, Travel Risk Perceptions and Hotel Staying Intention: Hotel Hygiene and Safety Practices as a Moderator. *Sustainability*, *15*(17), 13048.

[55]. Teruel Gutiérrez, R. (2020). *Sustainability as a corporate strategy:* A performance comparison of green and non-green SME hotels.

[56]. Tsaur, S. H., & Hsieh, H. Y. (2020). The influence of aesthetic labor burden on work engagement in the hospitality industry: The moderating roles of employee attributes. *Journal of Hospitality and Tourism Management*, *45*, 90-98.

[57]. Wang, X., & Cheng, Z. (2020). Cross-sectional studies: strengths, weaknesses, and recommendations. *Chest*, *158*(1), S65-S71.