AN ASSESSMENT OF HOW MINDFULNESS AFFECT SERVICE QUALITY AND SERVICE EXPERIENCE IN VIETNAM'S LUXURY HOTELS

HAO DAO THI

PhD

2021

AN ASSESSMENT OF HOW MINDFULNESS AFFECT SERVICE QUALITY AND SERVICE EXPERIENCE IN VIETNAM'S LUXURY HOTELS

HAO DAO THI

A thesis submitted in partial fulfilment of the requirements of the University of Northumbria at Newcastle for the degree of Doctor of Philosophy

Research undertaken in the Newcastle Business School

May 2021

ABSTRACT

The development of advanced technologies has penetrated much of contemporary life, altering the way people live, work and travel. It also brings unprecedented challenges and opportunities for tourism and hospitality businesses. The rapid deployment of the Internet and the Web 1.0, as well as the Web 2.0/social media environment, have effectively revolutionized the hospitality and tourism industries (Law *et al.*, 2014). However, in addition to advantages from technologies, common drawbacks of technology application are also found, for example information overload (Frias *et al.*, 2008; Magnini, 2017), technostress (Lee *et al.*, 2014), the problem of "value co-destruction" (Ple & Chumpitaz Caceres, 2010; Sigala, 2017) or de-personalisation of tourist experiences (Tarlow, 2011). Customers seem to be more sophisticated and demanding, the business environment is increasingly competitive, services are starting to look like commodities and service quality is becoming standardized and no longer suffice to establish a competitive advantage. There is a shifting from a service-based to an experience-based economy. Tourism and hospitality industry is also on the way to a more experience-based service industry.

Mindfulness refers to the state of being aware, taking note of what is going on within oneself and outside in the world. Beyond improving welfare (Kiken & Shook, 2011), being mindful increases empathy (Winning & Boag, 2015), reduces cognitive biases (Hafenbrack *et al.*, 2014) and influences the consumers' decision making process (Chan, 2019). Many previous studies demonstrate positive relationships between mindfulness and consumer behaviours such as more satisfaction, greater learning, or more understanding (Moscardo, 1996; Van Winkle & Backman, 2009). In the recent experience literature, mindfulness has gained traction and been considered as a useful tool for managing customers' experiences in tourism and hospitality (Barber & Deale, 2014; Chan, 2019; Frauman & Norman, 2004).

The purpose of this study is to develop an explanatory framework that addresses about how mindfulness (MIND) impacts customers' perception of service quality (PSQ) and service experience quality (PSE) and to differentiate the two concepts PSQ and PSE in the context of luxury hotel segment in Vietnam. Structured questionnaire was used to gather the perceptions of customers on service quality, service experience and measure their mindfulness as well. The survey was conducted in three luxury hotels in Hanoi. In total, a sample of 395 questionnaires was collected, in which 379 was valid for data analysis. Quantitative methods using exploratory factor analysis, confirmatory analysis and structural equation modelling with Partial Least Square (PLS-SEM) were employed for data analysis. The measurements of PSQ, PSE and MIND have been developed and validated. The interrelationships between the three constructs are examined. The

results show that MIND has significant relationships on PSQ and PSE, and PSQ and PSE are distinct constructs in terms of their dimensions. MIND is found to have a stronger impact on PSQ than on PSE, and PSQ has a partial mediating role in the relationship between MIND and PSE. The findings of the research are useful for hotel managers to understand more their guests' demands in the experience economy which are not only about functional benefits, but emotional benefits from the experiential approach. The findings also help to update the understanding of how an ever-evolving customer-base perceives service quality in such a highly competitive environment of luxury hotels.

The conclusions of Mindfulness help hotel managers understand more consumer behaviour in a complex environment where there seems to much information. MIND, PSQ and PSE are modelled as formative second-order constructs, which provides a better specification for each construct. Limitations of the whole study are acknowledged and recommendations for future research are proposed.

ACKNOWLEDGEMENT

My PhD journey is long and full of challenges that I have wondered many times if I could complete it. To complete the thesis, I am really very grateful to a host of people. First of all, I would like to say sincere thanks to my supervisors, Mr Nigel Coates, Professor Andrew Robson and Dr. Elmira Djafarava, for their great patience and practical helps throughout the process of doing research. Nigel, I will always remember your reminding me that I have to believe in myself. And Andrew, I wish I had understood better your guides, then my research would have been done earlier. You have always tried to simplify things but ensure their quality.

I deeply thank Oanh for her sharing PhD-life experience and giving me useful advices throughout my research. Thanks a lot to Huong, anh Quang and MBA students for their enthusiastic supports to my data collection. And a really huge thank to my special friend, Ian, who has encouraged so much when I came to the final PhD stage. I have to admit that I could not demand no such better support than that.

I also thank Anna for her great moral supports during my writing period and Sadia for listening my PhD worries. Thanks to Hanh, David, Huyen and colleagues for participating in the questionnaire translation and pre-testing questionnaire as well. Thanks to Dr. Ellen Langer for sending the original version of the LMS 21.

Last but not least, a particular thank to my family who always stand by me, share every success and failure in my life.

Without your helps and supports, I know one certain thing that I will not be able to finish this thesis. I am grateful so much for all of you indeed!

DECLARATION

I declare that the work contained in this thesis has not been submitted for any other award and that it is my own work. I also confirm that this work fully acknowledges opinions, ideas and contributions from the work of others.

Any ethical clearance for the research presented in this thesis has been approved. Approval has been sought and granted by the University Ethics Committee on date 25th April, 2017.

I declare that the Word Count of this Thesis is at 70186 words.

Name:

Signature:

Date:

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF APPENDICES

ABBREVIATIONS

BTS	The Bartlett's test of Sphericity
BNB	Bed and Breakfast
CFA	Confirmatory factor analysis
CAB	The Cognitive-Affect-Behaviour model
CSE	Customer service experience
EFA	Exploratory factor analyses
GPD	Gross Product Domestic
ICTs	Information and Communication technologies
KMO	The Kaiser-Meyer-Olkin
MAR	Missing at random
MM	Mediative mindfulness
Min	Mindfulness
PSE	Perceived service experience
PSQ	Perceived service quality
RevPAR	Revenue per available room
RSQS	the Retail Service Quality Scale
SQ	Service quality
VMS	Valid Mean substitution
VIP	Very important person

Chapter 1 - INTRODUCTION

1. Introduction

This chapter provides a general introduction to the research. The background of the research is initially outlined mentioning the shift from the service-based economy to the experience-based economy and an issue of the modern society - being mindful. The justification of the research, especially the importance of mindfulness research in marketing is explained, and the research objectives and research questions are presented. This is followed by the context of hospitality in Vietnam. A brief overview of the methodology and research contributions are described before outlining the research structure.

1.1 Research background

The hotel industry plays an important role in the economy of most countries. As being a key sector within tourism, it supports the tourism development, contributing to nations' gross domestic product (GDP) and providing numerous employment opportunities (Deng *et al.*, 2013; Rezaei *et al.*, 2017). It is also an industry that is highly segmented based on quality, location, and style, with higher levels of concentration and competition evident in some sectors, such as the first class and luxury sector (Littlejohn, 2003; Wilkins, 2010) (the first-class and luxury hotel sector hereafter is referred as the luxury hotel sector or the luxury hotels). The luxury hotel sector is often considered rather intensively competitive (Mai & Nguyen, 2018). In addition to competition from the same rank of hotels, luxury hoteliers have to face with various difficulties from the appearance of other types of accommodation establishments, such as hostel, bed and breakfast, guest house and dormitory (Mai & Tran, 2014).

In such a competitive service marketplace, companies must find ways to create their own differentiation from competitors (Wu & Ko, 2013). One way to do this is suggested that companies need to offer consumers "experiences" in addition to products and services to remain competitive (Cetin & Dincer, 2014; Schmitt, 1999). Pine and Gilmore (1999) indicated that the world's economy has changed drastically in recent years, moving from service-based to experience-based. This change will continue in the next many years as customers' needs and societies evolve toward an emphasis on the consumption of experiences rather than products. The world increasingly becomes more commoditized. Quality products and service have become standardized, and no longer adequate to reach customers or no longer to make competitive advantage (Kim *et al.*, 2011), thus

businesses need to focus on the customers' experience, similar to the importance given to products and services, for creating a seamless total experience (Carbone & Haeckel, 1994; Cetin & Dincer, 2014; Pine & Gilmore, 1999).

Hospitality has been seen as the more experience-based service industry with high involvement (Gilmore & Pine, 2002; Yuan & Wu, 2008). Hotels do not just offer shelter with a clean bed or a nice meal, but experiences also accompany these functional benefits (Cetin & Dincer, 2014). In case of luxury hotels, experiences are the reason why guests pay many times more for the same clean, secure, and comfortable bed. Positive experiences support high-price strategies of luxury hotels. Hotel customers do not simply buy products and services, but primarily look for and consume engaging experiences. This is one of the reasons why hospitality is one of the most dispersed industries in the world, charging very different prices for the same basic product - accommodation in a safe, clean place (Cetin & Dincer, 2014). Beside many conventional factors such as location and price which are considered significantly influence the selection of a hotel, experience emerges as another key factor determining customers' choice of a hotel (Barsky & Nash, 2010).

Experience, or more specifically experiential consumption, refers to the total outcome to the customer from the combination of environment, goods, and services purchased (Lewis & Chambers, 2000). Hirschman and Holbrook (1982, p. 92) define experiential consumption, alternatively referred to as hedonic consumption, as "*those facets of consumer behavior that relate to the multi-sensory, fantasy and emotive aspects of one's experience with products*." All kinds of these experiences are important for the hospitality and tourism industry when practically every aspect customer goes through at a destination is an experience. Experience can be anything, behavioral or perceptual, cognitive or emotional, expressed or implied that customers gain after their hotel stay or travel (Oh *et al.*, 2007). This stresses the fact that the products in the hospitality and tourism industry are always experiential (Williams, 2006), in which hedonic or experiential consumption is considered central to a comprehensive understanding of consumer behavior in the hospitality and tourism context (Titz, 2008).

Experience is an important concept and replacing quality as the "*competitive battleground for marketing*"(Klaus & Maklan, 2013, p.227), hospitality organisations, especially luxury hotels, have realised that their success and growth depend upon creating and offering unique and memorable positive experiences for their customers (Walls *et al.*, 2011). In other words, the creation of positive experiences has been described as the very essence of the hospitality industry (Pizam, 2010). The rich physical environments, full and excellent services and social interactions make the luxury segment of the hospitality industry a very potential domain to analyse experiences. However,

studying determining variables that impact consumers' decision set concerning experiences always imposes lots of challenges to researchers (Cetin & Dincer, 2014).

1.2 Research justification

Together with the enthusiastic movement toward an experience-based economy and its particular relevance to the hospitality industry (Gilmore & Pine, 2002; Titz, 2008), hoteliers are on the growing trend to create a unique experience for the customers to gain their confidence, satisfaction and loyalty (Klaus, 2014). Surprisingly that the concept of service experience is said to be an old, but relatively underdeveloped concept in service literature (Dube and Helkkula (2015). The reason for this paradox is revealed that service experience has been hidden under other more focused concepts of services marketing such as service quality, customer satisfaction (Dube & Helkkula, 2015; Kim *et al.*, 2011; Verhoef *et al.*, 2009). In an early attempt, Parasuraman *et al.* (1988) conceptualized the SERVQUAL to measure customer experience from the service quality perspective. The SERVQUAL used the gap between the expected and the actual service based on five dimensions - tangibility, reliability, assurance, empathy and responsiveness. Although the service quality model, SERVQUAL, has widely been used as an important judgmental standard for superiority of service in numerous contexts, its measurement does not fully cover the specific characteristics of the tourism and hospitality industry (Jin *et al.*, 2015). Other authors argue that it did not serve as a comprehensive tool to measure customer experience in real-life business scenarios (Coulthard, 2004; Maklan & Klaus, 2011).

More specifically, service quality concentrates mainly on functional and physical sides such as color, style or packaging and normally does not cover consumers' emotional or hedonic inclinations (Parasuraman *et al.*, 1985). Previous studies found that consumers' purchase decisions are made not only for functional reasons but also for emotional satisfaction including fun, pleasure or enjoyment on the basis of their experiences (Holbrook & Hirschman, 1982). While service quality is conceptualized as the customers' overall judgment or attitude about the quality of the service (Parasuraman *et al.*, 1985), service experience is conceptualized as "*customers' internal and subjective response to any direct or indirect interaction with the service provider across different touchpoints*" (Meyer & Schwager, 2007, p.117). They are two distinct constructs, however, in case of hospitality and tourism, they are complementary to each other (Otto & Richie, 1995; Vasconcelos *et al.*, 2015). They are also considered as important variables that create a competitive advantage for a service provider (Hollyoake, 2009; Maklan & Klaus, 2011; Millard, 2006; Roy *et al.*, 2019; Sandström *et al.*, 2008). Some authors call for for more empirical studies to compare the two constructs by dimensions (Chang & Horng, 2010).

There is a fact that although organizations can create the environment and the circumstances in which consumers could have an experience, but cannot grant an experience to the consumer (Mossberg, 2007). The experiences that consumers encounter occur personally inside themself, and the outcome or consumer experience depends on how the consumers, based on a specific situation or state of mind, react to the various staged encounters (Mossberg, 2007; Pine & Gilmore, 1999; Wang, 2002). On the other hand, according to Gilmore and Pine (2002) and (Williams, 2006), the transition to the experience economy from the service economy has great implications for the hospitality and tourism industry. However, experience-related research remains under-represented in the tourism literature (Ritchie *et al.*, 2011). Indeed, very few studies have attempted to identify and evaluate hotel experiences (Khan & Rahman, 2017).

Whereas, in the hospitality and tourism literature, mindfulness has been considered as a useful tool for managing customers' experiences at the destination (Barber & Deale, 2014; Frauman & Norman, 2004; Moscardo, 2009; Tung & Ritchie, 2011; Van Winkle & Backman, 2009). Mindfulness is considered substantially supportive when customers making decisions because it is a state of consciousness that involves both awareness and attention of the self, others and the outside environment (Brown & Ryan, 2003).

On the other hand, over recent years, the advancements in technologies such as information communication technology technologies (ICTs), smart technologies, are changing quickly business operation of many businesses (Lin & Hsieh, 2007), including hoteliers (Wang *et al.*, 2017). Technologies support significantly hospitality organizations in delivering services, broadening accessibility to customers over the world. For customers, ICTs help them become more empowered and more connected with each other and with service providers (José Alberto Castañeda *et al.*, 2018). Information is blossoming. Olsen and Connolly (2000) call this age "the age of information". The authors argued that the success of hospitality companies lies in how much information they know about their customers, and how much information they can provide customers about their products and services. In fact, firms often believe that the more information they have, the better their performance will be and the more profits they can make (Langer & Beard, 2014). However, Langer and Beard (2014) had another belief. Langer and Beard (2014) call this age "the age of complexity" and assert that there is no more information now than there was before. Although new data or information come to us all the time, and there is too much information, it does not matter how much the amount of information someone has as on the way it's taken in, it needs to be mindfully (Langer & Beard, 2014).

Despite the fact that the mindfulness concept has been studied in the fields of psychology, sociology, and education for a few decades, and some empirical research on mindfulness in business, specifically in management (Fiol & O'connor, 2003; Mangiameli, 2012; Ndubisi, 2012c;

Rerup, 2005) and to a lesser degree in marketing (Malhotra *et al.*, 2012; Ndubisi, 2012c; Sheth *et al.*, 2011) have just started (Ndubisi, 2012a, 2012b). Other authors argue that consumer research scholars seem largely overlook this construct (Dong & Brunel, 2006). Ndubisi (2012a) and Ndubisi (2012c) point out to consequences from the lack of understanding of how mindfulness plays out in the decision-making processes of consumers, and its implications for marketing practice and theory development, due to the shortage of empirical research, and called for more studies. The next section explains more details the importance of mindfulness research in marketing in general and in tourism and hospitality in particular.

1.3 Importance of Mindfulness research in marketing

Although the concept mindfulness has appeared for a few decades in the literature of psychology, education, business management, empirical research on mindfulness in marketing has just commenced (Ndubisi, 2014), especially in the context of tourism and hospitality, mindfulness is considered as an emerging area of research focus (Taylor & Norman, 2019). Therefore, this study provides empirical evidence on the potential application of mindfulness in marketing in general and in tourism and hospitality in particular. The importance of the mindfulness study may be explained in four folds.

First, by discussing literature on mindfulness and outcomes of mindfulness, the study has reflected a problem in modern societies, that is mindfulness and mindlessness. As mentioned in the previous part, the development of advanced technologies and information communication technologies (ICTs) have brought many changes to human life, with both advantages and disadvantages as well. Old behaviour patterns are transformed and new ones are established on a daily basic, including vacations, travel and leisure time (Mackay & Vogt, 2012). One of them is automatical behaviours carried out everyday (Amel *et al.*, 2009; Barbaro & Pickett, 2016). Millions of today's consumers sleepwalk through a fog of impulses, habits, addictions, compulsions, and decision biases (Bahl *et al.*, 2016). It is challenging to wake consumers up when they are deeply sedated by promises of pleasures and escapes everywhere in the marketplace, particularly as they traverse their technology-pervaded and overwhelmed days (Schulte, 2014). Understanding mindfulness and mindlessness is not only meaningful theoretically, but also for practically sustainable and healthy lifestyles.

Second, the study of mindfulness helps to understand the dual process theory originated from psychology in marketing, because mindfulness and mindlessness have been used as an application of the dual-processing theory describing the spectrum for information processing. According to the dual process theory, in everyday activities people process information through either shallow

processing or deep processing. While shallow processing is automatic (routine) and uses fast short-cuts or heuristics, thus can be biased, deep processing is slow, methodical and likely to result in more correct or logical decisions (Evans, 2008; Evans & Curtis-Holmes, 2005). Mindfulness through the high-effort route uses active deciding that is associated with a deep level of analysis. Mindlessness through the low-effort route is associated with passive deciding at a superficial level of information analysis where people rely on heuristics such as information from their past experience (Carson & Langer, 2006; Taylor & Norman, 2019). Based on these theories, the study empirically highlights customers' ability to achieve reliable performance in surrounding environments depends on how they think - mindfully or mindlessly - for example: how they gather information, how they perceive the world around them, and whether they are able to change their perspective to reflect the situation at hand (Langer, 1989 a; Oredo & Njihia, 2015).

Third, the study has expanded research on mindfulness beyond its traditional areas. Mindfulness first started in the clinical context and psychology, then spanning other fields such as healthcare, education and business (Fischer *et al.*, 2017). In healthcare, mindfulness is related to a perception of control, a factor shown to have a positive effect on treatment outcomes. In education, mindfulness research explores the role of mindfulness in instructional effectiveness, attention, and creativity. In management, mindfulness quickly gained credibility as businesses believed that mindfulness has positive impacts on employees' focus, productivity, decision-making and overall well-being as well as burn-out reduction (Schramm & Hu, 2014; Wang *et al.*, 2021). In recent years, mindfulness has become a subject of interdisciplinary research (Fischer *et al.*, 2017).

However, in marketing, Ndubisi (2014) realize that there is a dearth of empirical research on mindfulness, especially in the luxury hospitality, mindfulness has been neither discussed nor applied. Despite of over 40-year history, mindfulness is considered a relatively new topic in the hospitality context (Dutt & Ninov, 2016). Therefore, the study pays the way for future research on mindfulness in the context of luxury hospitality. Notably, most earlier studies on mindfulness are carried out in western settings, testing and validating the mindfulness scale (LMS-21) in the context of an eastern country like Vietnam, in one hand, has extended mindfulness across its traditional subject and physical border, and in other hand, has consolidated the reliability of the scale and consequently advanced the mindfulness theory development as well. The findings of this study are really useful to be compared with other findings from research in similar subjects or similar settings later.

And last but not least, the study highlights the role of mindfulness in consumer behaviour models. With characteristics of mindful consumers like being consciously aware, sensitive, and open to different contexts and perspectives, as well as recognize the distinctiveness and uniqueness of

different contexts/markets, the study empirically supported the positive relationships between mindfulness and customers' perception of service quality and service experience. The study gains a better understanding of mindful consumer behavior in the context of luxury hotels, how mindful consumers process information during their hotel stay and how it influences their hotel experience. The findings show that mindfulness is well-suited for and needs incorporating in service consumer behaviour models.

1.4 Research objectives

The purpose of this study is to develop an explanatory framework that addresses about how the consumers' mind works in relation to their service quality (PSQ) and service experience quality perception (PSE), and the research question is proposed "**How mindfulness affect customers' perception of service quality and service experience?**" To achieve this research purpose as well as to answer this research question, the study links the mindfulness factor to the two constructs service quality and service experience and investigate the difference between service quality and service experience in the context of luxury hotels to understand more this topic. As a result, it is anticipated that there is an impact of mindfulness on both customers' perceptions of service experience and service quality, and there is a significant relationship between service quality and service experience as well. The following specific research objectives are outlined in an effort to gain a clearer understanding of the three constructs and their relationships in the framework.

(1) To identify and validate the primary structure of PSE in the luxury hotel sector
(2) To identify and validate the primary structure of PSQ in the luxury hotel sector
(3) To identify and validate the primary structure of Min in the luxury sector
(4) To test whether there is a significant relationship between PSQ and PSE
(5) To test whether there are significant relationships between Min and PSQ, and between Mind and PSE.

1.5 Hospitality of Vietnam

With World Travel Awards 2018 Vietnam as Asia's leading destination, and the United Nations World Tourism Organization (UNWTO) ranked Vietnam as the third fastest-growing tourist destination in the world, Vietnam has experienced a boom in both domestic and international tourism over the past decade (Mordorintelligence, 2018). The number of domestic tourist number has increased substantially from 57 million in 2015 to 85 million in 2019 and the international tourist arrivals to Vietnam has over doubled to 18 million in 2018 from 8 million in 2015 (Table 1.1). Being one of core businesses making up the tourism performance system, both local and foreign tourism

development is seen to drive the hospitality industry in general and the upscale (4-star) and luxury (5-star) segment upward (Evbn, 2018).

The development of tourism and hospitality in Vietnam is said mainly due to the Gross Domestic Product (GDP) and living standards both rise (Evbn, 2018). The emergence of Vietnam's middle-class and their disposable income continue to increase. Traveling, and the enjoyment of experience are quickly becoming an indispensable part of the modern lifestyle. Vietnamese folks travel not only as a means to unwind and have pleasure, but also to enrich their lives, to connect, and to create meaningful memories (Anh, 2020). This lifestyle change leads to a fact that domestic travellers seek more and more luxurious hotels (Evbn, 2018). Accordingly, in general, the luxury market has been no longer a niche sector for the wealthy only (Truong *et al.*, 2010), but become a prospering market for a various clientele, including the upper-middle class (Le & Quy, 2020). The past decade has witnessed a rapid growth of the whole luxury market and luxury services globally (Yang & Mattila, 2017; Yang *et al.*, 2016), and Vietnam is in line with that trend.

By the end of 2019, there are 484 luxury hotel establishments nationwide, with over 100 thousand rooms (Vietnamtourism.Com, 2020). According to Hopsitality reports by GrantThornton, the luxury hotel segment has performed particularly well with significant movement in terms of the occupancy, revenue per room and room rate (Grant Thornton, 2017, 2018, 2019). Specifically, the average revenue per available room (RevPAR) increased constantly during the period of 2015 -2019, from 66% to 81.1%, the average occupancy rates from 62.7% in 2015 to 69.3% in 2019 and the average room rates from $106.8 in 2015 to $116.6 in 2019 (Tablew 1.1). In 2016, according to the statistics by the EU-Vietnam Business Network, the total room revenue of the luxury segment reached to over $1.3 billion (Evbn, 2018). These figures indicate that a healthy growth of Vietnam's high-end and luxury segment, which is expected to continue in the next years (Evbn, 2018).

Table 1.1 - The luxury hotel segment of Vietnam from 2015 - 2019

	2015	2016	2017	2018	2019
GDP growth annually	6.679%	6.211%	6.812%	7.076%	7.017%
Internatinal tourists	8 mil	10 mil	12.9 mil	15.5 mil	18 mil
Domestic tourists	57 mil	62 mil	73.2 mil	80 mil	85 mil
Portion of domestic guests of total guests in luxury hotels	18.9%	20.4%	20.8%	21.4%	22.2%
RevPAR of 5-star hotels	66, 0%	68,7%	79.1	83.4%	81.1%
Average accupancy rate of 5-star hotels	62.7%	71.8%	79.1%	73.0%	69.3%
Average room rate of 5-star hotels	$106.8	$103.2	$107.6	$113.9	$116.6

Source: Reports by GrantThornton 2017, 2018, 2019; Report from Vietnamtourism.Com (2020); World-Bank (2019)

The figure above also indicate that the main source of guests of luxury hotels are international guests, but the portion of domestic guests is constantly on the rise in the last recent years (Dao, 2020). Some hoteliers reported that the portion of the domesitic guests is often on the top 10 groups of hotel guests (Lan, 2017). However, in addition to positive figures, the intensively competitive market that the luxury segment also faces requires them continuously renew and improve themselves to attract customers (Nguyen *et al.*, 2015).

What is a luxury hotel?

Luxury hotels (four and five-star hotels) are hard to define because the term luxury itself is vague (Sharma, 2016). Bernstein (1999) proposes that luxury is not only about the décor or amenities. It is a subjective notion because it depends on people's perception of luxury based on their ethnical belonging, culture of origin, educational background and personal experience (Marinakou & Giousmpasoglou, 2019). In fact, there is no single and universal definition for a luxury hotel (Chu *et al.*, 2016).

Based on the criteria set by the Vietnam National Administration of Tourism, the Hospitality reports by Grant Thornton (2018), Grant Thornton (2019), and the definitions of luxury goods proposed by Berthon *et al.* (2009), a luxury hotel is considered in this study as a hotel that has a capacity of over 100 bedrooms (for 5-star hotels) and over 80 bedrooms (for 4-star hotels), conference facilities and provides a luxurious full-service accommodation experience to the guest. Its environment (e.g. décor, atmospherics) and main services (bedding rooms, foods, beverage, sumptuous breakfast,

fine dining restaurants), and various other services such as high-end spa treatments, swimming pool, gyms, bar personal trainers, laundry service and other tailor made services as per the desire and comfort of guests are carefully prepared and presented, unique, superior in quality, and conspicuous.

Some authors argue that pricing is an indicator of luxury, with high prices separating luxury hotels from non-luxury hotels (Lu, Berchoux*, et al.*, 2015). Luxury hotels typically accommodate high paying guests and the services and dining are expected to be of high quality (Verifiedmarketresearch.Com, 2019). In Vietnam, in 2019 the average daily rates are from $113 - 116 for 4-star and 5-star hotel respectively in Vietnam (Grant Thornton, 2020).

For the purpose of this study, luxury hotels were selected because it is considered as the more experience-based service industry with high involvement (Gilmore & Pine, 2002; Yuan & Wu, 2008). Moreover, luxury hotels are considered to have a demanding clientele with high expectations who not only look for functional goods and services in a hotel but also demand experiences that are memorable. Luxury hotel guests pay a premium price and typically expect more than a clean and comfortable bed (Presbury *et al.*, 2005). However, quality of the luxury hotel experience not only lies in the products provided by hoteliers, but also in the mind-set of guests (Bernstein, 1999). Thus, the context of luxury hotels is a good context to study about customers' service experience, service quality and mindfulness.

1.6 Research methodology

In order to obtain the identified research objectives and find answers to the proposed hypotheses in the research, the primary data collection through survey is applied in this research. The development of the questionnaire is explained in detailed. Data collection and techniques for data analysis are justified and described as well.

The collected data is analysed using exploratory and confirmatory factor analysis approaches before the development of a structural model to test the hypothesized relations and mediation between constructs. Partial Least Square (PLS-SEM) is used in the research. The two software have been used for analyses, including SPSS 26 and SmartPLS 3.0.

1.7 Main contributions of the research

The current study makes some contributions to the marketing literatures by providing an examination of the three constructs, including service quality, service experience and mindfulness. The details are as follows.

First, this study has developed and validated a scale measuring service quality in the context of first-class and luxury hotels. The scale helps to update the understanding of how an ever-evolving customer-base perceives service quality in hotels in a highly competitive environment of hotels (Rauch *et al.*, 2015). It also responds to the limited research that has addressed the structure of the concept in hospitality (Wilkins *et al.*, 2007), despite that a lot of models, frameworks, theories and practice in service quality have been investigated (Ranaweera & Sigala, 2015).

Second, the study has provided a better understanding of underlying factors that are not clearly delineated or identified in the existing literature of service experience (Kim *et al.*, 2011; Manhas & Tukamushaba, 2015). A scale measuring service experience in the context of hospitality has been built and validated also meets the calls for further research in enhancing the service experience by Ostrom *et al.* (2015).

Third, the difference between service quality and service experience has been shown in the study in the hospitality setting. The study has empirically verified that the cognitive dimensions of service quality are distinct from its emotional dimensions. They are really two distinct, but complementary constructs according to customers' perception. This is a respond to the call for more research by (Chang & Horng, 2010).

Fourth, a mindfulness scale of has been tested and validated for the first time in the hospitality, which responds to the dearth of empirical research on mindfulness in the fields of marketing as Ndubisi (2012c) confirmed.

Fifth, the relationships between mindfulness with customer perception of service quality and service experience have been found significant. It is believed that there is a potential relevance of the mindfulness construct in a vast array of consumer behaviour issues, such as consumer decision making, marketing communication, persuasion, and so on (Dong & Brunel, 2006). And this research provides an empirical contribution that mindfulness is not only used in clinics, but in everyday life.

And finally, the study conceptualizes and models the three constructs (MIND, PSQ and PSE) as formative second-order constructs. This approach helps to deal with the problems of the

measurement model misspecification, which is fairly pervasive among published research studies (Jarvis *et al.*, 2003). According to Jarvis *et al.* (2003), any bias in the estimates produced by the misspecification could affect the conclusions about the theoretical relationships among the constructs that are drawn from the research.

1.8 Outline of the research

The thesis includes six chapters as follows:

Chapter 1 - Introduction - provides an introduction to this research beginning with the background of service experience and some research problems. Then, the research problems and objectives are discussed briefly. The context of study, the luxury segment hospitality, is overviewed. The research methodology and contributions are described. And finally, the research structure is provided.

Chapter 2 - Literature Review - provides the available literature in general in service experience, service quality and mindfulness which is then narrowed to focus on hospitality. A critical evaluation of the literature is then used to conceptualize and develop models of service experience, service quality and mindfulness. Research gaps are identified. And hypotheses are proposed and a research framework is built.

Chapter 3 - Research Methodology and Methods - explains the research philosophy, research methodology and method to obtain research objectives and find answers for the hypotheses proposed from Chapter 2. The development of questionnaires for surveys are justified and described. Data collection and techniques for data analysis are described in detail. Research ethics is mentioned and research limitations are recognized.

Chapter 4 - Analysis and Findings - presents the data analysis and research findings. Data analysis techniques are deployed and explained in detailed. Following these techniques, the proposed hypotheses are tested and answered in this chapter.

Chapter 5 - Discussion of the findings - discusses the findings of this research. The research findings are discussed. Novel findings are highlighted. The hypotheses tested are interpreted and discussed using the empirical results from the chapter of data analysis and findings with supporting literature.

Chapter 6 - Conclusions and recommendations - present an overview of the research objectives and the research problem, the conclusions and recommendations. The chapter starts with the

research background, revisiting the research objectives and assessing how these objectives which were put forward in Chapter 1 have been achieved. The contributions theoretically and practically of this research are drawn. Limitations of the whole research are also recognized and recommendations are suggested for future research. And conclusions are made.

1.9 Chapter summary

This chapter provides an introduction to the research study including the research background, the research justification and objectives. Research contributions are acknowledged. Finally, the chapter outlines the organisation of the thesis. The next chapter introduces theories of service experience, service quality and mindfulness that form the theoretical basis for the thesis.

Chapter 2 - LITERATURE REVIEW

2.0 Introduction

The previous chapter provided an introduction to the research, the research background, the research justification, the research context, its purpose, research methodology and main findings. This chapter reviews the literature of service quality, service experience and mindfulness and conceptualizes their measurement models. The chapter starts by discussing of service experience, highlighting the experience concept and service experience in general. Later, the literature narrows to service experience quality in hospitality and specifically in luxury hotels. This approach is applied the same for service quality and mindfulness. The research gaps in the literature to be filled by this research are identified and discussed. Based on these gaps, a conceptual framework is developed and interrelationships between the three concepts are proposed.

2.1 Perceived service experience

2.1.1 The concept of experience

The word “experience” has multiple connotations as it is used in different contexts. According to Jaakkola *et al.* (2015), when experience is used as a verb (“*I have/he has experienced* […]”), it refers to a phenomenon, in which the activity of experience is uniquely personal and internal. On the other hand, when being used as a noun, (“*In my experience* […]” or “*I have learnt from my experiences* […]”), it refers to the knowledge aspect of experience (tacit or explicit).

In previous research, scholars have used similar conceptualizations of experience. For example, Carù and Cova (2003) presented a compilation of conceptualizations of experience from different research streams: natural sciences (experiment experience), sociology and psychology (subjective and cognitive experience), philosophy (self-transformation from experience), and anthropology (experience as a way of living).

In terms of science, in the general sense from positive sciences, an experience is very similar to an experiment based on objective facts and data that can be generalized. It is critical to recognize a difference between experience in general and a scientific experience. That is, a scientific experience provides universal knowledge for everyone, while a common experience is unique to the individual. A philosophical experience is a personal occurrence or event that changes or transforms the individual. "*Experience is therefore gained when what happens is translated into knowledge (common sense), not only when it remains a simple lived occurrence*" (Carù & Cova, 2003).

Despite such differences, Dube and Helkkula (2015) indicate that all these conceptualizations of experience are used to express the subjectivity of human perception. In all languages, the word experience has become a common term which is often used to indicate some experience that a person has during everyday life (Dube & Helkkula, 2015).

Experience in marketing in general

Employing an economic and marketing perspective, experience can be seen from two perspectives - service providers and service consumers (Oh *et al.*, 2007). From a business perspective, Pine and Gilmore (1999, p.12) defined that "*experiences occur whenever a company intentionally uses services as the stage and goods as props to engage an individual in an inherently personal way*". In other words, "*Experiences are events that engage individuals in a personal way*".

From customer perspective, experience occurs when customers are involved in consumption events (Berry *et al.*, 2002; Carbone & Haeckel, 1994; Holbrook, 2000). Experiences always go along with consuming goods or services (Brakus *et al.*, 2009). Most experiences occur directly when consumers shop, buy, and consume products/services, but experiences can also occur indirectly - for example, when consumers are exposed to worth of mouth, advertising and marketing communications, including Web sites, reviews etc. (Brakus *et al.*, 2009). Accordingly, it can be said that experience can be any "*take-away*" impression or perception created during the process of learning about acquiring, using, maintaining, and (sometimes) disposing of a product or service (Berry *et al.*, 2002; Carbone & Haeckel, 1994).

Customer experience, service experience & customer service experience

The terms customer experience and service experience have been commonly used in numerous studies (Klaus & Maklan, 2012; Mohsin & Lengler, 2015). They are similar in their conceptualizations and share many features (Jaakkola *et al.*, 2015; Jain *et al.*, 2017). Some of these features include characterization as phenomenological, process, and output-based experience;

functional, rational, affective, and emotional responses or perceptions; internal, subjective and unique characteristics; co-creation between individuals, communities, and organizations; and relationships with organizational performance through perceived value, customer satisfaction, loyalty, and other factors (Jaakkola *et al.*, 2015).

The main difference between these concepts lies in the subjects of the experiences. While the concept of service experience refers to customers (or any actor) who experience the service, the concept of customer experience describes customers as experience actors. In addition to customers, service experience includes all involved parties including the representatives of the service providers who also experience the service, as well as other people's social experience networks, thus characterizing it as occurring in a multi-stakeholder network (Helkkula, 2011). Customer experience is largely minored as internal and subjective responses of the customer (Meyer & Schwager, 2007).

Due to the subject of the experiences, customer experience is said to refer to a narrower, more specific role of the "experiencer" (customers) (Lipkin, 2016; Meyer & Schwager, 2007), while service experience refers to experience of any actor (customer, service provider, a third party) (Jaakkola *et al.*, 2015). In addition, the term "customer service experience" is treated by various authors as referring to the service experiences of customers only (Khan *et al.*, 2015; Klaus & Maklan, 2012; Meyer & Schwager, 2007). As the objective of the study is to explore the perception of service experience from the customer perspective in hospitality context, the term "service experience", "service experience quality", "customer service experience" and "customer experience" are used interchangeably in this study.

2.1.2 Service experience quality

Evolution of the service experience concept

The genesis of the concept of service experience roots from the seminal article by Holbrook and Hirschman (1982), which questioned the rational, information-processing view of consumption in consumer behavior. The authors put an emphasis on an experiential view of consumption, seeing it as "*a primarily subjective state of consciousness with a variety of symbolic meanings, hedonic responses, and aesthetic criteria*" (Holbrook & Hirschman, 1982, p.13). This experiential view of consumption was seen as a theoretical milestone, after which the idea of consumption as a hedonic phenomenon gained increasing acceptance among marketing researchers (Dube & Helkkula, 2015). Indeed, in the 1990s, service experience research became more focused on hedonic services (e.g. river rafting) (Arnould & Price, 1993). The two outstanding characterizations of service

experience are “extraordinary” (Lasalle & Britton, 2003) and “memorable” (Pine & Gilmore, 1999), and have received extensive attention in the literature.

From this initial restrictive approach, the conceptualization of service experience was broadened; then was researched as a new economic offering for organizations to gain competitive advantage in the experience economy. Along with the service experience research, the focus on experiences as economic objects in economic sciences in general and marketing in particular has led to the development of the concept of the experience economy (Pine & Gilmore, 1998, 1999) and the research stream of experiential marketing (Schmitt, 1999). Being as an economic offerings for competitive advantage, service experience is argued to get out of its twin niches of “*hedonic*” and “*memorable*” into the world of “*normal, day-to-day service experiences*” (Edvardsson *et al.*, 2005, p.149).

Therefore, the research perspective has evolved from studying “extraordinary” experiences toward studying experience as a collective, co-created phenomenon, moving away from a dyadic firm-customer perspective (Jaakkola *et al.*, 2015). Broadly speaking, experience originates from a set of complex interactions between the customer and many other actors, encompassing a company or a company's offerings (Carù & Cova, 2003), shaped by their characteristics and influenced by the environment in which the interaction takes place (Walls *et al.*, 2011). Researchers have widely agreed that service experiences is omnipresent, regardless of their hedonic or non-hedonic nature (Dube & Helkkula, 2015).

Approaches/definitions of Service experience

Multiple characterizations of service experience were developed. Helkkula (2011) categorised a three-fold framework for the concept of service experience in which service experience is delineated/reviewed as a process, an outcome, and a phenomenon.

Service experience as a process

According to Helkkula (2011), studies characterizing service experience as a process concentrate on aspects of the architecture of service experience formation, such as its phases and stages (Edvardsson *et al.*, 2005). This approach is especially to be found in research which focused on services innovation and design. This approach helps not only to understand the formation of the customer’s service experience throughout their journey within the service system, but also obtain the successful development of service offerings, environments, and systems (Edvardsson *et al.*, 2005; Prahalad & Ramaswamy, 2004; Teixeira *et al.*, 2012).

For example, Edvardsson *et al.* (2005) described service experience as a service process that creates the customer's cognitive, emotional, and behavioral responses, resulting in a mental mark and a memory. This characterization is based on the idea that service experiences occur in all types of service encounters, even it may occur prior to (Edvardsson *et al.*, 2010), during and last after service encounters (Sandström *et al.*, 2008).

Service experience as an outcome

In this characterization, Helkkula (2011) regarded experience to be a measurable attribute or a variable of a service (Lemke *et al.*, 2011; Verhoef *et al.*, 2009). Service experience forms when an individual reacts to a service in one way or another. The two main outcome dimensions of service experience, which are refered to as the "*total service experience*", are functional and emotional ones (Berry *et al.*, 2002). The authors defined the total service experience as the sum of all "clues" offered to the customer during the service provision. According to the authors, the functional dimension is associated with the actual functioning of the service, and the emotional dimension is concerned with *"the emotions and includes the smells, sounds, sights, tastes and textures of the goods or service, as well as the environment in which it is offered*" (p. 86*).*

Due to these views, customer service experience is considered holistic in nature (Helkkula, 2011; Verhoef *et al.*, 2009), that is, it includes factors outside the control of the company, and it has process as well as outcome components (Johnston & Kong, 2011). The process and outcome components have cognitive as well as affective dimensions (Berry *et al.*, 2002; Palmer, 2010).

Service experience as a phenomenon

The phenomenological characterization describes that in the customers' everyday lives, service experiences are "*internal, subjective, event-specific and context-specific*" (Helkkula, 2011, p.375). As service experiences are based on internal experiences, they need be connected to direct experiences, in which a service provider and a customer directly interact with each other (Meyer & Schwager, 2007).

The phenomenological perspective views each individual actor as the subject of service experience (Helkkula, 2011). In other words, experience is a subjective interpretation or response of an individual. Such experience can be perception, thought, imagination, emotion, desire, volition and action (Jaakkola *et al.*, 2015). It is noteworthy that indeed an individual's experience can also be something imagined and include temporal elements of past, present and future (Helkkula *et al.*, 2012; Jaakkola *et al.*, 2015). Yet, the phenomenological characterizations also realize that

individuals do not exist in isolation, but live in a social environment, and therefore experience is both social and context-specific (Akaka *et al.*, 2015; Helkkula, 2011).

Fernandes and Cruz (2016) argue that the three approaches to customer experience are different, but complementary. The phenomenological approach transferred the central from the production of outcomes to how they are uniquely and contextually experienced by the individual (Vargo & Lusch, 2004).

Despite that the approaches to the concept are various, and that customer service experience is a fundamental concept in service-dominant (SD) logic (Vargo & Lusch, 2008), and that research on service experience is growing rapidly (Carbone & Haeckel, 1994; Edvardsson *et al.*, 2005; Klaus & Maklan, 2012; Meyer & Schwager, 2007; Palmer, 2010), there is no a universal definition of customer service experience (Cetin & Dincer, 2014). Dube and Helkkula (2015) indicate that the concept of service experience is an old, but relatively underdeveloped concept in service literature. The reason for this paradox lies in the way service experience has been hidden beneath other more key concepts of services marketing such as service quality or customer satisfaction (Dube & Helkkula, 2015; Kim *et al.*, 2011; Verhoef *et al.*, 2009). In many service studies, customer service experience has been considered as an part of the buying/consumption process and merged with service quality which evaluates the outcomes of the service process recognized by the customers (Garg *et al.*, 2014; Kim *et al.*, 2011). To measure service quality, a widely used measuring instrument, SERVQUAL, has been proposed by Parsuraman *et al.* (1988). But this scale is not sufficient to measure the experiences of the customers with the organization (Garg *et al.*, 2014). The main reason is that, in service quality studies, customers are treated as passive observers, who just process the information and later assess the service interactions as a resultant outcome. Here, their interactions with the organization, all service encounters and the whole customer process has not been explicitly considered and empirically investigated (Verhoef *et al.*, 2009; Walter *et al.*, 2010). Clearly that customer service experience was conceptualized differently from service quality, and hence requires a new corresponding measurement (Klaus & Maklan, 2007; Klaus & Maklan, 2013).

Building on the phenomenological approach, and the outstanding difference from service quality, in this study, service experience quality (also referred to as perceived service quality - PSE) is defined as the customers' perception of subjective, affective responses to all the service products and service delivery they actually receive or encounter from the service provider during the whole service process.

Table 2.1 - Some important definitions of Service experience

Studies	Definitions	Orientation/focus
Otto and Ritchie (1996)	During a service encounter, experience can be defined as "the subjective mental state felt by participants.	Phenomenon
Holbrook and Hirschman (1982)	Primarily subjective state of consciousness with a variety of symbolic meanings, hedonic responses and aesthetic criteria.	Phenomenon
Arnould and Price (1993)	Service encounter research increasingly recognizes that service experience is inherently interpretive, subjective, and affective.	Phenomenon
Pine and Gilmore (1999)	Experiences are inherently personal, existing only in the mind of an individual who has been engaged on an emotional, physical, intellectual, or even spiritual level.	Phenomenon and process
Carù and Cova (2003)	Experience is defined as a subjective episode in the construction/transformation of the individual, with, however, an emphasis on the emotions and senses lived during the immersion at the expense of the cognitive dimension.	Phenomenon
Edvardsson *et al.* (2005)	A service experience as a service process that creates the customer's cognitive, emotional, and behavioral responses, resulting in a mental mark, a memory.	Process
Schembri (2006)	It is argued that services are dynamic experiences, co-constructed with customers in accordance with their views.	Phenomenon
Sandström *et al.* (2008)	A service experience is the sum total of the functional and emotional outcome dimensions of any kind of service.	Outcome
Edvardsson *et al.* (2010)	The term "service experience" refers to the customer's personal experience of the service process as a result of interactions with the service organization and its frontline staff, facilities, and technology.	Process
Meyer and Schwager (2007)	Tthe internal and subjective response customers have to any direct or indirect contact with a company.	Phenomenon (direct and indirect)
Helkkula (2011)	Individual experiences – which are usually internal, subjective, event-specific and context-specific.	Phenomenon (direct and indirect)
Jaakkola *et al.* (2015)	"Service experience is an actor's subjective response to or interpretation of the elements of the service, emerging during the process of purchase and/or use, or through imagination or memory."	Phenomenon
Manhas and Tukamushaba (2015)	Experience quality can be conceptualized as customer affective responses to their desired social–psychological benefits	Phenomenon

(Source: Dube & Helkkula, 2015)

2.1.3 Measuring service experience quality in tourism and hospitality

Due to the limited research on service experience quality, measures of service experience in both tourism and hospitality are discussed in order to review affective aspects of service experience perceived by customers. Moreover, both tourism and hospitality are considered as hedonic services that bring out-of-ordinary experiences that happen outside daily routine (Walls *et al.*, 2011), and are able to generate cognitive and emotional reactions (Slatten *et al.*, 2009). Even hospitality which is regarded as extensions of daily routines are itself a part of the total tourism product (Quan & Wang, 2004).

Measuring service experience as affective response of customers

In the existing hospitality and tourism literature, various sector-specific scales are developed for the measurement of service experience. These scales have been used to measure customer service experience in different application areas (Table 2.2).

According to Otto and Richie (1995), service experience quality is composed of six factors hedonic, interactive, novelty, comfort, safety and stimulation) through consumer survey data obtained from three tourism service sectors including hotels, airlines, and tours and attractions. Otto and Ritchie (1996) developed an experience quality scale with four factors composing of hedonics, peace of mind, involvement, and recognition - for measuring the tourism experience of customers. Hedonics reflects the affective responses such as pleasures, excitement, enjoyment and memorability from customers. Peace of mind refers to the feelings for both physical and psychological safety and comfort. Involvement describes the desire to have choice and control in the service offering, and the demand to be educated, informed and imbued with a sense of mutual cooperation. Finally, Recognition is linked to feeling important and confident while consumers themselves are being taken seriously. Cole and Scott (2004) employed three factors - entertainment, community and education - to estimate the experience quality of visitors to zoos. Cole and Chancellor (2009) indicated that experiential quality should be composed of programs, amenities and entertainment in the context of downtown festival. In the studies on theme park, service experience was conceptualized by four factors - immersion, surprise, participation and fun (Jin *et al.*, 2015; Kao *et al.*, 2008). Immersion is defined as the involvement of consumers during consumption, which can make them to forget time. This dimension stresses the consumption process rather than consumption results (Pine & Gilmore, 1999). Surprise refers to as the freshness or specialness of an experience because customers encounter unique stimuli from the unexpected situations during consumption of products or services (Holbrook & Hirschman, 1982). Participation represents the

degree of interaction between customers and services or products (Kao *et al.*, 2008). And fun relates to customers' happiness and enjoyment while using services or products (Holbrook, 1996). Chan and Baum (2007) identified 6 dimensions of service experience quality in eco-tourism including: hedonic, interactive, novelty, comfort, stimulation and personal safety. Hosany and Gilbert (2009) found 3 dimensions (joy, love, and positive surprise) of emotional experience in tourism. Chen and Chen (2010) delineated 3 factors (involvement, peace of mind & educational experience) in a study of cultural heritage.

Table 2.2 - Studies of service experience quality in tourism and hospitality

Authors	Contexts	Factors
Otto and Richie (1995)	Hotels, airlines, and tours & attractions	6 factors: hedonic, interactive, novelty, comfort, safety & stimulation
Otto and Ritchie (1996)	Tourism	4 factors: hedonics, peace of mind, involvement, and recognition
Cole and Scott (2004)	Zoos	3 factors: entertainment, education and community
Cole and Chancellor (2009)	Downtown festival	3 factors: programs, amenities and entertainment
Kao *et al.* (2008)	Theme park	4 factors: immersion, surprise, participation & fun
Jin *et al.* (2015)	Water park	4 factors: immersion, surprise, participation & fun
Chan and Baum (2007)	Ecotourism	6-dimensional: hedonic, interactive, novelty, comfort, stimulation & personal safety
Hosany and Gilbert (2009)	Tourism	3 factors: joy, love, and positive surprise
Chen and Chen (2010)	Cultural heritage	3 factors: involvement, peace of mind, educational experience

From previous research above, it can be seen that applied work on service experiences remains rather limited (Chang & Horng, 2010) and scattered in a range of service contexts in tourism and hospitality, from hotels, airlines, and tours and attractions (Otto & Ritchie, 1996), eco-tourism (Chan & Baum, 2007), theme park (Kao *et al.*, 2008), downtown festival (Cole & Chancellor, 2009) or water park (Jin *et al.*, 2015). Moreover, there has been no consensus emerged concerning what constitutes a good experience (Hwang & Seo, 2016) or dimensions of service experience quality (Hussein *et al.*, 2018). It seems that different authors used different parameters depending on the interest (Cetin & Dincer, 2014). There still lacks a generalizable model that can grasp the complicated nature of service experience (Helkkula, 2011; Otto & Ritchie, 1996; Wang, 2015). Lemon and Verhoef (2016) observed and confirmed that no strong service experience scales have been developed.

This can be explained that perceptions of experiential quality are subjective (Graefe & Fedler, 1986) and are derived from individuals' socio-demographic (Fedler & Ditton, 1986) and psychological perspectives (Driver & Cooksey, 1977). In other words, experience is said to be internal, and also individualized (Knutson *et al.*, 2009). In each occasion of service consumption, experience created will be unique (Gupta & Vajic, 2000). Consequently, the examination and interpretation of experience is socially and context-specific (Gupta & Vajic, 2000; Veríssimo & Costa, 2019). This is what makes the marketing, measurement, and management of a hotel's experience so challenging (Knutson *et al.*, 2009). Arguably that the study of emotions (theory of emotions) in consumer behavior has faced many difficulties because of emotions' ambiguity in its structure and content (Bagozzi *et al.*, 1999; De Rojas & Camarero, 2008) as well as the relevant context and social factors (Gupta & Vajic, 2000; Veríssimo & Costa, 2019).

Another notable thing that measurement of service experience is considered as complex, inconsistent and indecisive (Cetin & Dincer, 2014). For example, although conceptualizing experience quality as the customers' emotional judgment about the entire experience, Chang and Horng (2010) have introduced a quality experience model consisting of five dimensions that are physical surrounding, service provider, customer themselves, other customer and customer companions, which are all at environment stimuli and cognitive level (Rais *et al.*, 2016).

Multidimensional, hierarchical & formative approach

Many studies indicate that experiential quality should be measured based on a multidimensional and hierarchical model to appropriately reflect the customers' perceptions of experiential quality in tourism and hospitality (De Rojas & Camarero, 2008; Jin *et al.*, 2015; Kao *et al.*, 2008; Wu *et al.*, 2018). Hierarchical models are considered to outperform than single level multi-factor models when investigating complex consumer behaviours such as service experience quality (Licata *et al.*, 2003). They also provide enhanced diagnostics for management. Recent studies use hierarchical models to measure service experience quality in a various range of service contexts, including theme park (Wu *et al.*, 2018), heritage tour (Wu & Li, 2017), medical tour (Wu *et al.*, 2016) or in other sector outside of hospitality and tourism sectors like retail banking or fuel and service station (Klaus & Maklan, 2012).

Previous studies also suggest that experiential quality should be measured using a formative approach in which the dimensions can drive experiential quality perceptions (Fernandes & Cruz, 2016; Wu *et al.*, 2018; Wu *et al.*, 2016). According to the formative approach, the dimensions are antecedents of service experience quality and changes in the indicators are assumed to cause variation in the construct, rather than changes in the construct manifesting in changes in all

indicators comprising a multi-item scale through a reflective approach (Diamantopoulos, 2008; Jarvis *et al.*, 2003). For example, in case of Otto and Ritchie (1996), service experience quality composing of four factors (Hedonics, Peace of Mind, Involvement and Recognition) is employed as a formative construct in context of hotel. The formative approach assumes that hotel guest would evaluate these four attributes of service experience in a disparate manner.

It is argued that modelling experiential quality as a formative construct through a multidimensional and hierarchical model, rather than in the more traditional reflective way, emphasizes the influences of dimensions on the experiential quality construct (Fernandes & Cruz, 2016; Wu *et al.*, 2018; Wu *et al.*, 2016). According to Jarvis *et al.* (2003), in the extant literature, few studies pay attention to using the measurement model of formative indicators, even though they should.

2.2 Perceived service quality

2.2.1 Characteristics of service

The service industry offers important characteristics that make it largely distinct from manufacturing in terms of quality. Four main characteristics have been highlighted by several authors (Svensson, 2004; Walters & Dana, 2004) as follows: intangibility, heterogeneity, inseparability and perishability (IHIP).

Intangibility

The intangibility of services is often described as follows: "*A good is an object, a device, a thing; a service is a deed, a performance, an effort*" (Berry, 1980, p.24). Cowell (1984, p.23) defines service as "*not possible to taste, feel, see, hear or smell before they are purchased*", or service "*cannot be counted, measured, inventoried, tested, and verified in advance of sale to assure quality*".

Intangibility is considered an important factor for distinguishing products and services and also a fundamental nature of service (Levitt, 1981). Cowell (1984) noted that "*ultimately, the purchase of a service is the purchase of something intangible*." Zeithaml and Bitner (1996) suggested that the broad definition of services implied intangibility is an essential determinant of whether an offering is a service or not.

Heterogeneity (Variability)

Heterogeneity of services concerns the difficulty in standardizing services and the potential for high variability in service delivery (Zeithaml *et al.*, 1985). In existing research, heterogeneity is referred

to different aspects of services: outcome, production performance of different producers or persons and production performance over a certain period of time (Palmer, 1998). They can differ from day to day, from place to place, from producer to producer, and from customer to customer because a behaviour consistency of service personnel (or uniform quality) is difficult to achieve (Bitner *et al.*, 1990) and what the firm intends to deliver may be different from what the consumer receives (Parasuraman *et al.*, 1985). Moreover, the involvement of the customer as co-producer of service deliver means that the service provider has less control over the consistency of the service experience. Therefore, some studies refer to heterogeneity as variability (Ladhari, 2009; Moeller, 2000).

Inseparability

Inseparability reflects service production and consumption occur simultaneously (Bowen, 1990). Berry (1980) explains that simultaneous production and consumption means that the service provider is often physically present when consumption takes place.

Quality usually occurs during service delivery, and in the interaction between the client and the contact person from the service firm, particularly in labour intensive services (Lehtinen & Lehtinen, 1991). According to Bowen (1990), inseparability emphasized the necessary interaction tween provider and customer. Those services encounters and especially the services personnel as boundary spanner are assumed to have a major impact on the consumption experience (Bitner *et al.*, 1990). Inseparability believed not only makes the service provider becoming an integral part of the service, but also enables consumers to affect or shape the performance and quality of the service (Zeithaml, 1981).

Perishability

In general, services cannot be stored and carried forward to a future time period (Zeithaml *et al.*, 1985). Onkvisit and Shaw (1991) suggested that services are 'time dependent' and 'time important' which make them very perishable. Consumers are only aware of the perishability issue when there is insufficient supply and they have to wait for the service. On the other hand, in times of unsteady high or low demand, perishability becomes the primary concern of service producers.

Perishability or the restricted option to stockpile or inventory services have also been criticized: The claim that services cannot be stored is nonsense. Services are stored in systems, buildings, machines, knowledge and people. The ATM is a store of standardized cash withdrawals. The emergency clinic is a store of skilled people, equipment and procedures (Moeller, 2000).

Since the characteristics of services did not seem to fit the characteristics of physical goods, a service quality concept was developed. Instead of using quality concepts from manufacturing, services marketing researchers based their work on developing a service quality concept on models from consumer behavior (Gronroos, 1993). It is a logical way to proceed. Together with the four characteristics IHIP, Lovelock (1983) argue that the largest distinguishing factor between services and the manufacturing industry is the degree of interaction between provider and consumers. The interaction degree as well as the four above characteristics exist in different degrees depending on the service offered (Lovelock, 1983).

2.2.2 Service quality

The term “service quality”(SQ) is often defined mainly into three trends: service quality as customer satisfaction; service quality as the gap between expectation and actual perception and service quality as an overall perception such as “attitude” or “global judgement” (Sumaedi *et al.*, 2012) - Table 2.3.

SQ as satisfaction

Service quality was first often equated to customer satisfaction (Lewis & Booms, 1984; Parasuraman *et al.*, 1988), until Parasuraman *et al.* (1994) identified a clear distinction between those two. The authors described customer satisfaction as consisting of perceived service quality, product quality and price. Thus, perceived service quality is limited to the assessment of service performance level given by the company (Sumaedi *et al.*, 2012).

There are differences between the two concepts. Cronin and Taylor (1994) argue that satisfaction and service quality are two responses to a service encounter that might be taken at first glance to be more or less the same. But SQ is an overall attitude towards a service firm while customer satisfaction is specific to an individual service encounter For instance, a customer may be very satisfied with an individual service encounter in a bank, but his overall attitude towards that bank might be one of offering poor service. Thus, it is not necessary for a person to have experience of a service firm to form a perception of service quality, although it is obviously a prerequisite to judgements concerning satisfaction.

SQ as comparison of expectations with performance perception

Some researchers proposed service quality as the result of comparing customer expectations and perceptions (Grönroos, 1984; Parasuraman *et al.*, 1985). This shared point brings about a broad consensus that service quality must be defined from the customer’s perspective (Akbaba, 2006).

In referring to service quality as the difference between customer expectations and perceptions of service actually received, (Parasuraman *et al.*, 1988) measure both expectations and perceptions on variables related to service and factor-analyzed the difference in each item score between the variables measuring expectations and performances regarding quality. Carman (1990), in stating that it is reasonable to expect that perceptions of quality are influenced by expectations, however believes this procedure is suspect. According to Carman, one cannot measure both expectations and performances in the same administration expectation, since expectations are deemed to vary over time. It is also difficult to find a service setting where respondents can complete an expectations questionnaire while arriving at the service firm and another perceptions questionnaire while leaving.

SQ as overall perception of service quality

In another stream, SQ is considered a type of or similar to attitude, which is expressed as a "global value judgment" of a service (Cronin & Taylor, 1994; Parasuraman *et al.*, 1988; Sureshchandar *et al.*, 2002 a); or "the consumer's assessment of the overall excellence or superiority of the service" (Zeithaml, 1988); or ''the customer's overall impression of the relative inferiority/superiority of the organization and its services" (Bitner & Hubbert, 1994). Ismail *et al.* (2009) view SQ as a general overall appraisal of service. Exploratory research conducted by Parasuraman *et al.* (1985) supports the notion that service quality is an overall evaluation similar to attitude. These definitions all state that service quality as a consumer's overall evaluation of the service experience (Taylor & Baker, 1994).

Table 2.3 - Definitions of Service Quality

SOURCE	QUALITY DEFINED AS	AS PERSPECTIVE
Berry (1980)	The customer's impression of the service provided	Customer's idea
Lehtinen and Lehtinen (1991)	Service quality is the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed.	Perceptions - Expectations
Lewis and Booms (1984)	Service quality involves comparing customer expectations to the performances obtained from the service provided.	Perceptions - Expectations
Grönroos (1984)	Service quality is a perceived judgement, resulting from an evaluation process where customers compare their expectations with the service they perceive to have received.	Perceptions - Expectations
Buzzell and Gale (1987)	Quality is whatever the customers say it is, and the quality of a particular product or service is whatever the customer perceives it to be.	Customer's judgement
Parasuraman *et al.* (1988)	Perceived service quality is a global judgement, or attitude, relating to the superiority of the service.	Customer's attitude
Cronin and Taylor (1994)	Service quality is a form of attitude representing a long-run overall evaluation.	Overall service evaluation
Bitner and Hubbert (1994)	The consumer's overall impression of the relative inferiority/superiority of the organization and its services.	Overall service quality
Clow *et al.* (1997)	Service quality is viewed as the result of the comparison that customers make between their expectations about a service and their perception of the way the service is received.	Perceptions - Expectations
Roest and Pieters (1997)	Service quality is a relativistic and cognitive discrepancy between experience-based norms and performances concerning service benefits.	Discrepancy based construct

From the review, it is clear that there is no agreement on the conceptualization service quality (Brady & Cronin, 2001; Nitin *et al.*, 2005). Despite of such differences, researchers agree that service quality has been based on what customers perceive as quality is important, not what designers or operations managers believe is good or bad quality (Gronroos, 1993; Gummesson, 1991; Rust & Oliver, 1994). SQ from customers perspective is emphasized. Some authors suggest that perceptions of service quality more closely match customer evaluations of the service provided. (Cronin & Taylor, 1992; Cronin & Taylor, 1994). Other authors add that SQ assessments are primarily cognitive, left-brained and objective (Dabholkar, 1995; Kumar & Oliver, 1997). Based on these considerations, in this study, SQ is defined as the subjective, cognitive responses/evaluation

of customers to all the service products and service delivery they actually receive or encounter from the service provider during the whole service process. SQ is assessed via the perception of customers. Thus, SQ, or perceived service quality (PSQ) or service quality perception are used interchangeably.

2.2.3 Measuring service quality

There are two dominant schools/perspectives for conceptualization/measuring of service quality in literature, that is the American and the Nordic or European perspective (Mittal *et al.*, 2015).

In the Nordic European school, Grönroos (1984), one of the early European scholars, has adapted the disconfirmation paradigm from customer satisfaction literature in to propose that the quality of the service is dependent on expected service and perceived service. Grönroos (1984) develops the Technical and Functional quality model which includes three dimensions: technical quality, functional quality and image. Technical quality reflects the outcome of the service performance or what the customer receives in the service encounter and is important for him and to his evaluation of the service quality, while Functional quality describes how consumer gets the technical outcome. In other words, functional quality corresponds to the expressive performance of a service. In nature, the technical quality dimension is quite different from the functional quality dimension: the first one answers the question of what customer gets, while the second one answers the question of how he gets it. Image of a firm is the result of how consumers perceive the firm. The most important part of a firm is its services, which its customers see and perceive. Therefore, the firm image can be expected to be built mainly by the technical quality and the functional quality of its services.

Later, Rust and Oliver (1994) elucidate SQ dimensions through providing a three-component model, including: the service product (similar to technical quality), the service delivery (similar to functional quality) and the service environment. In that light, Brady and Cronin (2001) develop a model measuring SQ including three dimensions: outcome quality (similar to technical quality), interaction quality (similar to functional quality) and physical environment quality, each with three sub-dimensions (Table 2.4).

Table 2.4 - Some important studies of service quality from the Nordic school

Studies	Dimensions of service quality
Gronroos (1984)	3 dimensions: technical quality, functional quality and image.
Rust and Oliver (1994)	3 dimensions: the service product, the service delivery and the service environment.
Brady and Cronin (2001	3 dimeniosns: outcome quality, interaction quality and physical environment quality,

However, a very important limitation of the Nordic model is that, for some services, it is relatively difficult to define the technical quality (Kang & James, 2004). For example, in health care the service providers' technical competence, as well as the results from treatments, may be difficult for a patient (a customer) to evaluate immediately. Due to lacking an ability to assess technical quality, consumers have to base on other measures of quality attributes regarding the process (the "how") of health care is delivered (Kang & James, 2004).

The Nordic School is seen as a cornerstone of the Service Quality literature. The Performance-Minus-Expectations Gap has resonated for many years later and was expanded upon by the work of Parasuraman, Zeithaml and Berry who are known as "the American school". Within the American perspective, service quality is conceptualized within the disconfirmation paradigm and measured as the gap or comparison of expected and perceived performance of service (Parasuraman et al., 1988). The higher the score, the better the quality of service and vice versa. In the American perspective, the most widely adopted measure of service quality is SERVQUAL by Parasuraman *et al.* (1988) who suggested that "service quality could be measured as the gap between perceived and expected service on the five dimensions of tangibles, reliability, responsiveness, empathy and assurance.

The definitive five dimensions were:

(1) Tangibles refers to the physical facilities, equipment, and personnel appearance.

(2) Reliability refers to the way the service provider performs the promised service dependably and accurately.

(3) Responsiveness reflects willingness to help customers and provide prompt service from the service provider.

(4) Assurance describes the knowledge and courtesy of employees, and their ability to inspire trust and confidence.

(5) Empathy reflects the level of caring and individualized attention that the service provider provides to its customers.

Also based on the disconfirmation paradigm, Gronroos's model operates on the basis of a perceived disconfirmation process as opposed to an inferred disconfirmation process of the SERVQUAL of the North American school. The measurement of service quality takes place on a bipolar scale labelled "better than expectations" and "worse than expectations" (Ekinci, 2002). On the other hand, the authors of "the American school" (Parasuraman *et al.*, 1988) ignore the technical quality and focus solely on the functional quality (Kang & James, 2004; Khudri & Sultana, 2015).

SERVQUAL criticisms

In spite of its popularity and widespread utilization, SERVQUAL has been subject to a lot of criticisms in service quality literature. Probably, one of the most important criticisms is about the relevancy of using expectations and difference scores (the P ± E operationalization of service quality). Some authors argue that the notion of "subtraction" contained in the SERVQUAL model has no equivalent in theories of psychological function (Ekinci & Riley, 1998). The use of a "gap score" is said to be a poor choice as a measure of psychological construct (Van Dyke *et al.*, 1999) because there is little evidence that customers actually assess SQ in terms of perception-minus-expectations scores (Buttle, 1996; Ekinci & Riley, 1998). The validity of the operationalisation of the "gap score" has been raised because such scores are unlikely to be distinct from their component scores (Brown *et al.*, 1993; Ladhari, 2008).

Another notable criticism is, the interpretation and operationalization of expectations (Teas, 1994). According to this critique, expectations have been variously defined as "desires", "wants", "what a service provider should offer", "the level of service the customer hopes to receive", "adequate service", "normative expectations" and "ideal standards". Consequently, it is contended that the operationalisation of SERVQUAL is itself open to multiple interpretations (Ladhari, 2008).

Despite Parasuraman *et al.* (1988) 's confirmations relating to the validity and broad applicability of the SERVQUAL instrument, numerous replication studies have failed to provide evidence to support these contentions (Coulthard, 2004). Many studies have failed to identify the five dimensions used in SERVQUAL (Babakus & Boller, 1992; Carman, 1990; Smith, 1995), and the use of the expectation battery has been questioned (Cronin & Taylor, 1994).

SERVQUAL & SERPEVF

Due to such criticisms, researchers have developed different models to improve the measurement of service quality. Based on SERVQUAL, Cronin and Taylor (1994) build the SERVPERF which is known as a perception-only scale of SERVQUAL. The items and dimensions are similar to that of the SERVQUAL scale. The only underlying difference in the SERVPERF scale is that it only considers perception (Sultan & Yin Wong, 2013). Cronin and Taylor (1992) explain the difference as SERVQUAL is based on the disconfirmation paradigm, while SERVPERF is based on an attitudinal paradigm.

SERVPERF is considered being comparable to but less cumbersome than SERVQUAL (Jonavan, 2017). Empirical studies on SQ in terms of the relative superiority between the SERVQUAL scale and the SERVPERF scale have been examined. On the one hand, some studies found that the SERVPERF scale is a better alternative than the SERVQUAL scale (Babakus & Boller, 1992; Brown *et al.*, 1993; Chowdhury & Sultan, 2005; Sultan & Tarafder, 2007). The performance only approach (SERVPERF) is said to be superior to the difference score-based SERVQUAL approach (Cronin & Taylor, 1992). SERVPERF has better predictive and convergent validity (Brady *et al.*, 2002; Cronin & Taylor, 1992). On the other hand, SERVQUAL has received much attention as a measure of service quality (Chebat *et al.*, 1995; Furrer *et al.*, 2000; Zeithaml & Bitner, 2003).

Fundamental models

The early models of the Nordic school (Grönroos, 1984; Rust & Oliver, 1994) and of the American (SERVQUAL, SERVPERF) are considered fundamental for measuring SQ. SERVQUAL has been widely used across various service industries and a foundation for other significant developments within the Service Quality literature (Ladhari, 2009). In retailing sector, SEVQUAL is applied widely by many authors (Carman, 1990; Ma & Niehm, 2006), especially based on SERVQUAL, Dabholkar *et al.* (1996) develop the Retail Service Quality Scale (RSQS) with 5 dimensions and 28 items, which is viewed as “a best-fit” approach of SQ measuring for the retailing industry. In food-service sector, Stevens *et al.* (1995) retained SERVQUAL’s five dimensions and adapted seven extra restaurant-specific items to develop DINESERV to measure restaurant service quality.

Multi-dimensional & hierarchical construct

Although researchers disagree about the manner in which service quality perceptions should be measured, it is generally agreed that service quality is a multidimensional and higher-order construct, most commonly as a second-order factor (Clemes *et al.*, 2007; Dagger *et al.*, 2007; Grönroos, 1984; Rust & Oliver, 1994).

Service quality has also been described as a third-order factor. The service quality models of Dabholkar *et al.* (1996) and Brady and Cronin (2001) are assessed as the most noted hierarchical models. This structure suggests that service quality comprises a few primary dimensions, then these primary dimensions share a common theme represented by the higher-order overall PSQ construct. Moreover, these dimensions have subdimensions that combine related attributes into subgroups. Perceptions of overall service quality are therefore reflected as a third-order factor to the subdimensions (Table 2.5). Modelling service quality in this way recognizes that the evaluation of service quality may be more complex than previously conceptualized (Clemes *et al.*, 2007; Dagger *et al.*, 2007). That is, evaluating service quality is a complex process that may occur at several levels of abstraction (Carman, 1990). Consumers are more likely to evaluate the lower-order service quality dimensions initially, before undertaking higher order and more global service quality evaluation (Dabholkar *et al.*, 2000). In other words, customers ultimately combine the evaluations at lower levels, resulting in an overall service quality perception. Therefore, it is proposed that a higher-order model of service quality would provide a better conceptualization of the service quality construct. The higher order approach indicates a big change to how to measure service quality from the customer perspective (Clemes, Brush*, et al.*, 2011; Mittal *et al.*, 2015).

Table 2.5 - Third-order structure of Service quality

Studies/Context	Context/Primary dimensions	Sub-dimensions
Dabholkar *et al.* (1996)	- Retail - 5 dimensions - physical aspects, reliability, personal interactions, problem solving & policy	6 subdimensions appearance, convenience, promises, doing it right, inspiring confidence, and being courteous & helpful
Brady and Cronin (2001)	- Fastfood, photograph developing, amusement parks, and dry cleaning. - 3 dimensions: outcome quality, interaction quality & physical environment quality	9 subdimensions: - interaction quality: attitude, behaviour & expertise - physical quality: ambient conditions, design & social factors - outcome quality: waiting time, tangibles & valence

Due to the fact customers' service quality perception based on the performance evaluations from multiple levels, many marketing researchers have agreed that the use of the generic models such as SERVQUAL or SERVPERF to measure service quality across industries is not feasible (Brady & Cronin, 2001; Dabholkar *et al.*, 1996; Mittal *et al.*, 2015).

Formative Constructs

Researchers have also suggested that service quality may be most appropriately conceptualized as a formative construct (Clemes *et al.*, 2007; Clemes, Gan*, et al.*, 2011; Dabholkar *et al.*, 2000; Dagger *et al.*, 2007; Parasuraman *et al.*, 2005). According to the formative approach, the dimensions are antecedents of service quality, and their changes cause the overall construct, rather than changes in the construct causing changes in all indicators encompassing a multi-item scale (Diamantopoulos, 2008; Jarvis *et al.*, 2003). In other words, the dimensions form or determine the service quality construct (Brady & Cronin, 2001; Clemes, Gan*, et al.*, 2011; Dagger *et al.*, 2007), whereas in the reflective approach traditionally, the dimensions are seen as reflective indicators of their higher order construct (Jarvis *et al.*, 2003).

In support of this approach, Dagger *et al.* (2007) argue that it does not make sense to suggest that high levels of technical service quality are the result of high overall service quality perceptions, as applied in the reflective approach to modelling service quality and its dimensions, but rather that when technical service quality increases, overall service quality perceptions increase. Dagger *et al.* (2007) note that the higher order and formative approach stresses the influences of dimensions on the service quality construct. Alternatively, Diamantopoulos (2006) finds that modelling the service quality construct employing the formative measurement contributes to a better specification for the construct.

2.2.4 Measuring service quality in hospitality

Measuring service quality in hospitality can be categorized into two streams, in which the first stream developed instruments by adapting SERVQUAL to the hotel sector or by using SERVQUAL as a foundation for developing new instruments, while the second stream built instruments that differ from those of SERVQUAL (Ladhari, 2012).

Application of SERVQUAL instrument in hospitality

The SERVQUAL scale has been widely used by both academics and practicing managers within the hospitality industry (Ladhari, 2012; Wan & Cheng, 2011). Some authors have applied the SERVQUAL instrument to hotels with little modification (Armstrong *et al.*, 1997; Tsaur & Lin, 2004). Other studies have adjusted it and tailored it more specially to the hospitality industry (Table 2.6).

For example, Knutson *et al.* (1990), who develop the LODGSERV instrument by adapting SERVQUAL to the hospitality sector. Their results confirm five dimensions of SERVQUAL with reliability as the most important dimension, followed by assurance, responsiveness, tangibles, and

empathy. Saleh and Ryan (1991) adapted 33 service quality attributes in the luxury hotels from the five SERVQUAL dimensions and identified five dimensions which differed from those in SERVQUAL: conviviality, tangibles, reassurance, avoid sarcrasm, and empathy. Akan (1995) examined the dimensions of the SERVQUAL and measure the level of importance of the dimensions for the users of Turkish four- and five-star hotels. The study identified seven dimensions, named as courtesy and competence of the personnel, tangibles, communication and transactions, knowing and understanding the customer, accuracy and speed of service, solutions to problems, and accuracy of hotel reservations. Among these dimensions, courtesy and competence of hotel personnel was emerged the most important attribute influencing the perception of quality. Getty and Thompson (1994) developed LODGQUAL based on SERVQUAL dimensions. In addition to the original dimensions of SERVQUAL, the LODGQUAL instrument incorporated the dimensions of tangibles, contact and reliability, which include attributes associated with response capacity, safety and empathy. Mei *et al.* (1999) examined the dimensions of service quality in the hotel industry in Australia. They used the SERVQUAL instrument as a foundation for their research and developed a new scale called HOLSERV scale. HOLSERV is a new instrument to measure service quality in the hotel industry, including the three dimensions: employees, tangibles and reliability, in which the employee dimension was reported to be the best predictor of overall service quality. Ekinci *et al.* (1998) tested the SERVQUAL instrument in seaside Turkish resorts. Their study did not confirm the dimensions in original SERVQUAL scale, but a two-dimensional structure, named as tangibles and intangibles for resort hotel setting.

Karatepe and Avci (2002), based on SERVPERV, also supported PSQ as a two-dimension structure including tangibles and intangibles in the 5-star hotels setting, North Cyprus. Khan (2003) investigated the service-quality expectations of eco-tourists and found six dimensions, composing of the so-called “eco-tangibles”; this is a new dimension, which was judged by eco-tourists to be the most important aspect of hotel service quality, referring to physical facilities that were considered environmentally appropriate and equipment that minimized environmental degradation. Juwaheer (2004), based on SERVQUAL, established nine dimensions - reliability, assurance, extra room amenities, staff communication and additional amenities sought, room attractiveness and décor, empathy, staff outlook and accuracy, food and service related factors, and hotel surrounding & environment to measure service quality - to measure service quality in beach hotels in Mauritius, ranking reliability most significant and hotel surrounding & environment least. Nadiri and Hussain (2005) applied SERVQUAL in the 4 - 5 star & resort hotels setting in Cyprus and reported that only “tangibles” was relevant, while the other dimensions (“reliability”, “assurance”, “responsiveness”, and “empathy”) have collapsed into only one dimension (designated “intangibles”). Their findings show that SERVQUAL was less applicable in this context.

Table 2.6 - Studies of service quality in hospitality based on SERVQUAL

Studies	Context	Theoretical foundation	Final number of dimensions	New scale
Knutson *et al.* (1990)	Hotels/motels USA	SERVQUAL	- 5 dimensions: tangibles, reliability, assurance, responsiveness, and empathy	LODGSERV
Saleh and Ryan (1991)	4-star hotels Canada	SERVQUAL	4 dimensions: tangibles & reliability, responsiveness, assurance & empathy	
Getty and Thompson (1994)	Hotels	SERVQUAL	LODGQUAL	LODGQUAL
Akan (1995)	4 - 5 star hotels Turkey	SERVQUAL	7 dimensions: courtesy & competence of the personnel, communication & transactions, tangibles, knowing & understanding the customer, accuracy & speed of service, solutions to problems, accuracy of hotel reservations	
Ekinci *et al.* (1998)	Seaside-resorts Turkey	SERVQUAL	2 dimensions: tangibles, and intangibles	
Mei *et al.* (1999)	3 - 5 stars hotels Australia	SERVQUAL	3 dimensions: employees, tangibles, and reliability	HOLSERV
Khan (2003)	Eco-tourism	SERVQUAL	6 dimensions: eco-tangibles, assurance, reliability, responsiveness, empathy, and tangibles	ECOSERV
Karatepe and Avci (2002)	5-star hotels North Cyprus	SERVPERV	2 dimensions: tangibles and intangibles	
Juwaheer (2004)	Beach hotels Mauritius	SERVQUAL	9 dimensions: reliability, assurance, extra room amenities, staff communication and additional amenities sought, room attractiveness and décor, empathy, staff outlook and accuracy, food and service-related factors, and hotel surrounding & environment	
Nadiri and Hussain (2005)	4- 5 star & resort hotels North Cyprus	SERVPERV	2 dimensions: tangibles and intangibles	

A review of the literature above reveals that Service quality has been widely regarded as being a multidimensional construct (Clemes, Gan*, et al.*, 2011; Clemes *et al.*, 2009; Dagger *et al.*, 2007). However, the application of the SERVQUAL scale in the context of hospitality services has failed to confirm the five dimensions of SERVQUAL and produced mixed results. The dimensional structure has varied from two dimensions (Ekinci *et al.*, 1998; Nadiri & Hussain, 2005) to nine dimensions (Juwaheer, 2004). Several of these dimensions are similar to the SERVQUAL dimensions (Table 2.7).

Table 2.7 - Dimensions of SERVQUAL in studies in hospitality

Dimensions of SERVQUAL	Studies
"Tangibles"	Knutson *et al.* (1990), Saleh and Ryan (1991), Akan (1995), Ekinci *et al.* (1998), Mei *et al.* (1999), Tsaur *et al.* (2002), Khan (2003), Nadiri and Hussain (2005), Akbaba (2006)
"Reliability"	Knutson *et al.* (1990), Saleh and Ryan (1991), Mei *et al.* (1999), Tsaur *et al.* (2002), Khan (2003), Juwaheer (2004)
"Responsiveness"	Knutson *et al.* (1990), Saleh and Ryan (1991), Tsaur *et al.* (2002), Khan (2003)
"Assurance"	Knutson *et al.* (1990), Saleh and Ryan (1991), Khan (2003), Juwaheer (2004), Akbaba (2006)
"Empathy"	Knutson *et al.* (1990), Saleh and Ryan (1991), Tsaur *et al.* (2002), Khan (2003), Juwaheer (2004)

Despite the fact that the developers of SERVQUAL claimed that these five dimensions are generic (Parasuraman *et al.*, 1988), and that SERVQUAL may help to identify important aspects of perceived service quality (Wilkins *et al.*, 2007), the mixed/various results above has made measuring service quality in the specific setting of hotels questionable (Akbaba, 2006; Ladhari, 2012; Nadiri & Hussain, 2005).

It has been argued that SERVQUAL alone or a simple adaptation of the SERVQUAL items is insufficient to cover the assessment of service quality in the hotel industry (Albacete-Sáez *et al.*, 2007; Ekinci, 1999; Mei *et al.*, 1999; Nadiri & Hussain, 2005; Wilkins, 2005). And the various results above also indicate that the type and number of the service quality dimensions actually depends on the service under investigation (Akbaba, 2006; Ladhari, 2009, 2012). This opinion has received an increasing support in the literature (Clemes, Brush*, et al.*, 2011).

Akbaba (2006) found that there might have been different quality dimensions to address for the hotels that serve to different markets and thus fall into different segments of the hotel industry such as convention hotels, resort hotels, motels, airport hotels, etc. which all have distinguishing characteristics. Due to distinguishing characteristics of each hotel segment, it is concluded that SERVQUAL, and any adaptation of it, was most successful when comparing firms within a common service segment rather than across segments (Akbaba, 2006; Fick & Ritchie, 1991). Thus, some authors advised that SERVQUAL needed to be customized to the specific service setting being evaluated (Carman, 1990; Carrillat *et al.*, 2007). In that light, Cronin and Taylor (1994) supported that the dimensions of service quality need to be confirmed specific to each individual research setting.

In general, many researchers agree that using specific measures of hotel service quality is more appropriate than using a generic scale (Babakus & Boller, 1992; Caro & Garcia, 2007; Ladhari, 2012). SERVQUAL is recommended to be used as a ‘‘skeleton’’ and further develops to apply into new contexts (Frochot, 2001; Frochot & Hughes, 2000; Wan & Cheng, 2011). In short, in order to improve the service quality measurement in the hotel industry, caution must be taken (Akbaba, 2006).

Moreover, Wilkins *et al.* (2007) observed that there has been limited research on service quality measurement in the hotel industry as well as limited support for the applicability of the SERVQUAL dimensions, which is considered surprising given the wide application that SERVQUAL by Parasuraman *et al.*, (1988) has achieved. And the fact that there is no general agreement to the number of dimensions, applicability or the exact content of service quality dimensions (Albacete-Sáez *et al.*, 2007; Clemes *et al.*, 2007; Clemes, Gan*, et al.*, 2011).

Instruments for measuring service quality in hospitality not based on SERVQUAL.

Beside studies based on SERVQUAL or used SERVQUAL as a foundation, another body of research have developed other specific instruments with dimensions that differ from those of SERVQUAL (Albacete-Sáez *et al.*, 2007; Ladhari, 2012) - Table 2.8.

For instance, Oberoi and Hales (1990), in the study of conference hotels (the UK), identified two types of perceived service quality attributes, including physical (technical) attributes and non-physical (functional) attributes. Technical attributes refer to the equipment availability, general facility cleanness, and quality and quantity of food. And functional attributes associate with the reliability of hotel staff and management, staff assistance, and management attention to visitor’s

needs. A novel dimension found in Albacete-Sáez *et al.* (2007)'s research is an example for studies not based on SERVQUAL. The authors conducted service quality measurement in rural accommodation and identified seven dimensions, in which "complementary offer" is a new dimension extracted to reflect the possibility of involvement in surroundings and discovery of local culture.

In a study conducted in luxury hotels, Mohsin and Lockyer (2010) derived five factors of perceived service quality including hotel ambience and staff courtesy, staff presentation and knowledge, food and beverage product and service quality, reservation services and overall value for the money. Amin *et al.* (2013) validated Mohsin and Lockyer (2010)'s model in the case of 4-5 star hotels, budget hotels and 3-star hotels in Malaysia, which contained five dimensions - Hotel ambience and staff courtesy, staff presentation and knowledge, food and beverages product and service quality, reservation services and overall value for money. Dortyol *et al.* (2014) conducted a study in motels, hotels and holiday-villages in Turkey, and identified 10 dimensions consisting of friendly, courteous and helpful employees, room amenities, food quality and reliability, tangibles, level of prices, transportation, climate and hygiene, security. Rauch *et al.* (2015), in a study of Ocean resort/ 3-star hotels, USA, established 3 dimensions of service quality composing of service product, service delivery & service environment.

Notably that several studies have examined the service quality construct and conceptualized the construct as being multidimensional and hierarchical in structure in the hospitality industry (Clemes, Gan*, et al.*, 2011). Wilkins *et al.* (2007) conducted a study which confirmed a three-order model of customers' perceptions of service quality in upscale (4-star) and luxury (5-star) hotels. Their model includes three dimensions (physical product, service experience and food and beverage services) and underlying these three higher-level factors were seven sub-dimensions (quality staff, stylish comfort, personalization, room quality, speedy service, added extras, and quality food and beverage). The authors reported also on the superiority of this multilevel model over alternative conceptualizations of hotel service equality. Clemes, Gan*, et al.* (2011), based on Brady and Cronin's (2001) model, developed a hierarchical model of service quality which is driven by three primary service dimensions, including interaction quality, physical environment quality, and outcome quality. Nine distinct subdimensions are formed to reflect each of these three primary dimensions. Brady and Cronin (2001)'s multilevel model is also noted as being robust and statistically testable (Zhou, 2004). Wu and Ko (2013), in the context of 5-star hotels in Taipei, developed a multi-level and hierarchical structure on Dabholkar *et al.*'s (1996), Brady and Cronin's (2001 with the overall service quality, primary dimensions, sub-dimensions. Actually there is a broad agreement in literature that service quality is a multi-dimensional and higher-order construct (Brady & Cronin,

2001; Dabholkar *et al.*, 2000; Dabholkar *et al.*, 1996), Ladhari (2012) argue that studies of multilevel conceptualization of service quality is still limited.

Table 2.8 - Studies of service quality in hospitality not based on SERVQUAL

Studies	Context	Original items battery	Final number of dimensions	Model
Oberoi and Hales (1990)	Conference hotels UK	Interviews	2 dimensions: functional attributes and technical attributes	N/A
Albacete-Sáez *et al.* (2007)	Rural accommodation Spain	Literature	5 dimensions: personal response, complementary offer, tourist relations, tangible elements, and empathy	N/A
Mohsin and Lockyer (2010)	5- star hotels India	Lockyer (2000); Mohsin (2003); Mohsin and Ryan (2005)	5 dimensions: Hotel ambience and staff courtesy, food and beverage product and service quality, staff presentation and knowledge, reservation services and overall value for money	N/A
Amin *et al.* (2013)	4-5 star hotels, budget hotels, 3-star hotels Malaysia	Mohsin and Lockyer (2010)	5 dimensions: Hotel ambience and staff courtesy, food and beverages product and service quality, staff presentation and knowledge, reservation services, overall value for money	N/A
Dortyol *et al.* (2014)	Hotels, motels and holiday-villages Turkey	Literature	10 dimensions: Friendly, courteous and helpful employees, room amenities, food quality and reliability, tangibles, level of prices, transportation, climate and hygiene, security	N/A
Rauch *et al.* (2015)	Ocean resort/ 3-star hotels USA	- Rust & Oliver (1994) + Wilkins (2007)	3 dimensions: service product, service delivery & service environment	N/A
Wilkins *et al.* (2007)	4 & 5-star hotels Australia	Mixed methods	3 dimensions: physical product, service experience, and quality food & beverage 7 sub-dimensions: quality staff, stylish comfort, personalization, room quality, speedy service, added extras, and “quality food & beverage”	A third-order construct
Clemes *et al.*, (2011)	Boutique motels New Zealand	Brady & Cronin (2001)	3 dimensions: Interaction quality, Physical quality & Outcome quality	A third-order construct
Wu and Ko (2013)	5-star hotel Taipei	Brady & Cronin (2001)	3 dimensions: Interaction quality, Environmental quality & Outcome quality.	A third-order construct

Like studies of service quality based on SERVQUAL, a review of the non-based on SERVQUAL studies also reveals that no consensus exists on evaluation and measurement of service quality dimensions in the hospitality industry (Albacete-Sáez *et al.*, 2007).

Due to distinguishing characteristics of first-class (4-star) or luxury (5-star) hotels such as full and excellent services, which are consider hedonic services, other dimensions rather than traditional dimensions of SERVQUAL exist, for example: Quality food & beverage (Wilkins *et al.*, 2007), Hotel ambience and staff courtesy or food and beverages product and service quality (Amin *et al.*, 2013). The new dimensions reflect characteristics for not only for hospitality in general, but for up-scale and luxury hospitality in particularly. Rauch *et al.* (2015) explained that in first-class (4-star) or luxury (5-star) hotels guests' expectations and demand for hotel performance may be higher than mid-class hotels or other types of lodging. They may expect access to services, such as luggage assistance as well as food and beverage services or interactions with hotel personnel may be very pleasant and that the staff would be gracious, accommodating or empathetic, etc.

Apart from differences in types of lodgings, the new dimensions and structures reported in Table 2.9 might be explained by the fact that the specific scales for measuring hotel service quality have been developed in different countries (Ladhari, 2012). Dortyol *et al.* (2014) find that the concept of service quality has numerous dimensions changing over time.

2.2.5 Service quality and service experience

Service experience is in contrast with the cognition perspective of service quality

Traditional marketing often views consumers as rational decision-makers who are substantially interested in functional features and benefits of products/services (Schmitt, 1999). This view is reflected clearly in service quality literature. Service quality and its most popular measure, SERVQUAL (Parasuraman *et al.*, 1988), which is based on the expectancy disconfirmation theory, has been widely applied across service sectors. In fact, service quality concentrates mainly on functional sides such as tangible, physical environment or employee of the service provider and normally does not capture consumers' emotional or hedonic inclinations (Chang & Horng, 2010; Fernandes & Cruz, 2016).

Many researchers agree that the assessment of service quality is generally cognitive. This argument is supported by many researchers such as Bahia *et al.* (2000), Chang and Horng (2010),

Rais *et al.* (2016). Dabholkar (1995) and Bahia *et al.* (2000) stressed that perceived service quality is cognitive. This emphasis does not mean that the evaluation of service quality totally concerns with cognitive perceptions of customers (Chang & Horng, 2010). For example, among the five dimensions of SERVQUAL (Tangibility, Assurance, Empathy, Reliability and Responsiveness) in Parasuraman *et al.* (1988)'s study, reliability was consistently found to be the most critical dimension across the four service categories, the second most important dimension was assurance, and the least was empathy in all the cases studied. In fact, the empathy dimension is composed of caring aspects and providing individualized attention to customers; it is relatively affective or emotional.

In that light, previous studies found that consumers make purchases not only for functional reasons but also for emotional satisfaction including fun, pleasure or enjoyment on the basis of their experiences (Holbrook & Hirschman, 1982). In contrast to traditional marketing (service quality) in which the prevailing focus is on customer cognition, experiential marketers argue that as human beings, consumers are both rational and emotional and they are also concerned with achieving pleasurable experiences (Schmitt, 1999). Holbrook and Hirschman (1982) observe a transition of focus on the emotional aspects of consumption experience, directing towards the pursuit of fantasies, feelings, and fun. Instead of concentrating on functional features and benefits, experiential marketing put customer experiences on the top of their agenda. Due to this transition, Maklan and Klaus (2011) argue that service quality and its most popular measure, SERVQUAL (Parasuraman et al., 1988), are too limited to fully capture customer experience quality (Fernandes & Cruz, 2016).

Service quality versus service experience

Otto and Ritchie (1995) was the first study which provides benchmarks that differentiate service quality and experience quality. In Otto and Ritchie's (1995, 1996) study, the differences between service quality and service experience are compared and discussed. For example, in terms of measurement, service experience is said subjective while service quality is objective. In terms of evaluation model, Otto and Ritchie's (1995, 1996) 's findings show that service experience tends to be holistic/ gestalt rather than attribute-based, and the focus of evaluation is on self (internal) but not on service environment (external). Besides, the scope of experience is found to be more general than specific, the nature of benefit is experiential/hedonic/symbolic rather than functional/utilitarian, and the psychological representation is affective instead of cognitive/attitudinal (Table 2.9).

Table 2.9 - Comparison of Service quality and Service experience

Framework	Service quality	Service experience
Measurement	Objective	Subjective
Evaluative model	Attribute-based	Holistic/Gelstalt
Focus of evaluation	Service provider/Service environment (External)	Sefl (Internal)
Scope	Specific	General
Nature of benefits	Funtional/Utilitarian	Experiential/Hedonic/Symbolic
Psychological representation	Cognitive/Attitudinal	Affective

(Source: Otto & Richie, 1996)

Chang and Horng (2010) noted that when comparing with the cognitive nature of service quality evaluation, the emotional or affective nature of service experience assessment was emphasized. This emphasis does not mean that the evaluation of experience quality is totally associated with customers' emotions but stressing the emotional nature of experience quality. Due to this emphasized nature, many more characteristics of experience underling contemporary experience marketing have been revealed. Among them, the most specific characteristics belonging to experience are regarded as those that provide more intrinsic or personal benefit for customers. In addition, Gilmore and Pine (2002, p.10) realize that contemporary consumers are becoming more and more demanding, expecting more than just competent service and seeking experiences which are emotionally "*engaging, robust, compelling and memorable*".

From the differences above, it could also be argued that while service quality mainly pertains to non-experiential or rational aspects of services that are linked to functional utility (Stock, 2011), for example, maintaining consistency in expected standards, service experience mainly corresponds to experiential or emotional aspects that are related to hedonic utility (Batra & Ahtola, 1990; Tontini *et al.*, 2013). Many author support these differences, including Chang and Horng (2010), Chen and Chen (2010), Manhas and Tukamushaba (2015), Rais *et al.* (2016), or Roy *et al.* (2019). According to Otto and Richie (1995), the two constructs of service experience and service quality are actually measuring phenomenon which occurring simultaneously. They are incommensurable, but complementary to each other (Otto & Richie, 1995; Vasconcelos *et al.*, 2015). They are both outcomes of the customers' evaluation of service delivery (Ladhari *et al.*, 2017).

From the difference discussed above, in this research, perceived service quality is conceptualized as customers' subjective, cognitive perceptions of service products, service delivery they actually receive or encounter from the service provider during the whole service process while perceived service experience is customers' affective or emotional perception of service products, service delivery they actually receive or encounter from the service provider during that whole service process as well.

2.3 Mindfulness

2.3.1 The concept of mindfulness

Perspectives of Mindfulness

The study and practice of mindfulness have mainly been approached from the two different ways, that is the Eastern meditation-based approach (Kabat-Zinn, 2005) and the Western socio-cognitive approach (Langer, 1989 a) (Table 2.10). Although not inherently a religious or spiritual concept, the first approach has its origins from Buddhist traditions in which the experience of mindfulness derives from meditation training and practice. This approach is most popular in programmes such as mindfulness-based stress reduction (MBSR), developed by Kabat-Zinn (2009) and mindfulness-based cognitive therapy (MBCT) by Segal *et al.* (2002) in clinical settings. The first stream of mindfulness based on an Eastern-Buddhist tradition that interprets mindfulness as a form of present-moment awareness where individuals are "*paying attention in a particular way: On purpose, in the present moment, and nonjudgmentally*" (Kabat-Zinn, 2005, p.4).

The second stream of research studies mindfulness based on entirely the cognitive information-processing foundation (Sauer *et al.*, 2013). The Western socio-cognitive mindfulness concept is derived from cognitive psychology literature, and interprets mindfulness as a mindset of novelty seeking, engagement, novelty producing, and flexibility (Haigh *et al.*, 2011; Langer, 1989 a). This perspective is closely associated with the work of Ellen Langer who defined mindfulness as "*a general style or mode of functioning through which the individual actively engages in reconstructing the environment through creating new categories or distinctions, thus directing attention to new contextual cues that may be consciously controlled or manipulated as appropriate*" (Langer, 1989 a, p.4). This socio-cognitive approach reflects a creativity-focused perspective of mindfulness (Bercovitz *et al.*, 2017; Hart *et al.*, 2013), which is a related, yet distinct concept that differs from the contemplative approach. Specifically, the socio-cognitive perspective conceptualizes mindfulness usually including the external, material, and social context of the individual, whereas the Eastern-

Buddhist view focuses on present inner experience (Kabat-Zinn, 2005; Pirson, Langer*, et al.*, 2012). Mindfulness, or also called "every mindfulness" as expressed in everyday life, is different from mindfulness attained during meditation practice, for example, there is no significant correlation between the same named constructs from the two different approaches (Kaplan *et al.*, 2018; Thompson & Waltz, 2007).

Mindfulness as both State and Trait-Like Quality

Mindfulness is viewed as a complex construct including both state and trait dimensions. Indeed, Brown and Ryan (2003, p.822) described mindfulness as both a state and trait concept where "*both dispositional and state mindfulness predict self-regulated behaviour and positive emotional state*". Their theory states that, while attention and awareness are common features of human life, enhancing the attention and awareness of current experience makes mindfulness occur. Because of these characteristics, typically, the current research on mindfulness employees either a trait or state definition and uses one as the basis for theory development.

Langer (1989 a) early described mindfulness as a cognitive state of alertness and proactive awareness in which one attends to the present moment and to the processes that unfold. The author further conceptualized mindfulness as a state of conscious awareness characterized by active distinction drawing that leaves the individual open to novelty and sensitive to both context and perspective (Langer, 1992). In a later conceptualization, Langer and Moldoveanu (2000) redefined the definition of mindfulness to emphasize that it is a "*process of drawing novel distinctions*", such that a perceiver experiences a greater sensitivity to one's environment, more openness to new information, the creation of new categories for structuring perception, and enhanced awareness of multiple perspectives in problem solving (Langer & Moldoveanu, 2000, p.1). Langer's conceptualization of mindfulness as a cognitive state/process (Langer, 1989 a; Langer & Moldoveanu, 2000) that is grounded in a person's disposition (Hart *et al.*, 2013). In fact, mindfulness is suggested to exist at the boundary of personality and cognition, having characteristics both of a state and of a trait (Sternberg, 2000), therefore, it is used both as a state and trait quality in some studies such as Dong and Brunel (2006), Ngo *et al.* (2016).

The current research looks to incorporate all aspects of mindfulness in a broader, more holistic definition that may be more relevant in a service setting. Specifically, that a person's predisposition to mindfulness (trait) is activated when the situation or immediate environment requires cognitive processing (state/process) beyond that which occurs during automatic, habitual or routine behaviour. The mindfulness construct to be explored in this research is that developed by Ellen

Langer to explain individuals' cognitive, affective and behavioural responses in a range of social situation. According to Langer (1989 a); (Langer & Moldoveanu, 2000), mindfulness is be best understood as the process of drawing novel distinctions This is distinct from the Buddhist ideas of mindfulness which focuses on meditation and present awareness and has become a popular concept within clinical and mental psychology (Moscardo, 2009).

Table 2.10 - Some important definitions of Mindfulness

Studies	Definitions	Perspective
Kabat-Zinn (2005)	Mindfulness as “paying attention in a particular way: on purpose, in the present moment, and p”	Eastern meditation-based
Brown *et al.* (2007)	Mindfulness is attention and awareness in a certain situation (Brown, Ryan, & Creswell, 2007)	Eastern meditation-based
Langer (1989 a)	Mindfulness as a cognitive state of alertness and proactive awareness.	Western socio-cognitive
Langer (1992)	Mindfulness refers to “a state of conscious awareness characterized by active distinction drawing that leaves the individual open to novelty and sensitive to both context and perspective”.	Western socio-cognitive
Langer (2000)	Mindfulness is a flexible state of mind in which we are actively engaged in the present, noticing new things and sensitive to context.	Western socio-cognitive
Langer and Moldoveanu (2000)	Mindfulness can be best understood as the process of drawing novel distinctions.	Western socio-cognitive

Mindfulness as opposite to mindlessness

While much of the existing literature employs mindfulness as the key construct in either state or trait form, current theory also proposes that mindfulness may exist on a continuum, where the spectrum is anchored by mindfulness at one end and mindlessness at the other (Langer & Moldoveanu, 2000).

In contrast to mindfulness, mindlessness, as both state and trait-based, is where automatic, habitual decisions are made with minimal cognitive resources being dedicated to the action (Brown & Ryan, 2003). Therefore, mindlessness is described as inflexible, rigid linked to existing routine behaviours thought (Langer, 1989 a). This view is supported by Woods and Moscardo (2003, p.98) who propose *"mindlessness, as the word suggests, refers to behaviour that is routine, does not involve active mental processing, and where people are paying only limited attention to what they are doing*". Langer (1989 b) also call mindlessness as minimal information processing. Simply, Brown and Ryan (2003) state that mindlessness occurs when mindfulness is relatively absent.

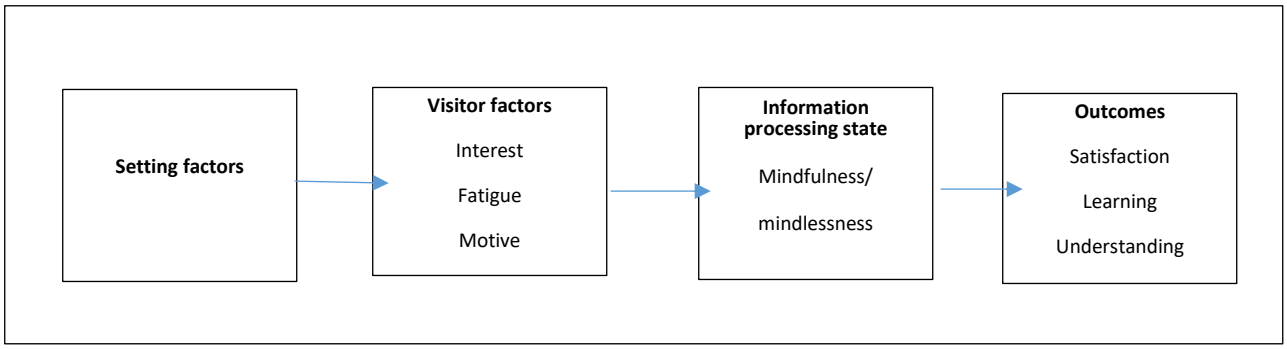
Individuals may become mindlessly trapped by categories that were previously created. This entrapment reduces their capacity/ability in terms of both physiologically and behaviourally. Physiological consequences are poor health; behavioural consequences impose unnecessary restrictions on performance. The characteristic of rigidity on both cognitive and emotional levels is always emphasized by the cognitive information process school. Especially, the rigidity here is unintentional - it is flexibility by default rather than by design (Langer, 1989 b).

2.3.2 Models of mindfulness in marketing (tourism)

There are two prominent theoretical models regarding mindfulness have been developed in the tourism literature, including the mindfulness model of visitor behavior and cognition, proposed by Moscardo (1996), and the Mindfulness model of visitor behaviour proposed by Mcintosh (1999).

Mindfulness model of visitor behaviour and cognition (Moscardo, 1996)

Figure 2.1 - Mindfulness model of visitor behaviour and cognition (Moscardo, 1996)

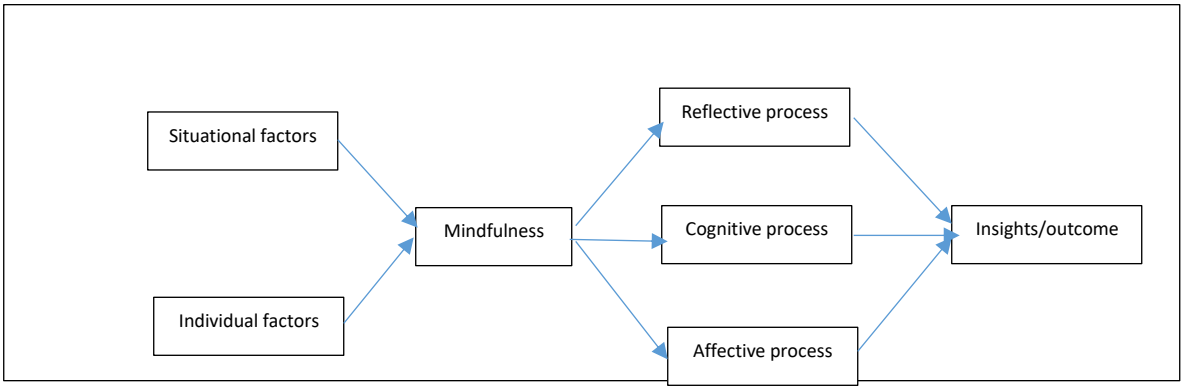


(Source: Moscardo, 1996)

The model puts forward two sets of factors that influence visitors: Setting factors and Visitors factors. Setting factors include the surrounding environment, exhibits and displays, guide tours, signs, maps, guidebooks, brochure and walks. Visitor factors include familiarity with the place, motivation, interest for the visit and mental status. The two factors combine to determine whether visitors will be mindful or mindfulness. Taken together, these factors induce mindfulness/mindlessness as a cognitive state of tourists in certain circumstances. Mindful visitors are much more likely to enjoy their visit than mindless visitors. They also express more satisfaction, learn more and be interested in discovering more about a topic or place. Mindful visitors will also be more aware of the consequences of their behaviour and more appreciative of the visit (Moscardo, 1996).

Mindfulness model of visitor behaviour (McIntosh, 1999)

Figure 2.2 - Mindfulness model of visitor behaviour (Mcintosh, 1999)



(Source: McIntosh, 1999)

Mcintosh (1999) suggested that mindfulness is the result of the interaction between situational and individual factors. In this model, reflective, cognitive, and affective psychological processes were triggered by mindfulness, and outcomes continuously affected individual visitor factors.

Both models stressed that mindfulness is influenced by individual factors such as novelty, unfamiliarity, additional efforts, prior knowledge, and motivation, as well as by external situational factors that are multisensory, dynamic, and of varied situations (Burgoon & Langer, 1996; Moscardo, 2009; Timmerman, 2002). They also showed the outcomes of mindfulness on customers such as customers' satisfaction, learning and understanding of their service experience, or insightness/outcomes of customers.

2.3.3 Outcomes of mindfulness in marketing

The two conceptual models of mindfulness by Moscardo (1996) and Mcintosh (1999) have suggested that mindfulness cause some outcomes on customers in tourism. In fact, some authors have examined the effect of mindfulness in different service settings (Table 2.11). In tourism, Frauman and Norman (2004) found that visitors to tourist parks who are more mindful exhibit different responses in terms of benefits sought, preference for oriented information services and overall participation in activities compared to less mindful visitors. The group of visitors who are more mindful have higher benefits sought regarding learning and excitement orientation. The finding is also noteworthy in that aspects of mindfulness include having one's interest captured, searching for answers to questions, and exploring and discovering new things, each of which could include a learning or excitement orientation. As well, level of mindfulness also differentiated among visitors who sought opportunities for reflection, which also may fall in line with aspects associated with being mindful.

In the setting of Theatre festival, the findings of Van Winkle and Backman (2009) showed that the level of mindfulness does affect visitors' satisfaction. The more mindful the visitor is during their festival visit, the greater their satisfaction. Moreover, the level of mindfulness also impact on visitors' feeling of control over their own contribution to impact (Van Winkle & Backman, 2009). Such increased levels of consumer satisfaction have also been found in exhibition attendees, where mindfulness is linked with overall satisfaction of the event service delivery in the study of Choe *et al.* (2014). The high mindful group of customers has higher scores of perceived service quality than the low mindful group of customers. It is proved clearly the level of mindfulness affects the overall exhibition attendees' on-site and post-experience, and its evaluation.

In the case of hotel, Barber and Deale (2014) argue the level of mindfulness effect guests' mindful information services orientation, concern for society and others, and perceived benefits sought. The authors suggest that mindful individuals tend to be more satisfied and better able to recall their experiences and make positive recommendations to others. Ndubisi (2014) indicated that consumers' relationship quality (trust, satisfaction, and commitment) and their switching restraint, attitudinal loyalty & behavioural loyalty to the service provider are significantly dependent on their mindfulness in the health service sector.

Although there has been a few applications of mindfulness in marketing such as in tourism and some service sectors, Ndubisi (2012a) and Ndubisi (2012b) argued that this has just commenced and drew attention to the consequential sparse understanding of how mindfulness plays out in the decision-making processes of consumers, and its implications for marketing practice and theory development.

Table 2.11 - Summary of Mindfulness outcomes in marketing

Study	Mindfulness scale	Context of study	Outcomes of mindfulness
Mcintosh (1999)	The conceptual framework	N/A	- Cognitive/affective/ reflective process -> Insightfulness
Moscardo (1996)	The conceptual framework	N/A	- More learning - Higher satisfaction - Greater understanding
Frauman and Norman (2004)	The Moscardo (1992)'s mindfulness scale	South-eastern coastal state parks	- Oriented information services - Benefits sought (excitement, learning, escape, reflection, family) - Participation in nature-oriented activities
Van Winkle and Backman (2009)	The Moscardo (1992)'s mindfulness scale	At a cultural festival	- More learning - Higher SAT - Greater understanding - Greater feeling of control over behaviour
Barber and Deale (2014)	The Moscardo (1992)'s mindfulness scale	U.S. hotel guests	- Mindful information services - Concern for society and others - Benefits sought
Choe *et al.* (2014)	The Moscardo (1992)'s mindfulness scale	The exhibition industry	- Perceived service quality - Perceived crowdedness - SAT & behaviour intention
Ndubisi (2014)	The LMS 21 of Langer	Health care services	- Relationship quality (trust, commitment, SAT) - Relationship outcomes (attitudinal loyalty, behavioural loyalty, switching restraint).
Ngo *et al.* (2016)	The Moscardo (1992)'s mindfulness scale	Retailing	- Service brand experience
Moscardo (2017)	Mindfulness	Tourism	- Positive tourist experiences

2.4 The theoretical foundation of the research

This section will elaborate the above-stated theoretical insights in a more detailed manner using prior literature that leads to the hypotheses formulation of the study.

2.4.1 Dual processing approach

Evans and Curtis-Holmes (2005) argue that Mindfulness theory from social psychology of Langer builds upon the dual processing approach. This approach is very important to many theories in psychology (Evans & Curtis-Holmes, 2005; Smith & Decoster, 2000). All dual processing theories posit that to a life situation, people usually react in one of two ways, that is either shallow processing or with deep processing. Table 2.12 provides details of these states. Shallow processing is sometimes referred to as automatic processing and is related to ideas about “unconscious” thinking (Bargh, 2006; Bargh & Williams, 2006; Evans, 2008). In the case of mindfulness theory, shallow processing is connected to mindlessness and deep processing is connected to mindfulness. Dual processing theories are common in social psychology and are often used in numerous areas of social cognition including reasoning, judgement and decision-making (Evans, 2008). Langer (1989 a) took this dual processing concept from psychology and added findings from studies of curiosity, attention and arousal to develop a theory that explains and predict human responses in a range of everyday social situations.

Table 2.12 - Characteristics of deep and shallow processing

Deep processing	Shallow processing
Deep processing: A cognitive state where attention is focused on the information and features of the present situation, allowing for detailed processing.	*Shallow processing*: A cognitive state where behaviour is directed by existing routines with only limited information processing focused on the present situation
Mindfulness defined "a flexible cognitive state that results from drawing novel distinction about the situation and environment" (Carson and Langer, 2006, p.29) Mindfulness supports cognitive elaboration of information and results in new ways of behaving.	*Mindlessness* defined "a state of rigidity in which one adheres to a single perspective and acts automatically" (Carson and Langer, 2006, p.30) Mindlessness does not imply a lack of thinking or only applies to simple behaviours. Instead, mindlessness involves the use of heuristics or cognitive short cuts to complete behaviour and so limits the potential for change
Characteristics of mindfulness: Openness to novelty Alertness to distinction; Sensitivity to different contexts; Awareness of multiple perspectives; and Orientation in the present	*Characteristics of mindlessness:* Use learned routines to guide behaviours; Unable to take an alternative perspective; and Limited processing of new information
Outcomes associated with mindfulness: More effective retention of information; Better decision-making; Better memory of the details of a situation; Enhanced sense of personal control; Positive affective responses.	*Outcomes associated with mindlessness:* Little learning of new information; Poor decision-making Limited memory of the details of a situation; Learned helplessness; Negative affective responses.

Sources: Evans and Curtis-Holmes (2005), Smith and Decoster (2000), Carson and Langer (2006), Langer and Moldoveanu (2000)

Langer's Mindfulness Theory

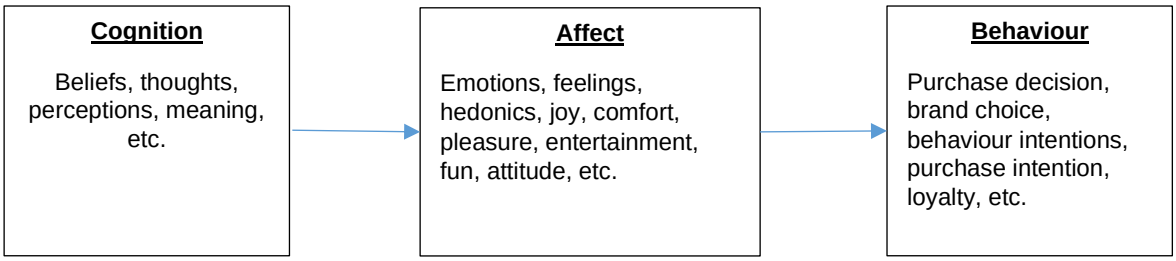
Langer (1989 a)'s basic argument is that in any given situation people can be either mindful or mindless, and often they are mindless. The author refers to the two states as mindfulness and mindlessness. Mindfulness is defined as a flexible cognitive state that results from active drawing novel distinctions about the situation and environment. It does not matter whether what is noticed is

important or trivial, as long as it is new to the viewer. When one is mindful, one is actively engaged in the present and sensitive to both context and perspective." Key characteristics of a mindful state include openness to novelty *(ability to reason about new kinds of stimuli)*; alertness to distinction *(ability to compare, contrast, and make judgments about the similarities and differences)*; sensitivity to different contexts *(awareness of the characteristics of particular situations or people and the changes in such situations*); awareness of multiple perspectives *(seeing things from different points of view*); and orientation in the present *(i.e. paying attention to the immediate situation)*.

2.4.2 The Cognitive - Affect - Behaviour paradigm (CAB)

The study also bases on the Cognition - Affect - Behaviour paradigm of Holbrook and Hirschman (1982) (called the C-A-B model). The C-A-B paradigm is an information-processing approach, which explains that cognition (C) determines affect (A) which, in turn, results in behaviour (B). In this paradigm, cognition refers to a personal belief, thoughts, perceptions or meaning that customers gain after accumulating knowledge about or experiencing a given object; affective responses include emotions, feelings or attitude that customers have with respect to that object; and behaviours which can be either intentions to act or actual actions from customers (Babin, 2011; Solomon, 2018). The sequence of the three components is described in the Figure 2.3.

Figure 2.3 - The Cognition - Affect - Behaviour model



(Holbrook and Hirschman, 1982)

Application of CAB paradigm in marketing

From the C-A-B sequential evaluation process, Klaus and Maklan (2012) argue that C-A-B researchers have put their definition of rational consumer behaviour as the leading theory of consumer behaviour. In the past, the C-A-B scheme has ever occupied a central position in the

earliest attempts to build systematic models of buyer behaviour (Howard & Sheth, 1969). It also inspires several consumer behaviour theories such as the consciousness - emotion - value model (Holrook, 1986) or appraisal theories of emotion (Lazarus, 1991; Roseman, 1984).

In marketing, many consumer researchers have borrowed or extended this basic theory with more factors to reflect the interrelationship of these components. For example, in green consumption, Liu *et al.* (2017)'s study, based on the C-A-B model, has supported that cognition of green environment precedes concerns of the environment, which, in turn, lead to pro-environmental behaviours. In the Internet-related field, the layout and functionality of an online shopping platform, which is referred as a part of the online physical environment), is found to provide a sense of enjoyable interactions and ease to use, and subsequently, to predict users' continuance intention (Muhammad Waleed Ayub *et al.*, 2021).

In the hospitality context, this framework has been applied to understand recognition of the ulterior motive as the consumers' cognitive response, which elicits scepticism about a hotel's environmental claims as their affective or emotional response, which, consequently/in turn, influence both intention to participate in linen reuse programs and revisit intentions (Rahman, Park, & Chi, 2015). Using the C-A-B model, it is also argued that customers' perception of service quality about the hotel environment, hotel employees, food quality are cognitive evaluations that generate affective responses. In turn, these affective evaluations lead to post-consumption behaviours such as the holistic evaluation of customer experience (Jüttner *et al.*, 2013; Peng *et al.*, 2017). In some cases, researchers adapt the C-A-B framework to explore the relationship between service quality and service experience. In restaurant and hotel settings, it is found that customers who have a high perception of service quality (reliability, assurance, responsiveness, empathy, and tangibles) would display positive affective responses such as happiness, pleasure and excitement (Gracia *et al.* (2011). In upscale restaurant service settings, overall service quality is reported significantly influences customers' emotions (Han and Jeong (2013).

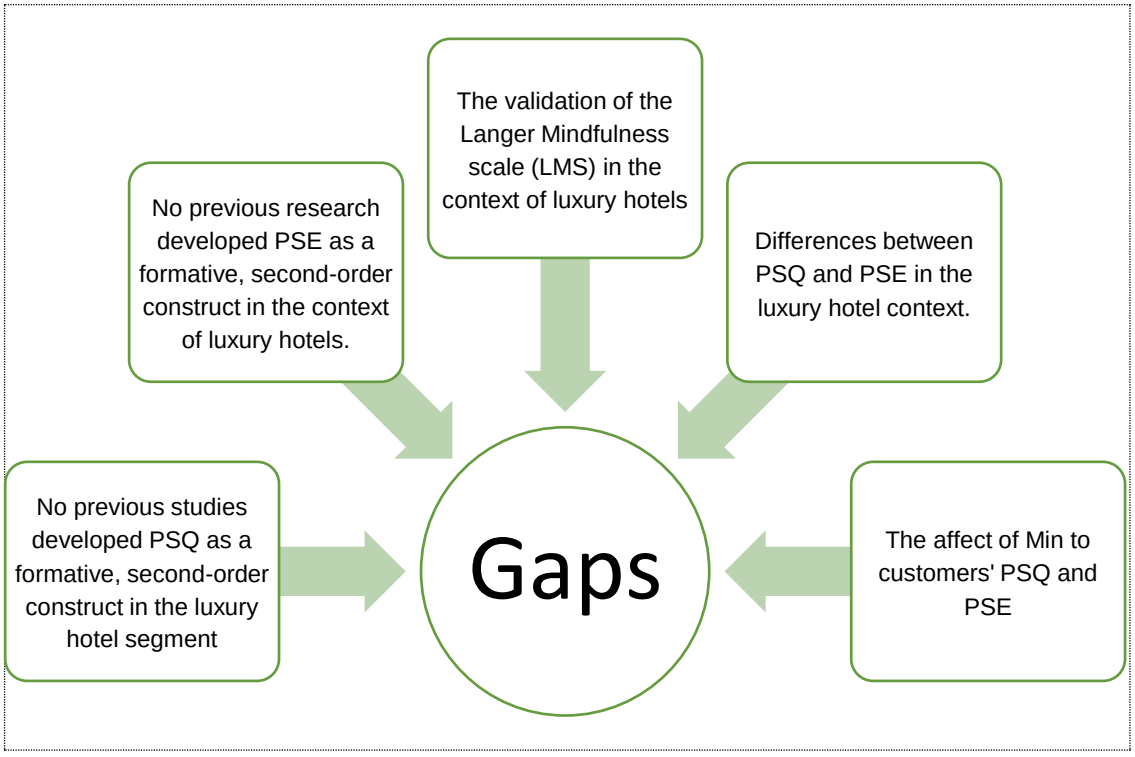
From previous research, the C-A-B paradigm is shown to be suitable for understanding the interrelationships between cognition, affect and behaviour in multiple contexts, as well as the relationship between customers' cognition and affect in hospitality. In this study, customers' perception of service quality is referred as their cognitive responses and their perception of service experience as affective responses to all the service products and service delivery they actually receive or encounter from the service provider during the whole service process. Therefore, the study applies the C-A-B model and predicts that perceived service quality would influence positively perceived service experience.

2.5 Conceptual framework and hypothesis development

2.5.1 Research gaps

A review of the literature on the motel industry identified five conceptual research gaps as in the Figure 2.4.

Figure 2.4 - Summary of gaps in the literature



Research gap 1 - Measuring Perceived service quality in hospitality

The fact that there have been a boom in research of service quality for over three decades since the 1st service quality model in 1980s. A lot of models, frameworks, theories and practice in service quality have been investigated across service industries (Ranaweera & Sigala, 2015).

In hospitality, especially in upscale and luxury hotel segment, the importance of service quality in hotels has been recognized (Akbaba, 2006; Karatepe & Avci, 2002; Mohsin & Lockyer, 2010). The SERVQUAL, the most recognized approach to measuring service quality by Parasuraman *et al.* (1988) has been widely applied and validated (Akan, 1995; Mei *et al.*, 1999; Nadiri & Hussain, 2005;

Saleh & Ryan, 1991). Yet, there has been limited research that has addressed the structure of the concept PSQ, which may be considered surprising (Wilkins *et al.*, 2007).

Especially, the literature on PSQ in hospitality has not developed uniformly, with pockets of theories and models emerging about various sectors/segments in the hospitality industry (Crick & Spencer, 2011). Consequently, the research in the field needs to take a more focussed approach and recognise the nuances of each sector/segment, such as the luxury hotel segment/one. While competition among hotels to attract and retain customers is intense, continually updating the understanding of how an ever-evolving customer-base perceives service quality in hotels is critical (Rauch *et al.*, 2015).

Diamantopoulos (2006) suggests that modelling the service quality construct using formative measurement results in a better specification of the construct. However, a hierarchical model of PSQ as a formative construct has not been developed in an applied framework to analyze the relationships between the primary and the overall service quality in the context of luxury hotels. (Wilkins *et al.*, 2007).

Research gap 2 - Measuring Service experience quality in hospitality

As discussed in the previous parts, together with the enthusiastic movement toward an experience-based economy and its particular relevance to the hospitality industry (Gilmore & Pine, 2002; Titz, 2008)**,** the focus is shifting from a service-based to an experience-based economy (Kim *et al.*, 2011; Knutson *et al.*, 2007) as a new source of competitive advantage (Prahalad & Ramaswamy, 2004). However, investigations on experience quality have not caught much attention (Fernandes & Cruz, 2016). It has been integrated with service quality studies (Kim *et al.*, 2011). Very few studies have investigated customers' perceptions of experience quality (Chang & Horng, 2010; Chen & Chen, 2010; Fernandes & Cruz, 2016). Whereas service experience is important in establishing performance of different organizations, its underlying factors have not been clearly delineated or identified in the existing literature (Kim *et al.*, 2011; Manhas & Tukamushaba, 2015).

Similar to the concept of PSQ, a hierarchical model of service experience quality as a formative construct has not been developed in an applied framework to identify the relationships between the primary dimensions and the overall service experience quality in the luxury hotel sector. Therefore, developing a high-order formative model of service experience quality in the luxury hotel sector would fill the gap and respond to calls for further research in enhancing the service experience by Ostrom *et al.* (2015).

Research gap 3 - Relationship PSQ and PSE

The difference between experience quality and service quality has been discussed in previous studies (Chang & Horng, 2010; Otto & Richie, 1995; Otto & Ritchie, 1996). Otto and Richie (1995) is the first authors providing benchmarks that differentiate service quality and experience quality in the context of hotels, airlines and tours & attractions. The difference between them is continued to discuss in the study by Chang and Horng (2010), however, their study was merely conceptually. The authors call for further investigate the difference of the two constructs by comparing dimensions. Such a comparison in the context of luxury hotels could empirically verify whether the cognitive dimensions of service quality are distinct from its emotional dimensions and would contribute to knowledge as well (Chang & Horng, 2010).

Research gap 4 - Validating the LMS in hospitality

The concept of mindfulness which has been studied in the fields of psychology, sociology, and education for a few decades (Ndubisi, 2014). Benefits related to mindfulness are recognized, spanning from health and well-being to business and artistic endeavors (Phillips & Pagnini, 2014).

Whereas the Langerian notion of mindfulness has been the backbone of mindfulness research in relational contexts (Pirson *et al.*, 2018), there is currently only one tool that assesses the construct of mindfulness, as originally proposed by Langer (Haigh *et al.*, 2011) - the Langer Mindfulness Scale (LMS). The LMS consists of 21 items that cover all the four main elements of mindfulness: novelty producing, novelty seeking, engagement, and flexibility (Langer, 2004). The original version of the scale in English has been translated and validated into Malaysian (Leong & Rasli, 2013), German (Haller, 2015), and Italian (Pagnini *et al.*, 2018), with other validations pending, including Indian, Sweden, Chinese, and Greek versions. It can be noticeable that the LMS are often validated and tested within clinical settings, but rarely within more social contexts such as organization (Pirson, Langer, Zilcha*, et al.*, 2012).

For application of mindfulness in marketing, Ndubisi (2012a) and Ndubisi (2012c) drew attention to the consequential sparse understanding of how mindfulness plays out in the decision-making processes of consumers, and its implications for marketing practice and theory development, due to the shortage of empirical research, and called for more studies.

On the other hand, in accordance with Easley *et al.* (2000) calls for more replication studies because the authors explain that further examination of scales by administrating them to different samples in different countries could lead to more reliable conclusions.

Research gap 5 - Mindfulness in marketing & customer behaviours

Another gap identified in the literature review relates to antecedents to customers' perception of service quality. Despite much research on service quality, the bulk of the literature focuses on conceptualizing factors associated with service quality (e.g., reliability, responsiveness) as dimensions or components of the construct rather than as antecedents to the consumer's overall evaluation of service quality. It should increase the understanding of the role of antecedents in forming these evaluations (Dabholkar *et al.*, 2000; Sultan & Yin Wong, 2013). Moreover, O'neill and Palmer (2003) argue that while a lot of research has sought to define those factors deemed necessary or essential in a consumer's overall evaluation of the service quality construct, little, if any, work has been undertaken to understand the psychological processes/state, and antecedents thereof, by which customers derive and/or attach meaning to service encounters in the way that they do. Similarly, Wilkins *et al.* (2007) agree that there has been limited research that has addressed the antecedents of the concept PSQ, which may be considered surprising. Antecedents to PSQ in are reviewed as in the Appendix 2.1, which demonstrates that no previous research has examined mindfulness as a factor influencing PSQ.

Whereas, there could be antecedents that may enhance or decrease service experience from the service receiver's view (Roy *et al.*, 2019). On the other hand, in the literature review relating to customers' experience, despite researchers have investigated what experiences do (i.e., olfactory and auditory cues impact customer behaviours), but there is still little understanding about how the consumers' mind works in relation to their experiences quality perception (Walls *et al.*, 2011). O'neill and Palmer (2003) suggest that service providers should have as detailed an understanding as possible of the psychological underpinnings of the role of perception in the consumers' information processing system. And although some studies have applied the concept of mindfulness in tourism or hospitality contexts (Table 2.11), no studies of mindfulness are found in the lodging sector in general and the luxury hotels in particular.

2.5.2 Hypothesis development

In the literature review section, beside the discussion of service quality and service experience, the differences between them in the context of hospitality were discussed and raised the need to investigate both in the same study. The consequences of Mindfulness were also presented. In this section, upon the discussions in the literature review, the linkage between Mindfulness, PSQ and PSE would be developed. The need for service experience over service quality could be argued from the relationship marketing perspective.

2.5.2.1 Relationship between Mindfulness and PSQ & PSE

Attention and awareness to the present moment experience

Perhaps attention and awareness is considered the most common explanation of mindfulness; the former concept is a reaction to outside stimuli, whereas the latter is an initial notice of a strong stimulus (Brown *et al.*, 2007). People may have varying capacities to focus their attention on the current circumstances (Grossman *et al.*, 2004). This capability leads to being mindful, which enables individuals to pay attention to the present environment, particularly the experience within a specific context.

Due to paying attention to the environment around, a number of researchers have indicated that when customers are mindful, they are able to learn and comprehend new information, to discover alternative or innovative perspectives, thus they tend to be more openness to new information and to control their behaviour positively (Langer, 1989 a; Moscardo, 1999; Moscardo *et al.*, 2004). When people are mindful, they consider the particular qualities of a situation before deciding what to do, rather than rely on strict categories developed through previous experience (Barber & Deale, 2014).

Ndubisi (2014) explains that, for the consumer, the attentiveness/awareness includes awareness of differences in the quality of products and services offered by marketers, amount of effort directed toward customer delight, amount of sacrifice marketers are willing to make for customers, nature and size of value propositions and delivery accuracy, and the litany goes on. It also includes processing multiple-quality cues in the environment.

Individuals engaged more in tasks when being mindful

Langer and Moldoveanu (2000) show that mindfulness allows people to become more engaged or involved with the different tasks set out before them. The authors indicate the subjective “feel” of mindfulness is that of a heightened state of involvement and wakefulness or being in the present. This subjective state is the inherent common thread that ties together the extremely diverse observable consequences for the viewer. Mindfulness is not a cold cognitive process. When one is actively drawing novel distinctions, the whole individual is involved. Because of this, it could be expected that mindfulness in a hedonics service setting like luxury hotels will increase consumer engagement/involvement in activities they do or with services offered with lots of energy, enthusiasm and high engrossment.

Also, individuals who are mindfully engaged in a task are both motivated and able to explore a wider variety of perspectives, make more relevant and precise distinctions about phenomena in their environments, enabling them to adapt to shifts in those environment (Fiol & O'connor, 2003).

Similar to the process of market analysis wherein mindful organizations evaluate market opportunity through active identification, gathering, and processing of information to make key decisions, mindful consumers are highly involved in their decision making through active identification, gathering, and analysis of relevant information or cues on which marketplace perceptions, attitudes, decisions, and/or behaviours are based, for example, brand preferences, perceived quality of competing offerings, dis/satisfaction level, trust, commitment, and loyalty to a particular seller or supplier (Ndubisi, 2014).

Mindfulness allows individuals better self-control

A mindful individual has greater capacity of understanding of one's emotions, and greater ability to repair negative moods (Leary & Tate, 2007), better self-control, and self-regulatory capacity (Brown *et al.*, 2007), and a greater empathy for others (Beitel *et al.*, 2005). Moscardo (1999) argue that mindfulness is associated with feelings of control, interest, and enjoyment, whereas, mindlessness is associated with poor judgement, feelings of incomplete and boredom.

In the mindfulness model of visitor behaviour and cognition, Moscardo (1996) hypothesizes a number of consequences that will result from a given cognitive state. Mindfulness is believed to result in more learning, high satisfaction, and greater understanding, while mindlessness should result in little learning, low satisfaction, and little understanding while visiting a heritage attraction. Mcintosh (1999) suggested that mindfulness would lead to insightfulness of the experience

People who are mindful pay attention to the world, react to new information, and create new routines, behaviour and views of the world. Mindfulness is therefore a necessary, although not sufficient, condition for learning to occur. Several authors have described links between mindfulness and better educational outcomes (Langer, 1989 a) and to greater satisfaction in tourist settings (Moscardo & Woods, 1998; Woods & Moscardo, 2003).

From the discussion above, it is induced that increased mindfulness is likely to have a positive influence on consumers' evaluation of service quality and service experience, thus the following hypotheses are proposed:

H_1: Mindfulness has a positive relationship with PSE

H_2: Mindfulness has a positive relationship with PSQ

From H_1 and H_2, H_3 is proposed based on the comparison of the influence of mindfulness on PSE and PSQ:

H_3: Mindfulness has a stronger positive impact on PSQ than PSE.

2.5.2.2 Relationship between PSQ and PSE

The role of service quality in generating customers' affective responses has been exemplified in many early research studies in hedonic service settings such as restaurant, theme parks, tourism settings (Bigné *et al.*, 2008; Gracia *et al.*, 2011; Han & Jeong, 2013) (Table 2.13).

Specifically, in tourism, Lian Chan and Baum (2007) found that ecotourists' perception of service staff (guide) or functional aspects, provided by the service suppliers, contribute to their affective experience. In leisure and tourism services, Bigné *et al.* (2008) concluded that an cognitive evaluation (disconfirmation of expectations) of visitors is linked to a feeling of pleasure. In a hotel setting, Ladhari (2009) reported that emotional satisfaction is derived from service quality evaluation. In both restaurant and hotel settings, Gracia *et al.* (2011) found that customers who have a high perception of service quality (reliability, assurance, responsiveness, empathy, and tangibles) would display positive affective responses such as happiness, pleasure and excitement. They feel happier when employees show customers understanding and comprehension. In upscale restaurant service settings, Han and Jeong (2013) reported that overall service quality significantly influences customers' emotional experiences such as comfort, annoyance, stimulation, and sentimentality. In luxury restaurants, many researchers showed a significant effect of restaurant service quality components (food quality, atmospherics, service quality) on customers' positive emotions (Chen *et al.*, 2015; Peng & Chen, 2015; Tsaur *et al.*, 2015). It can be seen that many researchers in various fields agree that affective/emotional responses are under the influence of cognitive processes (Gracia *et al.*, 2011; Han & Jeong, 2013; Lee *et al.*, 2010). The previous studies support the notion that perception of service quality as cognitive components contribute to eliciting favourable/unfavourable consumption-based emotions.

Two major theories that researchers who examined the relationship between service quality perception and affective/emotional responses of customers often draw upon are the “Cognitive-Affect-Behaviour” model (C-A-B model) (Holbrook & Hirschman, 1982) and the Cognitive appraisal theory (Bagozzi *et al.*, 1999). The C-A-B is a process model that explains the way a person and the environment interacts to shape eventual behavioural outcomes (Dweck & Leggett, 1988). This model also proposes that factors of situations generate a series of internal reactions, cognitive and then affective, in influencing behaviours either separately or together (Pachankis, 2007). The Cognitive appraisal theory purports that the critical determinant of consumer feelings is the evaluation and interpretations that arise after a series of service encounters during service delivery (Bagozzi *et al.*, 1999). Following the C-A-B model, PSQ can be seen customers’ cognitive evaluations of service offers that generate affective responses. Similarly, following the Cognitive appraisal theory, it induces that customers elicit affective responses after evaluating the service performance of the hotel.

From the discussion above, it is proposed that:

H_4: Perceived service quality has a positive influence Perceived service experience.

Table 2.13 - Studies of relationship between PSQ and PSE

Study	Context of study	The SE scale	Relationship
Otto and Ritchie (1995)	Hospitality, airlines, tours & attractions, banks & trusts, medical offices	The Otto & Ritchie's scale	PSQ -> PSE
Chan and Baum (2007)	Ecotourism	Interviews	PSQ (service staff, functional aspects) -> PSE
Bigné *et al.* (2008)	Interactive museum, theme park	2 emotions: pleasure and arousal	PSQ (disconfirmation) -> PSE (affective evaluations)
Ladhari (2009)	Hotels	3 emotions: happiness, pleasantness, and joy	PSQ -> PSE (Emotional satisfaction)
Ismail (2011)	Hotels	Otto and Ritchie (1996), Oh *et al.* (2007)	PSQ -> PSE
Gracia *et al.* (2011)	Restaurant and hotel settings	A positive affect scale (pleased, happy & enthusiastic)	PSQ -> PSE (positive affective responses)
Han and Jeong (2013)	Upscale restaurant	Han *et al.* (2010)'s consumption emotion scale	PSQ -> PSE (consumption emotion factors)
Chen *et al.* (2015)	Luxury restaurants	Models of Jang and Namkung (2009), Liu and Jang (2009)	PSQ (atmospherics, food quality, SQ & other customers) -> customers' emotions
Peng and Chen (2015)	Luxury restaurants	Models of Jang and Namkung (2009)	PSQ (atmospherics, food quality, SQ) -> customers' emotions
Tsaur *et al.* (2015)	Luxury restaurants	The six-item positive emotion scale by Liu and Jang (2009)	PSQ (aesthetic labor) -> customers' emotions
Ribeiro and Prayag (2019)	Restaurant	The cognitive-affect-behaviour model (CAB)	PSQ (atmospherics, food quality, SQ) -> customers' emotions

2.6 Chapter summary

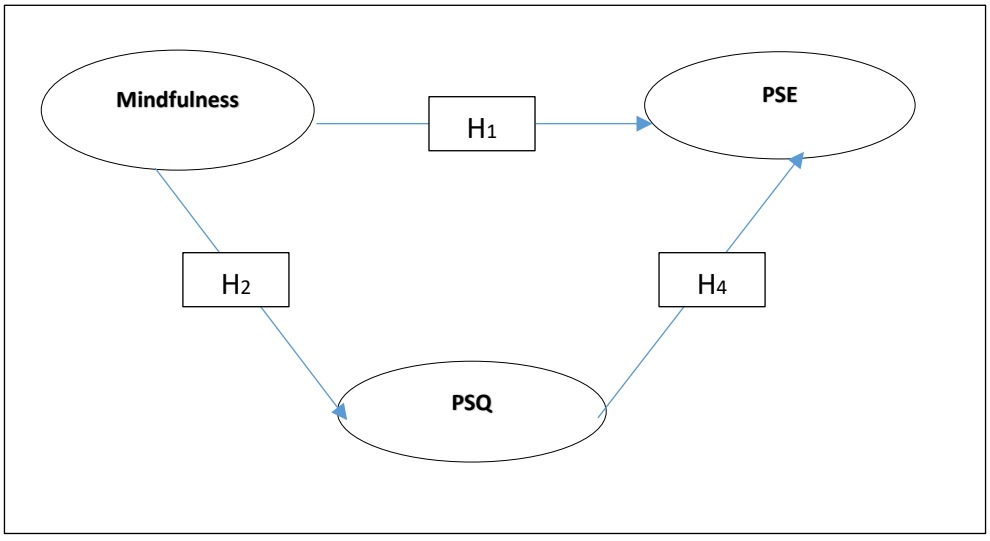
This chapter has discussed relevant literature on PSE, PSQ and Mindfulness. The general theories and specific theories in hospitality as well as issues of conceptualizing and measuring the three constructs are highlighted. The research gaps relating to the three constructs are identified. To fill these research gaps, the purpose of this study is to test the interrelationships among MIND, PSQ and PSE and to develop & validate the measurements of them. The research questions whether mindfulness affect PSE and PSQ? if so, how mindfulness affect the two constructs are proposed. And if PSE is a distinct concept from PSE by customers? In order to answer the above research question, the following research objectives are put forward:

(1) To identify and validate the primary structure of PSE in the luxury hotel sector
(2) To identify and validate the primary structure of PSQ in the luxury hotel sector
(3) To identify and validate the primary structure of Min in the luxury sector
(4) To test whether there is a significant relationship between PSQ and PSE
(5) To test whether there are significant relationships between Min and PSQ, and between Mind and PSE.

To examine the interrelationship between the three constructs, the hypotheses are proposed. Based on these hypotheses, a research framework is developed as in Figure 2.5.

The next chapter will justify the research philosophy, research methodology, methods of data collection and data analysis to find answers to the hypotheses and the research questions above.

Figure 2.5 - The conceptual framework



Hypotheses
H_1: MIND has a positive relationship with PSE.
H_2: MIND has a positive relationship with PSQ.
H_3: MIND has a stronger positive impact on PSQ than PSE.
H_4: PSQ has a positive relationship with PSE.

Chapter 3 - RESEARCH METHODOLOGY AND METHODS

3.0 Introduction

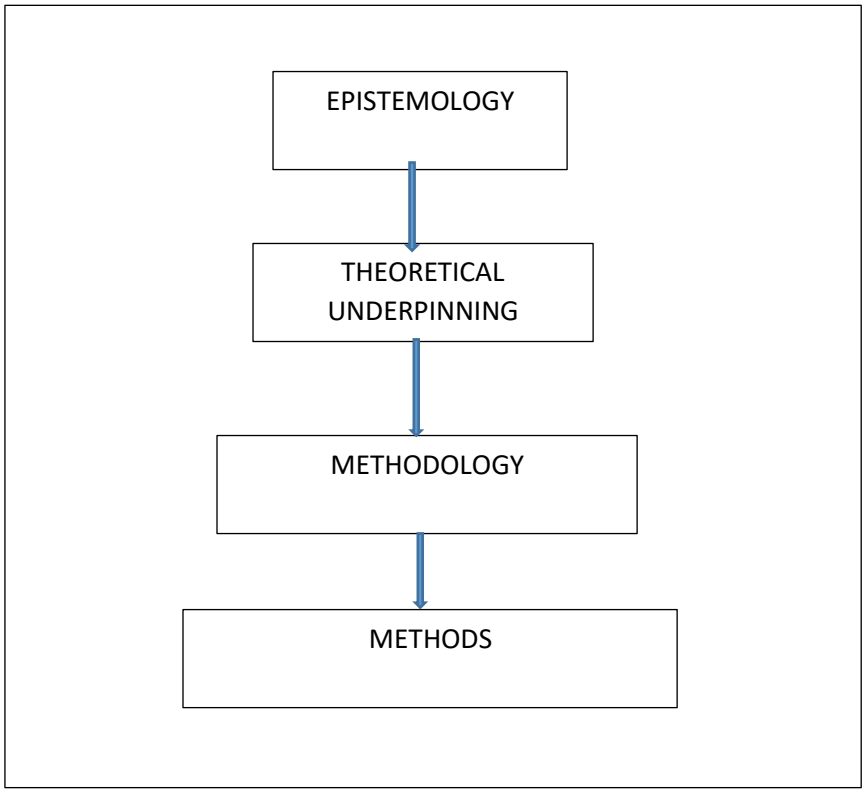
In the previous chapter, the research models have been justified and developed. Accordingly, an appropriate research methodology and method are to be designed to facilitate the required analysis. This chapter presents the research philosophy that the current study subscribes to, the research design and discussion of methods together with their limitations. It also provides a description of how data is produced and analyzed. Problems and issues faced would also be discussed.

3.1 Research design

3.1.1 Epistemology

It is widely agreed that the research design needs to be well planned and critically analyzed to meet the aims of the researcher and answer their research questions. According to Crotty (1998), epistemology, theoretical perspective, methodology and methods are the four elements required to form a framework for research design. These elements inform and relate one another as shown in Figure 3.1.

Figure 3.1 - The four-element research process by Crotty (1998)



Epistemology: the theory of knowledge embedded in the theoretical perspective and thereby in the methodology.

Theoretical underpinning: the philosophical stance informing the methodology and thus providing a context for the process and grounding its logic and criteria.

Methodology: the strategy, plan of action, process or design lying behind the choice and use of particular methods and linking the choice and use of methods to the desired outcomes.

Methods: the techniques or procedures used to gather and analyse data related to research questions and hypothesis.

According to Crotty (1998)'s framework, researchers initially adopt a particular stance towards the nature of knowledge. This stance or epistemology will underlie the entire research process and governs the particular theoretical perspective selected. Similarly, Maynard (1994) agree that epistemology provides a philosophical grounding for deciding what kinds of knowledge are possible as well as adequate and legitimate.

Major types of epistemological stances are objectivism, constructionism, and subjectivism (Crotty, 1998). Objectivism means that meaning and meaningful reality exists as such apart from the operation of any consciousness (Crotty, 1998), and it represents "the position that social

entities exist in reality external to social actors" (Saunders *et al.*, 2015). In other words, objectivism states that reality exists independently of the human mind (Crotty, 1998). Thus, objectivism enables researchers to investigate something that already exists. If researchers observe phenomena in the right way, they will explore objective "truth". Constructionism refers to the meaning that comes into existence in and out of human engagement with the realities in the world due to there is no truth waiting to discover it as well no meaning without a mind. This view supports that subject and object emerge as partners in the generation of meaning. On the other hand, subjectivism refers to the meaning comes from anything but the object to which it is ascribed, that means the object itself makes no contribution to the meaning that is imposed on the object by the subject (Crotty, 1998). Saunders *et al.* (2015) considered subjectivist view as social phenomena are created from the perceptions and consequent actions of social actors.

This study employed objectivism due to the following reasons. The first reason is due the main research objective - to investigate the relationships between mindfulness, perceived service quality and perceived service experience of customers. Extant literature has widely used an objective measurement of different service quality dimensions, service experience and mindfulness. Some generic models are developed which are generalizable to several service settings such as SERVQUAL by Parasuraman *et al.* (1985) or SERPERF by Cronin and Taylor (1994) for service quality, the 4Es by Pine and Gilmore (1999) for service experience or the LMS by Langer (1989 a) for mindfulness. Such realities can be seen as something that already exist (Schembri & Sandberg, 2003), thus many researchers have followed an objectivism paradigm in these areas with a belief in the existence of an objective and measurable truth (Bryman & Bell, 2015). Second, objectivists believe that the ''truth or falsity of scientific theories depends exclusively upon their logical relationships to the empirical data provided through observation'' (Keat, 1981).

While there is a plethora of research on service quality, service experience and mindfulness in tourism and hospitality already available, in the luxury hospitality context of Vietnam, this study provides empirically the limited external validity of measurements of service quality, service experience and mindfulness and their relationships to each other. It means that supporting or refuting relevant theories used in the research will be based on empirical findings (Creswell & Creswell, 2018). Based on the objectivism epistemology, the following section explains the choice of the theoretical perspective for the research.

3.1.2 Theoretical underpinnings (Research philosophy)

A theoretical perspective (research philosophy) is called by many different terms such as "worldview" (Creswell & Creswell, 2018), paradigms (Lincohn *et al.*, 2011; Mertens, 2010), epistemologies and ontologies (Crotty, 1998) or broadly conceived research methodologies (Newman, 2014). According to Cresswell and Cresswell (2018), research philosophy is the way the researcher understands the world and performs research strategy, which later directs and determines the most suitable methods used in the research. Similarly, Saunders *et al.* (2015) refers to research philosophy as a system of beliefs and assumptions about the development of knowledge in a particular field, which will underpin the methodological choice, research strategy and data collection and analysis procedure.

When deciding research philosophy, researchers consider the assumptions/stances in terms of three aspects: epistemology, ontology and axiology, which then influence the choice of research methodology and methods. Ontology describes the nature of reality. In fact, it includes assumptions researchers have about how the world operates, therefore decides the choice of what to research. Epistemology is concerned with knowledge, what can constitute acceptable knowledge or what can be accepted as knowledge in a certain field, while axiology relates to values and ethics of researchers influencing the research process. Simply, axiology is what values go into the research (Saunders *et al.*, 2015).

Looking to the available paradigms of research, paradigms have been mainly divided into three philosophies: positivism, interpretivism and social constructivism. Paradigms are classified as ranging from being objective "positivism" to subjective "social constructivism". To better explain the different philosophies Table 3.1 has been developed using multiple resources.

Table 3.1 - **Paradigms of Research in Social Sciences**

Research process/Paradigm	Positivism	Interpretivism	Social Constructivism
Ontology assumption Answers: what is reality and what is what we know?	Reality is objective and it is seen as singular and separate from the researcher "Reality is real" Its knowable "true nature" so what is known is unchangeable as it is known by natural laws.	Reality is subjective and seen as multiple, it is not separated from the researcher "Reality is real but probabilistic and imperfectly" Knowable through probabilities so what we know is through multiple resources and need to try it.	Reality is relative, multiple and depends on who establishes it " Reality is relative 'multiple subjective'". It is in peoples' minds, what we know is specifieally constructed according to what people believe it to be.
Epistemology assumptions answers: what constitute knowledge	Researcher is independent of that being researched findings are true and objective	Researcher is interactive with what has been researched. findings are probably true.	Researcher enters into the social world of the research subject and understand from their point of view. findings are created.
Axiology: What values of researchers in doing research?	Researcher is value-free detached.	Researcher is value-bound, intergral and reflexive.	Researcher is relatively value-bound.
Elements of Methodology Aim Starting point Designs Techniques Analysis/interpretation outcomes	Discovery Hypothesis Experiment Measurement Survey Causality	Exposure Propositions Triangulation Survey Probability Correlation	Invention Meanings Reflexivity Conversation Sense-Making Understanding

Designs for methods	Action research, Case method, Experimental methods, Grounded theory, Quasi-experimental research, survey feedback, Survey research	Case method, Experimental methods, Grounded theory, Quasi-experimental research, survey feedback, Survey research	Action research, Case method, Experimental methods, Collaborative research, Cooperative inquiry, Ethnography, Grounded theory, Narrative method, survey feedback, Survey research.
Strengths	Can Provide wide coverage, Potentially fast and economical, Easier to provide justification	Accepts value of multiple data sources, Enables generalization beyond used sample, Greater efficiency including outsourcing potential.	Good for processes, and meanings. Flexible and good for theory generation, Data collection is less artificial.
Weaknesses	Inflexible and artificial, Not good for processes, meanings or theory generation. Implications for actions not obvious.	Requires large samples, cannot accommodate institutional and cultural differences. Problems reconciling discrepant information.	Can be very time consuming, Analysis and interpretations are difficult, May not have credibility with policy makers.

Sources: Crotty (1998); Easterby-Smith (2018); Collis (2014); Cresswell and Cresswell (2018); Saunders *et al.* (2015)

The theoretical perspective closely linked to objectivism that is adapted for this study is positivism. This is because positivism is congruent with objectivism. Besides, the process of research in positivism is deductive approach, which focuses on testing theory (Creswell & VL, 2011; Gray, 2004) (Creswell J. W. & Vl., 2011; Gray, 2004). In chapter 2, Literature, from discussion of literature in service quality, service experience and mindfulness, hypotheses which reflect the causal relationships between variables are proposed. It means that theories of mindfulness, service quality and service experience are tested and re-tested for the best approach or practice.

In addition, the researcher intends to remain objective by being separate from the research observation while regarding the facts gathered from the field study as the main point of focus rather than focusing on interpreting the meanings of the facts. The positivist approach believes

that there is a single truth or reality which can be measured and known. Also, the researcher or observer becomes independent of the observation. Therefore, if researchers take this position, they are likely to use quantitative methods to measure the reality (Scotland, 2012). On the other hand, the interpretivist approach proposes that reality needs to be interpreted as there is no single truth or reality. Also, the observer is considered part of the object of observation. Hence, researchers taking this stance are likely to use qualitative methods to interpret the reality (Scotland, 2012). The research methodology will be explained more in the next section. In short, the positivist philosophy is chosen to be appropriate for this study.

3.1.3 Research methodology

As mentioned earlier, epistemology and research philosophy will inform and also determine the most suitable methodology, the research method, data collection as well as analysis procedure (Cresswell & Cresswell, 2018; Crotty, 1998; Saunders *et al.*, 2015). In this research, the choice of objectivism epistemology and the positivism philosophy guide the current study towards the quantitative methodology.

Saunders *et al.* (2015) argue that quantitative research is generally associated with positivism, especially when used with predetermined, highly structured techniques of data collection. In this research, the research objectives are to test the causal relationships - the effect of mindfulness on outcomes such as service quality perception and service experience perception of customers. In fact, the research has assumptions about testing theories deductively, building in protections against bias, and being able to generalize and replicate the findings. The proposed hypotheses in the research stem from theories. All three constructs (mindfulness, service quality and service experience) can be measured on instruments, therefore numbered data can be analyzed using statistical procedure.

Besides, the quantitative approach is a paradigm of choice for most marketing, management, and tourism researchers (Veronica, 2011). Thus, it is considered suitable to follow in this research to obtain the research objectives and answer the research question.

3.1.4 Research method

According to Cresswell and Cresswell (2018), the two main quantitative designs in quantitative approach are experimental research and survey research (Cresswell & Cresswell, 2018). The research follows survey method are because survey research is widely regarded as being inherently quantitative approach and positivism (Creswell & Creswell, 2018; De Vaus, 2014). Strategies of inquiry associated with quantitative research were those that invoked the positivism worldview.

Moreover, the primary purpose of the research is to empirically evaluate whether the level of mindfulness associates with the perception of service quality and service experience; and whether the perception of service quality associates with service experience. Cresswell and Cresswell (2018) argue correlational hypotheses could be evaluated in a survey design. Advantages of survey design, such as the economy of the design, rapid turnaround in data collection, and constraints that preclude the researchers from pursuing other designs are considered a good reason for the choice of survey research (Cresswell & Cresswell, 2018).

And finally, according to Veal (2011), the survey approach is considered to be the most popular research technique for conducting hospitality marketing studies. This technique allows researchers to discover the point of view of large numbers of people regarding a specific problem from a large sample of the target research population (Nardi, 2013). There are a number of approaches for collecting data, however, self-administered questionnaires are considered to be the most common approach (Babbie, 2013; Collins & Hussey, 2003).

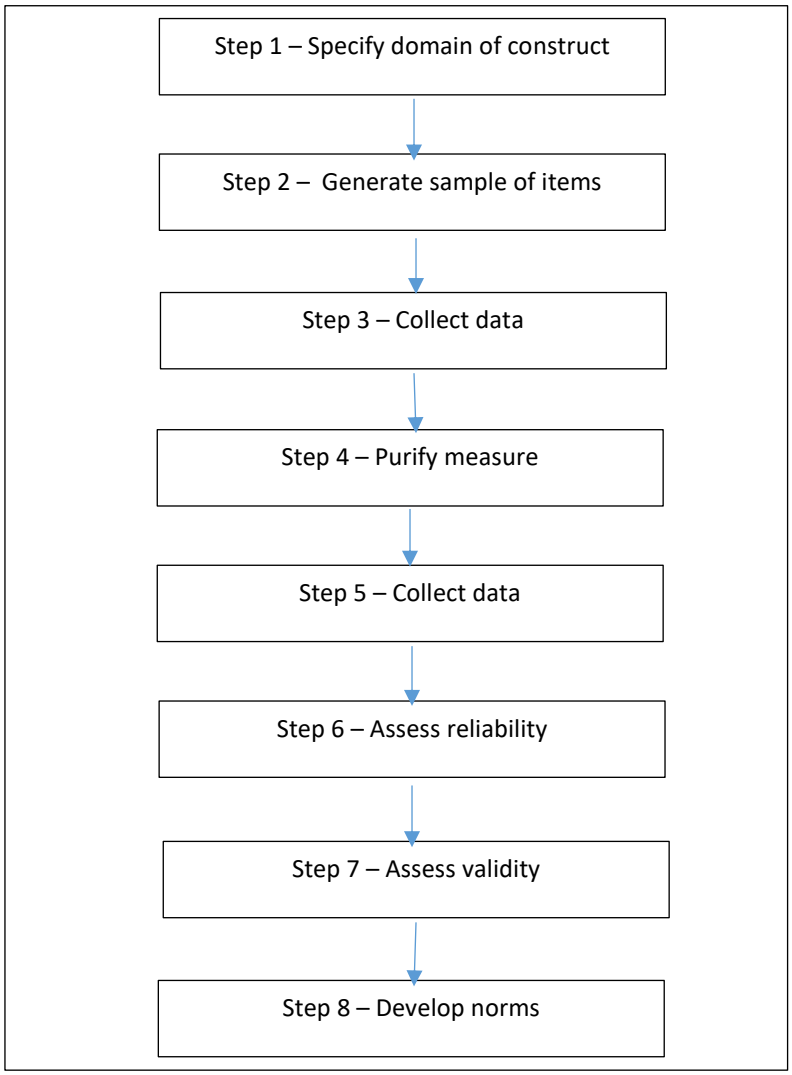
3.2 Research variables and questionnaire development

Based on the research model derived in Chapter 2, three variables were required to conduct the analysis, namely Service Experience Quality (PSE), Perceived Service Quality (PSQ) and Mindfulness (MIND). This section presents the method to which the scale development and development of the structured questionnaire that was adopted in the study.

3.2.1 Scales development

Scales are a series of items about a specific domain that can be summed to produce a score. According to Churchill (1979), in order to develop good measures, the first and most important thing is to clearly specify a domain of the construct, and from that, sample items are carefully generated. The next step is about data purification. Specifically, all data collected needs to be purified and assessed for reliability and construct validity. In this study, Churchill's (1979) framework and guidelines by Devellis (2016), Hinkin *et al.* (1997), Hinkin (1998) were adopted for developing better measures of PSE, PSQ and MIND. Details of procedures undertaken are outlined in Figure 3.2 below.

Figure 3.2 - Suggested procedure for developing better measures



(Source: Churchill, 1979)

The extant literature was reviewed to conceptualize and develop the constructs used in this study and to specify their domains. Literature search was also employed to generate a possible pool of items that captures the domain specified. The items are combined, modified and reworded as needs arise. The pool of initial items is then screened and refined using review panels; formal pretest of item purification and revision; further test for refinement of items; and finally conducting a field survey for validation. Details of these processes are explained in the respective constructs presented within this section.

Similar process has been followed for scale development in many other studies (Bagdare & Jain, 2013; Colwell *et al.*, 2008; Kim *et al.*, 2011; Manhas & Tukamushaba, 2015; Mcmullan, 2005; Seiders *et al.*, 2007).

3.2.1.1 Perceived Service experience

In this study, Perceived service experience (PSE) is defined as the subjective, affective responses of customers to the service delivery and services they actually receive or encounter from the provider during the whole service process (their hotel stay). PSE is assessed via the perception of customers.

Building on the phenomenological approach, and the outstanding difference from service quality, in this study, service experience quality (or perceived service experience quality - PSE) is defined as the customers' perception of subjective, affective responses to all the service delivery and services they actually receive or encounter from the service provider.

Following the concept of PSE adopted above and the guidelines established by Churchill (1979) for creating measurement scales, the first step was to identify the dimensions composing the construct's domain. Based on an exhaustive review of the literature stream on customer service experience in hospitality, tourism, cruise vacation, restaurant, retail and banking; and a careful comparison of the factors of service experience quality scales from the previous studies, five main themes of PSE have been identified including "Hedonics", "Peace of mind", "Involvement", "Recognition" and "Symbolic" (Appendix 3.1 - Attributes measured by customer service experience studies). The initially considered dimensions reflect aspects of affective perceptions of customer service experience in general as well as in hotel stay in particular (Table 3.2).

Table 3.2 - Dimensions adopted from previous research measuring PSE

Dimensions	Definition	Studies
Hedonics	Strong positive feelings, fun & pleasant experience, joy, excitement, emotive, memorable, escape, adventure.	Holbrook and Hirschman (1982), Otto and Richie (1995), Otto and Ritchie (1996), Babin *et al.* (1994), Pine and Gilmore (1999), Babin and Attaway (2000), Voss *et al.* (2003), Oh *et al.* (2007), Chan and Baum (2007), Kao *et al.* (2008), Hosany and Gilbert (2009), Ryu *et al.* (2010), Kim *et al.* (2012), Walls (2013), Bagdare and Jain (2013), Jin *et al.* (2015), Yang and Mattila (2016), Prebensen and Rosengren (2016), Fernandes and Cruz (2016)
Peace of mind	Feelings of physical and psychological safety and comfort, secure, peaceful, relaxing, satisfied, easy.	Otto and Richie (1995), Otto and Ritchie (1996), Hemmington (2007), Chan and Baum (2007), Chen and Chen (2010), Klaus and Maklan (2012), Ho and Chuang (2012), Khan *et al.* (2015)
Involvement	A degree to which a customer is devoted to an activity, product or experience, or a sense of mutual cooperation	Otto and Ritchie (1996),Kao *et al.* (2008), Chen and Chen (2010), Prayag and Ryan (2012), Lu, Chi*, et al.* (2015), Jin *et al.* (2015)
Recognition	A sense of personal recognition from service encounters.	Otto and Ritchie (1996), Barsky and Nash (2002)
Symbolic	The extent to which a customer attaches or associate psychological meaning to a product.	Holbrook and Hirschman (1982), Vigneron and Lester (1999), Prebensen and Rosengren (2016), Yang and Mattila (2016)

According to Babin *et al.* (1994), Hedonics results from fun and playfulness rather than from task completion (Holbrook & Hirschman, 1982). It reflects customers' evaluation of the entertainment and positive emotional worth such as fantasy fulfillment, fun, joy, etc. It is probably one of the oldest forms of service experience (Pine and Gilmore, 1998) and remains an essential component of the tourist products in general and in hospitality in special. In order to measure Hedonics, items (regarding fun, joy, pleasure, excitement, emotive, memorable, escapism, adventure) from previous studies are employed (Table 3.3).

Peace of mind dimension describe feelings of physical and psychological relaxing and comfort (Otto & Ritchie, 1996). It also includes the emotional benefits customers experience based on the perceived expertise of the service provider (Bendapudi & Berry, 1997) and guidance

throughout the service process, which appeared to the customers not only as easy (Dabholkar *et al.*, 1996), but also "putting them at ease" and safe (Bendapudi & Berry, 1997). Compared to Hedonics, Peace of mind seems more milder, more gentle and more relaxing. For the measurement of Peace of mind, items reflecting relaxing, peaceful and mild emotions are used (Table 3.3).

Personal involvement indicates the degree to which an individual is devoted to an activity, product, or experience (Funk *et al.*, 2004; Prayag & Ryan, 2012). It may be also the state of motivation and desire towards an activity or an associated item (Gursoy & Gavcar, 2003). Or being informed and imbued with a sense of mutual cooperation also create the feeling of involvement for customers. Items describing the sense of cooperation or getting involved in experience are used to capture Personal involvement dimension (Otto & Ritchie, 1996). (Table 3.3).

Recognition refers to the fact that consumers wanted to derive a sense of personal recognition from their service encounters, such that they could feel important and confident that they were being taken seriously (Otto & Ritchie, 1996). To measure Recognition dimension, items regarding a sense of feeling important or respected are employed (Otto & Ritchie, 1996) (Table 3.3).

Symbolic depicts the "extent to which customers attach or associate psychological meaning to a product" (Smith & Colgate, 2007), and it has been an important part of luxury consumption (staying in luxury hotel) may associate with such feelings. Symbolic dimension is measured with items reflecting the psychological meaning of staying in first-class or luxury hotels (Table 3.3).

A multidimensional framework adopted was developed according to the selected factors that were common to the literature review on service experience. As such, to define perceived service experience dimensions, affective and emotinal components are considered (Otto & Ritchie, 1996), and adapted to fit the study setting. In fact, as suggested by Lemke *et al.* (2011), the customer experience and its measurement are of context-specific nature and, therefore, need to be explored in one specific setting.

Once the key service experience dimensions identified, measurement was developed to gauge how well the service experience dimensions are being implemented in the operations. Specifically, a battery of items corresponding to these conceptual dimensions was generated. As suggested by Churchill (1979), a battery of items corresponding to the conceptual dimensions was obtained from a variety of sources such as prior exploratory studies, extensive literature review and survey instruments developed by past studies. Information from the sector was also referred.

Hinkin (1995) realized that there were two basic approaches to item development in scale development practice. The first is deductive, sometimes called “logical partitioning,” or “classification from above.” The second method is inductive, known also as “grouping,” or “classification from below”. Scholars use either a deductive approach or a combination of inductive and deductive approaches to generate items. Based on the prescriptions above, the curent study follows the deductive scale development which utilizes a classification schema or typology prior to data collection. From an understanding of the “service experience” phenomenon and a thorough review of the service experience literature, the theoretical definitions of the service experience construct and its dimensions are developed, then used as a guide for the development of items (Hinkin, 1995).

The reflective items have been derived to tap each of the themes as shown in Table 3.2. Items were selected from the previous research in hospitality (Barsky & Nash, 2002; Holbrook & Hirschman, 1982; Otto & Ritchie, 1996; Vigneron & Lester, 1999; Walls, 2013; Wilkins *et al.*, 2007; Yang & Mattila, 2016); tourism (Lu, Chi*, et al.*, 2015; Prebensen & Rosengren, 2016); retailing (Babin *et al.*, 1994); restaurant (Ryu *et al.*, 2010); psychology (Ho & Chuang, 2012); banking (Garg *et al.*, 2014; Klaus & Maklan, 2013) and mortgage, fuel an service station (Klaus & Maklan, 2012, 2013) (Table 3.3).

According to Hinkin (1995), in item generation, the primary concern is content validity, which may be viewed as the minimum psychometric requirement for measurement adequacy and is the first step in construct validation of a new measure (Schriesheim *et al.*, 1993). Content validity must be built into the measure through of the development of items. Note this point, in this study, any measure/items are derived to adequately capture the specific domain of interest, yet contain no extraneous content. Due to the fact that there is no generally accepted quantitative index of content validity of measures, instead judgement are exercised in validating measures later (section 3.2.2) (Hinkin, 1995).

Table 3.3 - Items adopted from previous research measuring PSE

Dimensions	Definition	Studies
Hedonics	Strong positive feelings, fun & pleasant experience, joy, excitement, emotive, memorable, escape, adventure.	Holbrook and Hirschman (1982), Otto and Ritchie (1996), Babin *et al.* (1994), Cole and Scott (2004), Kao *et al.* (2008), Ryu *et al.* (2010), Kim *et al.* (2012), Walls (2013), Yang and Mattila (2016), Jin *et al.* (2015)
Peace of mind	Feelings of physical and psychological safety and comfort, secure, peaceful, relaxing, satisfied, easy.	Otto and Ritchie (1996), Klaus and Maklan (2012), Ho and Chuang (2012)
Involvement	A degree to which a customer is devoted to an activity, product or experience.	Otto and Ritchie (1996), Kao *et al.* (2008), Kim *et al.* (2012), Lu, Chi*, et al.* (2015), Jin *et al.* (2015)
Recognition	A sense of personal recognition from service encounters.	Otto and Ritchie (1996), Barsky and Nash (2002), Wilkins *et al.* (2007)
Symbolic	The extent to which a customer attaches or associate psychological meaning to a product.	Holbrook and Hirschman (1982), Vigneron and Lester (1999), Yang and Mattila (2016), Prebensen and Rosengren (2016)

This stage helped in developing an initial set of 52 items associated with the five key dimensions. These 52 items refer to Hedonics (20 items); Peace of mind (10 items); Involvement (7 items); Recognition (9 item) and Symbolic (6 items)

The framework was developed based on selected elements that were common to the literature review, relevant, and germane to hotel industry are deployed in many previous studies such as Walls (2013), Manhas and Tukamushaba (2015), Fernandes and Cruz (2016), Li *et al.* (2019).

3.2.1.2 Perceived service quality

In this study, Perceived service quality (PSQ) is defined as the subjective, cognitive responses/evaluation of customers to the service delivery and services they actually receive or encounter from the service provider during the whole service process (their hotel stay). PSQ is assessed via the perception of customers.

Consistent with the development of the PSE construct presented above, an extensive review of the literature stream on hotel service quality, especially on first class and luxury hotel service quality studies was conducted. A careful comparison of the reoccurring and commonly cited primary dimensions of service quality in hotel service quality scales from previous studies yielded in seven primary dimensions that reflect service quality perception of customers, including: Tangibility, Employee, Reliability, Hotel products & services, Room quality, Reservation and Added extras (Appendix 3.2 - Attributes measured by hotel service quality studies).

Based on the past related literature and the search result, it was hypothesized that perceived service quality was a multi-dimensional construct consisting of the seven factors above. The initially considered dimensions reflect aspects of cognitive perceptions of hotel performance during their hotel stay (Table 3.4). As suggested by Carman (1990) and Carrillat *et al.* (2007), the number of service quality dimensions is dependent on the particular service being offered and service quality scales need to be adapted to the study context.

Table 3.4 - Dimensions adopted from previous research measuring PSQ of hotels

Dimensions	Definition	Studies
Tangibility	Physical facilities, equipment, fixture and fittings of the hotel, the surrounding environment, ambience & public areas (lobby, lounge, bars, ..)	Knutson *et al.* (1990), Oberoi and Hales (1990), Saleh and Ryan (1991), Akan (1995), Ekinci *et al.* (1998), Ekinci *et al.* (2003), Mei *et al.* (1999), Choi and Chu (2001), Karatepe and Avci (2002), Tsaur *et al.* (2002), Getty and Getty (2003), Juwaheer (2004), Akbaba (2006), Nadiri and Hussain (2005), Wilkins *et al.* (2007), Mohsin and Lockyer (2010), Clemes, Gan*, et al.* (2011), Ladhari (2012), Amin *et al.* (2013), Wu and Ko (2013), Dortyol *et al.* (2014), Rauch *et al.* (2015)
Employee	Appearance of hotel staffs, their attitudes, behaviours, professional knowledge and skills.	Akan (1995), Mei *et al.* (1999), Choi and Chu (2001), Juwaheer (2004), Albacete-Sáez *et al.* (2007), Wilkins *et al.* (2007), Mohsin and Lockyer (2010), Clemes, Gan*, et al.* (2011), Amin *et al.* (2013), Dortyol *et al.* (2014)
Reliability	Ability to provide accurate and timely service and dependably	Knutson *et al.* (1990), Saleh and Ryan (1991), Akan (1995), Mei *et al.* (1999), Tsaur *et al.* (2002), Getty and Getty (2003), Khan (2003), Juwaheer (2004), Ladhari (2012), Dortyol *et al.* (2014)
Food products	Food & beverage, entertainment	Ekinci *et al.* (1998), Ekinci *et al.* (2003), Oberoi and Hales (1990), Karatepe and Avci (2002), Tsaur *et al.* (2002), Juwaheer (2004), Nadiri and Hussain (2005), Akbaba (2006), Wilkins *et al.* (2007), Mohsin and Lockyer (2010), Clemes, Gan*, et al.* (2011), Amin *et al.* (2013), Dortyol *et al.* (2014), Rauch *et al.* (2015)
Bedroom	Quality of bedrooms (decoration, facilities and furniture)	Lockyer (2002), Choi and Chu (2001), Poon and Low (2005), Wilkins *et al.* (2007), Dortyol *et al.* (2014)
Reservation	Reservation service of room	Mohsin and Lockyer (2010), Amin *et al.* (2013), Rauch *et al.* (2015)
Added extras	Transportation, floor concierge, time saving services such as valet parking.	Tsaur *et al.* (2002), Akbaba (2006), Mohsin and Lockyer (2010), Amin *et al.* (2013), Dortyol *et al.* (2014)

Tangibility - although service is said to be different from goods as it is intangible, tangible things do play a part while performing services. Tangibility dimension is related to centre physical characteristics, such as modern-looking equipment, fixtures and fittings, appealing facilities, hotel ambience or public areas of the hotel. It was found that guests expect up-to-date equipment such as key cards, computerised accounting and fast, efficient elevators by (Knutson

et al., 1992). For the measurement of Tangibility, items reflecting equipment, facilites, the ambience or public areas of the hotel are extracted (Table 3.5).

Employee - this factor/dimension measures the customers' perception of the employees' attitude and behaviour during their hotel stay. Much research has been devoted to understanding the role of the employee in the service delivery (Slatten *et al.*, 2009). Service employees have the potential to influence the quality of services actually delivered by interacting with customers (Sandström *et al.*, 2008; Walls, 2013). Hence, customers usually consider the attitude and behaviour of employees when judging and evaluating service quality (Hennig-Thurau, 2004). Items ragarding to employee's appearance, attitudes (responsiveness, empathy, assurance) and behaviour are employed to compose the Employee dimension (Table 3.5).

Dimension Reliability refers to the ability to provide the pledged service on time, accurately and dependably. How the hotel keeps promises? how accurate and timely is service delivered. To measure Reliability, items corresponding to accuracy, depandabity and ontime are used (Table 3.5).

The Food products dimension is associated with fine dining, sumptuous buffet breakfasts and restaurants in the hotel operations. It is an aspect that is included in guests' service quality evaluation of hotel (Mohsin & Lockyer, 2010; Wilkins *et al.*, 2007). Items relating to exquisite food presentation, fine dining restaurants and diversified menu are employed to measure dimension Food product (Table 3.5).

Much research have identifed that Bedroom (also called "Accommodation") is one of the criteria influencing guests' hotel choice and evaluating their perceived service quality of hotel (Lockyer, 2002; Wilkins *et al.*, 2007). The findings of Lockyer (2002) found that guests rate highly the actual room and its facilites, and they emphasize on "convenient, quiet, modern room". The Bedroom dimension was measured with items describing the convenince and comfort of bedroom (Table 3.5).

Reservation - this factor reflects on all reservation services such as reservation for rooms or restaurant seating (Mohsin & Lockyer, 2010). To measure the Reservation factor, items reflecting the ease of making reservation and attidues of reservation staff are included (Table 3.5).

Dimension Added Extras measures services that add more value to services delivered to guests, and thus contribute to their perception of hotel service quality (Wilkins *et al.*, 2007). Items regarding extra services such as floor concierge, transportation are used to capture this dimension (Table 3.5).

In an equivalent way to the item development of PSE, guidelines suggested by Churchill (1979) and Hinkin (1995) are followed. The theoretical definitions of the service quality construct and its dimensions are developed, then used as a guide for the development of items (Hinkin, 1995).

A variety of sources such as prior exploratory studies, extensive literature review and developed survey instruments was searched and filtered, especially the items reflecting functional/cognitive aspects of service quality such as Tangibles, Employee, Reliability, Employee, Food Products, Bedroom, Reservation, Added Extras in luxury hotels. In item generation, the primary concern of content validity is paid attention, so only measure that adequately capture the specific domain of interest is extracted, no extraneous content items. Assessment of contents and validity are exercised in validating measures is conducted later (section 3.2.2) (Hinkin, 1995).

Table 3.5 - Items adopted from previous research measuring PSQ of luxury hotels

Dimensions	Definition	Studies
Tangibility	Physical facilities, equipment, fixture and fittings of the hotel, the surrounding environment, ambience and public areas (lobby, lounge, bars, …)	Knutson *et al.* (1990); Saleh & Ryan (1991); Akan (1995); Mei *et al.* (1999); Nadiri & Hussain (2005); Wilkins *et al.* (2007); Mohsin & Lockyer (2010); Rauch *et al.* (2015)
Employee	Appearance of hotel staffs, their attitudes, behaviours, professional knowledge and skills.	Knutson *et al.* (1990); Saleh & Ryan (1991); Akan (1995); Mei *et al.* (1999); Wilkins *et al.* (2007); Mohsin & Lockyer (2010);
Reliability	Ability to provide accurate and timely service and dependably	Saleh & Ryan (1991); Akan (1995); Mei *et al.* (1999); Wilkins *et al.* (2007);
Food products	Food & beverage, entertainment	Akan (1995); Mei *et al.*(1999); Wilkins *et al.* (2007); Mohsin & Lockyer (2010)
Bedroom	Quality of bedrooms (decoration, facilities and furniture)	Saleh & Ryan (1991); Lockyer (2002); Choi & Chu (2010); Poon & Low (2005); Wilkins *et al.* (2007); Dortyol *et al.* (2014) ; Rauch *et al.* (2015)
Reservation	Reservation service of room	Knutson (1990); Akan (1995), Rauch *et al.* (2015)
Added extras	Transportation, floor concierge, time saving services such as valet parking.	Wilkins *et al.* (2007)

After this step, an initial pool of 68 items was generated. These 68 items refer to Tangibility (17 items); Employee (19 items); Reliability (12 items); Food products (8 items); Room Quality (5 items), Reservation (4 items), and Added extras (3 items) (Table 3.5).

3.2.1.3 Mindfulness

Domain of the construct

The study follows the socio-cognitive approach to mindfulness (MIND) of Langer (1989, 2000), in which mindfulness is be best understood as the process of drawing novel distinctions. The process of drawing novel distinctions can lead to a number of diverse consequences, including (1) a greater sensitivity to one's environment, (2) more openness to new information, (3) the creation of new categories for structuring perception, and (4) enhanced awareness of multiple perspectives in problem solving (Langer & Moldoveanu, 2000).

Identify dimensions of the construct:

In mindfulness literature, there are many scales developed to measure mindfulness. However, the majority of mindfulness assessments are drawn from the Eastern perspective (the Mindfulness Attention Awareness Scale - MAAS, Brown and Ryan (2003)), where meditation, presence in the moment and state-level awareness are central, and mainly used in clinical settings (Pirson, Langer, Zilcha*, et al.*, 2012).

In contrast, research related to mindfulness in organizational and social contexts refers to a decidedly Western notion of mindfulness - a socio-cognitive approach. Weick and Sutcliffe (2006) suggest that in that literature, the "prevailing way to conceptualize mindfulness has been to borrow from Ellen Langer's (e.g. 1989) ideas" that centre on cognitive aspects of mindfulness including novelty seeking, novelty producing, engagement and flexibility. It can be agreed widely that the Langerian notion of mindfulness has been the backbone of mindfulness research in organizational contexts (Pirson, Langer, Zilcha*, et al.*, 2012).

On the other hand, in tourism, most research on mindfulness apply the mindfulness scale proposed by Moscardo (1992). In some case, the mindfulness scale developed by Moscardo does not seem to be as reliable a measure, for example, the study of Van Winkle and Backman (2009) in a cultural event tourism setting. Van Winkle and Backman (2009) suggested that an application and validation of the LMS (Langer, 2004) could add useful insights to mindfulness theory and practice. Accordingly, in this study, to evaluate customers' mindfulness level, the Langer Mindfulness Scale (LMS 21) is deployed, with four components including: Novelty Seeking, Novelty Producing, Engagement and Flexibility.

Table 3.6 - Dimensions adopted from previous research measuring MIND

Dimensions	Definition	Studies
Novelty seeking	The tendency to have an open and curious orientation to ones' environment.	Langer (1989 a), Bodner and Langer (2001), Langer (2004), Haigh *et al.* (2011), Moafian *et al.* (2017), Pirson *et al.* (2018), Ndubisi (2014)
Novelty producing	The ability and tendency of a person to create new categories, with innovation and creativity rather than relying on previous categorizations.	Langer (1989 a), Bodner and Langer (2001), Langer (2004); Haigh *et al.* (2011), Moafian *et al.* (2017), Pirson *et al.* (2018), Ndubisi (2014)
Engagement	An individual's propensity towards involvement in/connection with the environment.	Langer (1989 a), Bodner and Langer (2001), Langer (2004), Haigh *et al.* (2011), Moafian *et al.* (2017); Pirson *et al.* (2018), Ndubisi (2014)
Flexibility	The ability of considering experiences/phenomenon from multiple perspectives.	Langer (1989), Bodner & Langer (2001), Langer (2004), Haigh *et al.* (2011), Moafian *et al.* (2017), Ndubisi (2014)

The LMS21 is applied in this study because there is currently only one tool that assesses the construct of mindfulness, as originally proposed by Langer from the socio-cognitive approach. The LMS is self-report questionnaire written in English, consisting of 21 items that cover all the four main elements of mindfulness: novelty producing, novelty seeking, engagement, and flexibility (Langer, 2004).

The original version of the scale proved reliable psychometric validity (Pirson, Langer*, et al.*, 2012). The scale has widely used to assess mindfulness, translated and validated into many contexts such as Malaysian (Leong & Rasli, 2013), German (Haller, 2015), Persian (Moafian *et al.*, 2017) and Italian (Pagnini *et al.*, 2018) with other validations pending, including Indian, Sweden, Chinese, and Greek versions. When translated and validated, the LMS21 was modified to fit the collected data and to adapt to local cultures and customs (Moafian *et al.*, 2017). However, it can be seen that in spite of being validated in many contexts and cultures, the LMS21 has been applied mainly in the psychology area. In marketing, the LMS has been first applied in a study of Ndubisi (2014) till now in the health service.

To operationalize the LMS 21 in the study, each item was modified suit the context of hospitality and followed a lead-in statement "*When staying at a hotel/during my hotel stay, I like to ..."* with each capturing an element that characterized the mindfulness construct.

Due to the specific characteristics and the relevance of Langer's approach to mindfulness, it seems relevant that the LMS could be translated and validated cross-linguistically and cross-culturally so that other communities can take advantage of it. Accordingly, this current study attempts to analyze the validation of the LMS in Vietnamese language (Moafian *et al.*, 2017).

Dimensions of the LMS21

Dimension Novelty Seeking involves the tendency to have an open and curious orientation to one's environment. Novelty Seeking is facilitated by and contributes to Engagement or an individual's propensity to interact and actively attend to changes in the environment (Haigh *et al.*, 2011; Moafian *et al.*, 2017). Novelty Seeking items indicate the search for feeling, sensing or experiencing of some novel phenomenon that would further individual growth and life-experience (Table 3.6).

Engagement is the attitude toward an active interaction with the environment, when the person is likely to notice subtler details and changes in social/environmental context (Moafian *et al.*, 2017). Items in the Engagement dimension address individuals' involvement with others, sensitivity to external activity or stimuli, and level of connection with the world around them (Table 3.6).

Novelty Producing refers to the ability and the tendency of a person to create new categories, with innovation and creativity, rather than relying on previous categorizations (Moafian *et al.*, 2017). Novelty Producing items indicate creating new ideas, new contributions to an activity or experience (Table 3.6).

Flexibility is the ability of considering experiences from multiple perspectives, resulting in a better adaptation to the environment (Moafian *et al.*, 2017). Flexibility items address an individual's propensity to change or update their point-of-view based on new information, even challenge of core beliefs, and change in the range of the intellectual 'comfort-zone' (Table 3.6).

Items of the LMS21

These 21 items refer to Novelty seeking (6 items); Novelty producing (6 items); Engagement (5 items) and Flexibility (4 items) (Table 3.7).

Table 3.7 - Items adopted from previous research measuring MIND

Dimensions	Definition	Items
Novelty seeking	The tendency to have an open and curious orientation to ones' environment.	- I like to investigate things. - I do not actively seek to learn new things. - I avoid thought provoking converstation. - I am very curious. - I like to be challenged intellectually. - I like to figure out how things work.
Novelty producing	The ability and tendency of a person to create new categories, with innovation and creativity rather than relying on previous categorizations.	- I generate few novel ideas. - I make many novel contributions. - I am very creative. - I try to think of new ways of doing things. - I find it easy to create new and effective ideas. - I am not an orginal thinker.
Engagement	An individual's propensity towards involvement in/connection with the environment.	- I "get involved" in almost everything I do. - I seldom notice what other people are up to. - I attend to the "big picture". - I am rarely aware of changes. - I am rarely alert to new development.
Flexibility	The ability of considering experiences/phenomenon from multiple perspectives.	- I am always open to new ways of doing things. - I stay with the old tried and true ways of doing things. - I can behave in many different ways for a given situation. - I have an open-mind about everything, even things that challenge my core beliefs.

3.3.1.4 Respondents' profile

Basic information on respondents' background and hotel-stay characteristics were collected in order to profile the responses gathered from the survey. Information requested are general and non-sensitive in order to avoid resistance to responses.

All the questions related to these information demographic data of participants were filtered and derived from the research by Walls (2013) and Akbaba (2006) who listed an array of essential items to investigate the demographic data and from Mai and Tran (2014), Mai and Nguyen (2018) and Le *et al.* (2019), who suggested the necessary information to be gathered about Vietnamese demographics. Demographic characteristics included gender, age group, marital status, education qualification, current position, household income (Table 3.8).

Table 3.8 - Demographic and hotel-stay characteristic items adopted from previous research

Demographic data	Walls (2013), Akbaba (2006), Mai and Tran (2014), Mai and Nguyen (2018), Le *et al.* (2019)
Hotel-stay characteristics	Walls (2013)

3.2.2 Questionnaire administration

3.2.2.1 Wording of items

When selecting items for instruments, the author has followed a number of guidelines suggested by Hinkin (1998), Hinkin *et al.* (1997), Devellis (1991) as follows:

- Items should be simple and as short as possible, and the language used should be familiar to ensure that target respondents are competent to answer; For this aspect, some attributes of service experience and mindfulness were reworded to make them more applicable to hotel setting.

- Items should address only a single issue; no "double-barreled" items are chosen. It is important to keep all items consistent in terms of perspective, being sure not to mix items that assess behaviors with items that assess affective responses to.

- Use of negatively worded (reverse-scored) items. Some researchers argue that the use of reverse-scored items may reduce set bias, while others have found that the use of a few of these items randomly interspersed within a measure may have a detrimental effect on psychometric properties of a measure. In this research, some reverse-scored items were used randomly in the scale of mindfulness, thus the author have paid great attention on their wording to make sure of appropriate interpretation by respondents.

- Items that all respondents would answer similarly were not used (Hinkin, 1995, 1998). For example: "*My hotel stay experience gives me enjoyment*"; "*My hotel stay experience arouses my positive feelings"*; "*My hotel stay experience makes me feel high spirit*"; "*My hotel stay experience makes me feel happy/pleasure/fun*".

3.2.2.2 Pre-test for constructs and questionnaire

Pretest and Content validity

After developing the measurement constructs, the items should be subjected to review and pre-test (Hinkin, 1995, 1998). According to Dillman (2000), the purpose of pre-test is to test the performance of both the questions and the questionnaires. The pre-test is very important in establishing the extent to how well a measure reflects all aspects of a given concept (content validity). It is also a great opportunity to get experts' professional and practical opinions on the presentation of the questionnaire, as well as the appropriateness of the questions in terms of their content, relevance, reasonableness and unambigousness (face validity) (Bowling, 2014). It is already necessary at this stage to ensure the content validity of these items, which will in turn strengthen the overall construct validity (Peter, 1981).

Many researchers argue that a questionnaire has high content validity if all the measurement items have been developed on the basis of careful review of extant literature (Bagdare & Jain, 2013; Zhang *et al.*, 2017). In this study, the measures of all constructs were developed based on a rigorous review of the previous literature and modified to suit the study context; thus, it can be said that the face and content validity of the questionnaire were established.

However, to ensure that the questions and the questionnaire work as planned, Dillman (2000) suggests recommends that the questions (questionnaires) are subjected to the scrutiny of three groups of people. The first group should be colleagues/experts who have a good knowledge and understanding of the subject and topic. In this case, if questions are sent to them, they can assess the extent to which the questions have supported the underlying theories (construct validity) and to advise whether the questions will deliver the study objectives. The second group should then be prospective respondents, who would identify and rectify problems with the questions, and to remove unsuitable, special or technical language. And the last group should be hoteliers of the data. This will not only ensure that the survey benefits from their substantive knowledge /work experience with the topic, but also increases the likelihood that the questions use terminology that are familiar and well received by the respondents (Dillman, 2000).

Regarding the size of the pre-test sample, after reviewing the literature, Hunt *et al.* (1982) suggested that sample sizes can be different, ranging between 12 and 30. Hunt *et al.* (1982) further confirmed that the size of pre-test sample is not necessary certain and should be a function of the survey instrument and the population. For those long and complex instruments, larger pre-test samples are required. Meanwhile, a larger pre-test sample is also required for unsophisticated target populations (Hunt *et al.*, 1982). In the context of this study, the questionnaire covered three constructs presented in a rather straightforward manner and was

kept to a minimal and manageable length. The target respondents are guests who are adults (over 18 years old) and have stayed in luxury or up-scale hotels. After considering these factors and the limited resources as well as accessibility to the pre-test prospects, this study aims to use a small sample size to confirm the validity of the questionnaire developed.

Advised by the above literature, items representing each of the constructs are reviewed by six experts (namely two scholars in the hospitality & tourism area, one expert in psychology area, one expert in the research methodology and two luxury-hotel managers). The experts were asked to review and refine the survey items to ensure that the items were appropriate to assess the measurement items for research questions and hospitality setting. Two scholars who have conducted research of service quality and service experience on tourists' behaviour were enthusiastic in giving feedback on service quality and service experience items in hospitality. The other researchers suggested appropriate methods to improve the wording of the questions, for example, there should be no repeated words in a statement, there should be a lead-in statement for items of mindfulness and gave feedback on the methods of data collection and the data analysis. The hotel manager gave comments on the length of the questionnaire, the privacy of questions relating to demographic and hotel stay characteristics and the applicability in the context of Vietnam. All the experts were very enthusiastic and helpful in contributing information to develop the survey questionnaire. They contributed useful comments as feedback.

Referring to the recommendations of the experts, all complicated questions which caused misunderstanding were reviewed and restructured. Statements which caused confused or unclear (for example: "*I have some control over the outcome*"); or get similar answers were eliminated *(for example: "My hotel stay experience gives me enjoyment"; "My hotel stay experience arouses my positive feelings"; "My hotel stay experience makes me feel happy/pleasure/fun/fantasy)*. Some statements were modified for clarity and understandability in the context of luxury hotels. Thus, the wording used in this questionnaire became more understandable and precise and the structure of the questionnaire was more practical and appropriate.

Based on the experts' comments, the survey questionnaire was revised and improved, and some were removed, which resulted in 20 items of PSE dropped and the original list was reduced to 32 items. For PSQ, 30 items were dropped, and 38 items were retained. For MIND, as being derived from the psychology discipline, all items were modified and reworded for the hospitality context of the study, and each followed a lead-in statement "When staying at a hotel" or "during my hotel stay", for example *"When staying in the hotel, I like to investigate things about the hotel, its facilities or services*" or "*When staying in the hotel, I am always open to new ways of using hotel facilities/services*." Each item captures an element that characterized the mindfulness construct.

After the initial screening, the questionnaire was pre-tested with twelve people (potential survey respondents) who were identified through the researcher's personal network. Although the selection of pre-test participants was based largely on convenience sampling, only those who have stayed in luxury or upscale hotels at least once in the last three months were contacted, so that the pre-tests would provide sensible and practical comments on the appropriateness and ease of comprehension.

At this step, the debriefing method by Hunt *et al.* (1982) was used while these respondents filled out all the questions (questionnaires), the researcher makes careful observations and draws out any potential problems from the respondent with the questions once they have been completed. For example, some respondents got confused with the reversed items or tended to respond the reversed items as the positive ones. Besides, one of the outstanding problems emerged was the length of the questionnaire. A common feedback was that it took rather long (around 20 minutes) to complete the survey, and some wanted to give up completing the questionnaire. The feedbacks also showed that some items reflecting emotional feelings seemed to be repetitive (happy, joyful, …). And some questions relating to the hotel-stay characteristics were said "private" (e.g.: the question about "*Who paid for your stay this time*?"; or the question "*Who accompanied with you this time*?").

Hinkin (1998) suggest that items generated should be succinct and easily comprehensible. Thus, items were screened again for redundancies, overlapping and representativeness of each construct. This item filtering resulted into removing and restructuring some more items. After revision, the number of items remained was 24 items of PSE; 27 items of PSQ and 21 items of MIND. The overall presentation format of the questionnaire is also improved for easier to follow and fill in. There is a red note for each reverse item.

The next pretest step is to do a pilot study that emulates procedures proposed for the main study as suggested by Dillman (2000). This study recognizes the value that may be derived from pilot testing the questionnaire - further purifying the scales before they are subjected to a large-scale survey. However, due to strictly practical limitations in accessibility of such responses, especially current guests of first-class and luxury hotels, the pilot was not conducted. This is considered as a limitation of the research, especially when the researcher was restricted by geography. Hence, this study drew from the available feedbacks from the pre-tests to modify and improve the instrument for actual use, with a total of 72 items, in which 24 items of PSE; 27 items of PSQ and 21 items of MIND (Table 3.9).

Table 3.9 - Results of pretest of the Questionnaire

Initinial items	After experts' revew	After prospective respondents	After users of the data - pilot	Conduct survey
SEQ: 52 items	32, (20 removed)	24 items	24 items	24 items
PSQ: 68 items	38, (30 removed)	27 items	27 items	27 items
MIND: 21 items	21 items	21 items	21 items	21 items
Total				**72 items**

Scaling of items

A question requiring a Yes or No answer or even a series of these will not be helpful in figuring out how strongly individuals feel towards aspects that they have encountered, because there is no room for the respondents to express their exact feelings. To alleviate this issue, a scale is needed to allow respondents to agree or disagree with an item by degrees. Their opinions can range from "Strongly disagree" to "Strongly agree". By selecting these options, the respondents were able to convey their feelings about the statements that were asked.

In this study, a 7-point Likert scale was used to measure each construct engaged with the conceptual framework (mindfulness, service quality perception and service experience perception) via statements. Respondents were asked to rank their opinion from 1 (strongly disagree) to 7 (strongly agree) on each statement. One of reasons for choosing a seven-point scale is that it became possible to compare reliability coefficients with other research using 7-point Likert scales. Research of service quality like Mei *et al.* (1999), Mohsin & Lockyer (2010) used 7-point scales. The 7-point Likert scale is also the format suggested by Parasuraman *et al.* (1988, 1991). Besides, Devellis (1991) argue Likert scaling is widely used in instruments measuring opinions, behaviours and attitudes.

The questions relating to Demographic data and Hotel-stay characteristics are multiple-choice questions.

Translation

As mentioned, participants in this survey were Vietnamese domestic guests of luxury hotels, but the questionnaire was first written in English. To ensure data equivalence, the questionnaire was translated from English into Vietnamese and then backward translated into English. Two independent and professional translators were engaged to do the forward and backward translation ensure consistency between English and Vietnamese versions of the questionnaire (Brislin, 1970; Jamshidi *et al.*, 2018; Venkatesh *et al.*, 2012). The two versions were then

compared for conceptual equivalence, resulting in a draft version of the questionnaire. After that, a focus group (another two professional scholars who were fluent in both languages) was conducted to review and discuss the meaning and readability of survey items and to ensure fit within the local context. The Vietnamese wording was revised accordingly to cater for the specific cultures, as well as to correctly reflect the meaning of the original English version, and the final version of a Vietnamese questionnaire was adopted.

The questionnaire development

According to Bowling (2009), when using structured questionnaires as used in the current research, it is critical that both researchers and respondents share a common frame of reference and that both parties can be interpreting the words, phrases and concepts in the same way. Therefore, to ensure that the questionnaire used in this survey was developed following the basic rules of questionnaire design, care was taken. Good practices used in research methodology literatures (Bowling, 2014) were consulted to ensure that the wordings, form and order of the questions were carefully presented so as to minimize their influences on the responses obtained and subsequently the biasness in the results. A covering letter was prepared to introduce the survey to the respondents. Advised by Bowling (2014), the content of the letter has included a brief explanation about the study aims and the benefits arising from their participation, and guaranteed confidentiality. The letter also included contact details of the researcher for more information in case the respondents have any questions during answering questions.

Both the questionnaire and the cover letter were written in English and translated into Vietnamese. The structure of the questionnaire includes four parts.

The first part composes of questions reflecting PSE, including five dimensions, 24 items. The second part includes questions reflecting PSQ (27 items). The third part contains questions relating to MIND (21 items) - the total was 72 items, all using a 7-point Likert scale: 1 - strongly disagree to 7 - strongly agree. The final part includes questions relating demographic information and hotel-characteristics (12 questions), using multiple-choice questions. The length of the questionnaire was five pages, which is considered reasonable (Frazer & Lawley, 2000). Effective layout and careful design of the questionnaire was paid to. The estimated completion time was 13-15 minutes. After the scales development stage, items used in the research are grouped in the questionnaire according to the content they relate as in Appendix 3.3 and Appendix 3.4. However, when conducting survey, all of these items are put randomly in the questionnaire (Appendix 3.7 and Appendix 3.8) to avoid bias in filling in questions from customers.

Before conducting the survey, the survey instrument was given to a few peers who have had nothing to do with the development or revision of the questionnaire and related materials to sit down by themselves and answer it completely. This final step was like proofreading than participating the survey. Some typos were caught and improved. The questionnaire was checked carefully before the main phase of the research (Dillman, 2000).

3.3 Data collection

3.3.1 Unit of measurement

According to Bowling (2014), a member of the sample population is known as a measurement unit (or sampling unit). The measurement unit may be an individual, an organization or a geographical area. In that light, Babbie (2019) agree that individual human beings are perhaps the most typical units of measurement (or unit of analysis) for social research. Any type of individual can be the unit of measurement for social research.

The unit of measurement in this study was hotel guests who participate in the survey. A hotel guest is defined as a person who stayed overnight in a paid accommodation in an upscale or luxury hotel in Hanoi. Therefore, day visitors and visitors staying with friends and relatives were excluded from participating in the survey. To ensure the homogenousity of the sample, for example the guests shared some common characteristics such as their nationality of Vietnamese (domestic guests) and being over 18 years old (adult hotel guests), the study intends to target adults who experience at least an overnight stay in a hotel.

Such choice of measurement unit has been used in many previous research on service experience and service quality, whereby questionnaire responses were requested from hotel guests. For instance, in order to measure service experience of customers, Walls (2013) surveyed on hotel guests. Their study was based on 451 responses received from hotel guests of three hotel segments (select-service, mid-scale and upscale/luxury hotels). Cetin and Dincer (2014) identified the structure of customer experience in hospitality by undertaking a survey on hotel guests. A response total of 350 adult five-star hotel guests were collected from 35 hotels during the field research and used for further analysis.

For measuring customers' perceived service quality in hotels, a lot of prior research have collected responses from hotels customers. For example, in a study of examining whether the quality dimensions included in the SERVQUAL model could apply in an international environment, Akbaba (2006) obtained 234 usable questionnaires from business travellers staying in the business hotels selected during the data collection period. Clemes, Gan*, et al.* (2011) surveyed customers who had stayed from fifteen boutique motels to identify the primary

dimensions and sub-dimensions of motel service quality. Their study used a sample of 349 respondents.

3.3.2 Sampling

Sampling

The following section introduces a justification for the sampling frame and sample size. The sampling method used is also indicated. In order to achieve a good result in data collection, it is a requirement to have a good quality sample. Conducting the data collection phase using a good sample allows the researcher to understand the thoughts of the target sample population.

Sample size

In devising the sample size for the quantitative data collection, there is substantial academic debate as to what represents an acceptable size to appropriately conduct tests of statistical significance (Hinkin, 1995) or what represents an acceptable size for the findings to be statistically valid and for population generalizability. Hinkin (1995) argues that if powerful statistical tests and confidence in results are desired, the larger the sample is the better the result is. Similarly, Cresswell and Cresswell (2018) posit sample size determination is at its core a tradeoff - a larger sample will provide more accuracy in the inferences made, yet recruiting more participants is time-consuming and costly (Hinkin, 1995; Cresswell & Cresswell, 2018).

In survey research, investigators can choose a sample size based on seleting a fraction of the population (say, 10%) or selecting a sample size that is typical based on past studies (Table 3.10) (Cresswell & Cresswell, 2018). Yet, these approaches are supposed not optimal (Fowler, 2014).

Table 3.10 - Sample size of past comparable studies

Studies	Sample size
Service experience studies in hotels	339 (Otto & Ritchie, 1996), 326 (Khan *et al.*, 2015), 205 (Ren *et al.*, 2016)
Service quality studies in luxury hotels	200 (Saleh & Ryan, 1991), 228 (Akan, 1995), 155 (Mei *et al.*, 1999), 189 (Karatepe & Avci, 2002), 271 (Mohsin & Lockyer, 2010)
Past validations of the LMS scale	164 (Ndubisi, 2014), 225 (Haller, 2015), 248 (Pagnini *et al.*, 2018)

Other authors have determined sample size based on the minimum ratio of responses to items. For example, Hinkin (1995) suggested a ration between 4:1 and 10:1, while Hair *et al.* (2006) and (Kline, 2011) suggest that a ratio of 10:1 to 5:1 which is sufficient for reaching the targeted results.

Hinkin (1995) notes that both exploratory and confirmatory factor analysis have been shown to be particularly susceptible to sample size effects. For factor analysis, a minimum sample size is suggested to be sufficient to obtain an accurate solution being 100 or more (Hair *et al.*, 2010); or 150 (Hinkin,1995) while according to Clark and Watson (1995), this number is 100 to 200. For confirmatory factor analysis, a minimum sample size of 200 has been adequate (Hinkin, 1995).

Based on the indicative guidelines, in this study, an initial estimate of a minimum required number of responses ranged from 360 to 7200 cases. However, Fowler (2014) argue that sample size determination should be based on researchers' analysis plan. According to the analysis plan in this study, there would be two stages of data collection, in which at stage 1, a sample of around 100 - 150 respondents is collected for exploratory factor analysis (EFA). The potential EFA results would lead to the proposition of the theoretical model and amendments to the hypotheses proposed from the literature review (Chapter 2). Depending upon the outcomes of stage 1, after necessary revisions to items, scales and study instruments, further data would be collected at stage 2, with a sample of around 200 - 350 responses for confirmatory factor analysis (CFA) and structural equations modelling (SEM).

Sampling method

A convenience sampling method (a non-probability sampling) was chosen for this study because it was feasible, and the data was easy to collect. In addition, it is impossible to gain access to the entire population of luxury hotel guests in Hanoi. The guests chosen were told about the purpose of the research, the questionnaires and the survey methods. The guests were inquired as to whether the guests wanted to participate in the survey on a voluntary basis. The sample design for this population is a single stage.

3.3.3 Implementation of the survey

According to Saunders *et al.* (2015), self-administered questionnaires are divided into three types: mail questionnaires, online questionnaires, and personally administered questionnaires. In this study, the personally administered questionnaire method was chosen as the instrument of the empirical survey. This method was suitable in the Vietnam context because the personal information of hotel guests (such as email, house address, phone numbers) are not allowed to access.

The target population of the survey was all guests who have stayed in the first class and luxury hotels in Hanoi selected during the data collection period. Hotel guests were asked to participate the survey. The six participating hotels distributed the survey to the guests. To gain equal representation of both five-star (luxury) hotels and four-star (first class) hotels, an equal number of hotels from each category were approached to participate in the data collection process.

Luxury and first-class hotels are regarded as an ideal domain to study experiences, service quality perception and mindfulness. These hotels can give more insight into experiences and service quality because of their experienced and demanding clientele, as well as importance given on product and service design.

The general managers of hotels were contacted through their personal assistants using emails or phone calls. The purpose of survey and the target of respondents were explained in the survey invitation letter (Appendix 3.5 - Survey participation invitation letter). Permissions were received from top management of 6 (out of 35) hotels to conduct the survey in their hotels. However, the top management of the six hotels preferred their staff to handle the survey process. It was observed that the top management have a tendency to identify a staff from customer relation department as the survey coordinator. These staff are good at communicating with guests and experienced in administering survey. The approach to survey by staff has been adopted in the works of Clemes, Gan*, et al.* (2011), Cetin and Dincer (2014); Rauch *et al.* (2015); Lo *et al.* (2015); Manhas and Tukamushaba (2015).

Because surveyors were not researchers, and inspire of being experienced in survey-conducting, before the survey, the appointed staff were contacted to discuss detailed about the survey procedure (the purpose of the survey, the approach to guests, the time of completing the survey, questions that may arise during the survey, etc. to make sure the survey procedure is consistent among the hotels). To assist the survey coordinator in facilitating the process, a written set of guidance notes was prepared (Appendix 3.6 - The survey guidance notes). Contact details of the researcher were also provided to the coordinators and encourage them to seek clarifications if necessary.

Specifically, the survey would be conducted as follows, that is, staff of the hotels screen guests based on being above 18 years of age, domestic guests and having stayed in the hotel on the previous day. This purposive and convenient sampling criterion was set to eliminate guests who did not have stayed in the facility long enough to evaluate their experience and service quality perception. In addition, this screening ensures the homogenousity of the sample as the guests shared some common characteristics such as their nationality of Vietnamese (domestic guests) and being over 18 years old (adult hotel guests).

Staff approached guests in hotels during their stay, or when they are about to leave, or right after their hotel stay and asked whether they would be willing to participate in the survey. If the guests agreed to participate, staff provided the self-administered survey to them. The guests would complete the questionnaire and return the completed questionnaire to a drop box at the front-desk reception area when they checked out. The survey was conducted on-site, as close as possible to the completion of the hotel stay to facilitate respondents' recollection of actual emotions experienced and their perception of the hotel's service quality. With such survey procedure, it was predicted that recall bias was significantly reduced due to the respondents' being asked to reflect on their almost current/right after hotel stay when answering the survey questions. Although the items were refined several times, the final version of the questionnaire was still considered lengthy and took 15 minutes to complete. The questionnaire used for the survey is as in Appendix 3.7 and Appendix 3.8 - The questionnaire in English and in Vietnamese, in which all items are allocated randomly.

The survey was conducted between August and September 2019 for eight weeks. Approximately 65% of the approached guests agreed to partake in the research study. By utilizing this method, a total of 395 completed questionnaires were attained during the data collection phase from 600 questionnaires distributed. Due to the big challenges in employing survey in first class and luxury hotels, after much deliberation, the initial plan of data collection had to change, from two stages (stage 1 and stage 2) into one stage. The number of 395 questionnaires were used for EFA and CFA by splitting sample into halves. The sample splitting is described more detailed in Chapter 4 - Findings. The respond rate was 65%.

3.4 Methods of data analysis

3.4.1 Survey response data

Preliminary examination and split of the data into two samples

Due to challenges in collecting data in first class and luxury hotels, the survey was conducted for once with a total of 395 responses. Preliminary examination of data was conducted. Of the 395 returned survey, 16 were discarded due to large missing values or the age of respondents was missing. It is recommended that a cut-off for the completeness of valid data was 80-90% and dropping any cases failing to meet this percentage whose missing data cannot be explained by an extraneous variable or obtained after inspection of the raw data (Wuensch, 2015). 11 cases had more than 15% of the 70 total survey items, the patterns of missing case were checked and found that the participants have skipped a page of questionnaire. Five surveys appeared to have erroneous data regarding respondents' ages. Since it is not possible to determine whether these five respondents meet the age requirement, they are omitted from

further analyses. Therefore, these 16 cases are excluded from raw data examination. 379 responses were used for factor analysis.

The finalized sample set was randomly split into halves of approximately equal size and used for further analysis (Kline, 2011). The first subsample (179) was subjected to the exploratory factor analysis (EFA), and the second subsample (200) was subjected to the confirmatory factor analysis (CFA) and the structural analysis. The EFA was conducted first to identify the underlying factors that make up each construct (PSE, PSQ and MIND). Next, CFA and structural analysis were performed on the remaining sample. CFA serves as cross-validation for the EFA results and assess the psychometric properties of the three measurement models (PSE, PSQ and MIND). Finally, structural analysis was used to evaluate the interrelationships between them.

The splitting data randomly into two subsamples for EFA and CFA has been applied in the studies of Kim *et al.* (2011), Walls (2013) and Bakar *et al.* (2017).

On the other hand, the sample sizes of 179 for EFA and 200 for CFA were comparable to those used by other researchers in developing their scales (Table 3.11) and was considered sufficient for further analysis.

Table 3.11 - Sample size of EFA and CFA from past studies

Data analysis	Sample size/Studies
EFA in studies of Service Experience	152 (Knutson *et al.*, 2009), 199 (Kim *et al.*, 2011), 151 (Walls, 2013), 78 (Klaus & Maklan, 2012)
EFA in hotel studies of Service Quality	228 (Akan, 1995), 155 (Mei *et al.*, 1999), 120 (Ekinci *et al.*, 2003), 200 (Poon & Low, 2005), 172 (Albacete-Sáez *et al.*, 2007), 155 (Amin *et al.*, 2013)
EFA in studies of Mindfulness	225 (Haller, 2015)
CFA in studies of Service Experience	152 (Knutson *et al.*, 2009), 198 (Kim *et al.*, 2011), 300 (Walls, 2013), 218 (Klaus & Maklan, 2012)
CFA in hotel studies of Service Quality	200 (Ladhari, 2012), 115 (Ekinci *et al.*, 1998)
CFA in studies of Mindfulness	248 (Pagnini *et al.*, 2018), 300 (Leong & Rasli, 2013)

Accuracy of data input (Coding)

Before data analysis, the data collected were coded and entered into SPSS software for statistical analysis. According to Newman (2014), the coding process is a set of procedures stating that certain numbers are allocated to variable attributes. Therefore, it is necessary to craft a well-organised codebook that contains the description of the code categories in the survey instrument. This step is fundamental and is extremely important in arranging data for further analysis.

In addition, recognising that the integrity of the data analysis can be significantly compromised by entering wrong data, the data was entered personally and carefully to ensure its accuracy. There was no involvement of part-time assistance in the data entry process.

Reverse coded items were recoded before any analysis, using the transform function in SPSS. For example, item M4 "*I do not actively seek to learn new things*" or item M15 "*I seldom notice what other people are up to*." (Pirson, Langer, Zilcha*, et al.*, 2012)

3.4.2 Data analysis of the first subsample

3.4.2.1 Data screen of the 1st subsample:

After the data coding and entering onto the computer for analysis, data screening is an essential process to protect the integrity of inferential statistical tests. The procedures undertaken to screen the data and to prepare them for analyses are guided by Tabachnick and Fidell (2013), including missing data, suspicious response patterns, outliers and unusual cases. SPSS version 20 was used to screen the data and to conduct further analysis. This is one of the most commonly used computer programmes when analysing research data in social science.

3.4.2.2 The Exploratory Factor Analysis (EFA) of the 1st subsample:

Next, the demographic profile of respondents (age, gender, education, etc.) and hotel-stay characteristics (purpose of hotel-stay, length of hotel-stay, etc.) were calculated.

The measurement items for the five factors of Perceived Service Experience, for the seven factors of Perceived Service Quality and for the four factors of Mindfulness are examined through series tests of Exploratory Factor Analysis (EFA). There is a need to run EFA in this research as there has been no universal model in the literature that is suitable to measure customers' perception of service quality, or service experience or customers' mindfulness of a hotel (Hsieh *et al.*, 2007; Tseng, 2009). In Chapter 2, a detailed discussion of conceptualizing service quality, service experience and mindfulness in the context of hotel has focused on how each construct has been built. Moreover, the development of measurement items for each construct has been explained in the previous section (section 3.2.1) providing the relevant literature used.

On the other hand, factor analysis is used to reduce the large number of variables to a smaller number of factors that explain most of the variance observed in a large number of observed variables (Hair *et al.*, 2010). In other words, factor analysis is utilized to examine the underlying pattern and relationship among variables to determine whether information can be condensed and reduced to a smaller number of components. Factor analyses are in fact used in many statistical analyses prior to more targeted multivariate analysis (Hair *et al.*, 2010).

To perform EFA, as recommended by Hair *et al.* (2010), the principal component analysis with varimax rotation. Although there is no specific rule for researchers to select a rotation method, varimax rotation is selected as it gives a clearer separation of the factors (Hair *et al.*, 2010). In fact, varimax rotation is the method of rotation most commonly used by researchers in EFA (Tabachnick & Fidell, 2013). Loading factor selection is generally down to the preference of the researcher. Hair *et al.* (2010) stated that although factor loading 0.3 and 0.4 are minimally acceptable, a loading factor value greater than 0.5 is considered necessary for practical significance.

Exploratory Factor Analysis (EFA) was then performed, using SPSS 26.

Before running the factor analysis, the appropriateness of the data was determined by examining the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and the Bartlett's test of sphericity (Hair *et al.*, 2010). Once the data appropriateness was determined, the items of three constructs (PSE, PSQ and MIND) were subjected to EFA using principal components analysis with varimax rotation. The dimensions of the three constructs (PSE, PSQ and MIND) were uncovered as the available/extant literature has not agreed on the dimensions to be used when evaluating PSE, PSQ and MIND as well (Chapter 2).

These EFA results would be further confirmed by Smart Partial Least Square (Smart-PLS) on the 2nd subsample.

3.4.2.3 Modelling constructs as formative second-order constructs

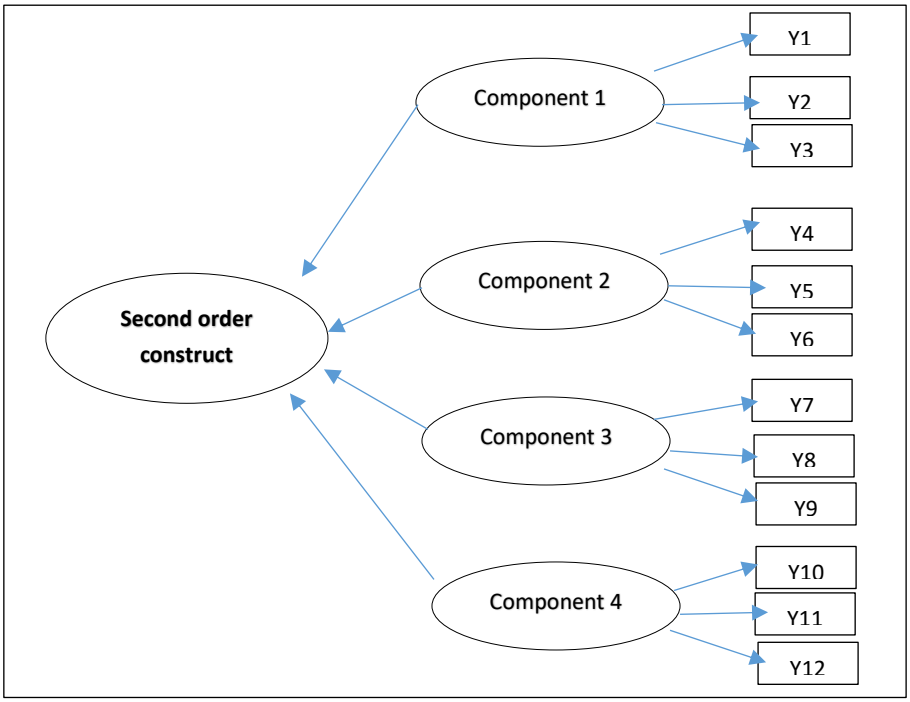
According to Jarvis *et al.* (2003), a pervasive problem in marketing research in general is measurement model misspecification. Anderson and Gerbing (1988, p.453) noted that "t*he reason for drawing a distinction between the measurement model and the structural model is that proper specification of the measurement model is necessary before meaning can be assigned to the analysis of the structural model*". Bagozzi (1981, p.376) argued that "*convergent in measurement should be considered a criterion to apply before performing the causal analysis because it represents a condition that must be satisfied as a matter of logical necessity*."

In that light, some scholars argue that a construct must be either reflective or formative based on its conceptual meaning (Diamantopoulos & Winklhofer, 2001; Jarvis *et al.*, 2003; Podsakoff *et al.*, 2003), despite others suggest that no construct is inherently reflective or formative (Baxter, 2009; Wilcox *et al.*, 2008). The study takes the stance of the first view on the basis that the constructs in question have a clear definition and specific dimensions which were established through quantitative research. This conceptualization indicates a formative nature.

The terminology of a formative second-order measurement model used in the current study is in line with Petter *et al.* (2007) and Diamantopoulos *et al.* (2008). This measurement structure is what Diamantopoulos *et al.* (2008) classify as a Type II measurement model. (Diamantopoulos *et al.*, 2008; Jarvis *et al.*, 2003) (Figure 3.3). It is necessary to allow the two levels (orders) of abstraction in order to understand the characteristics of the key constructs such as PSE, PSQ and MIND. Mackenzie *et al.* (2005) state that a second-order formative measurement model "faithfully represents all of the conceptual distinctions that the researcher believes are important, and it provides the most powerful means of testing and evaluating the construct".

Based on the conceptual criteria of the formative measurement model suggested by Bollen and Bauldry (2011) and Jarvis *et al.* (2003), three constructs (PSE, PSQ and MIND) were modelled as reflective-formative second-order constructs, in which each second-order construct has first-order factors as formative indicators, and the first-order factors themselves have reflective indicators (Figure 3.3). The modelling of these constructs is mentioned more detailed in Chapter 4 - Analysis and Findings.

Figure 3.3 - Type II - Reflective First-Order, Formative Second-Order

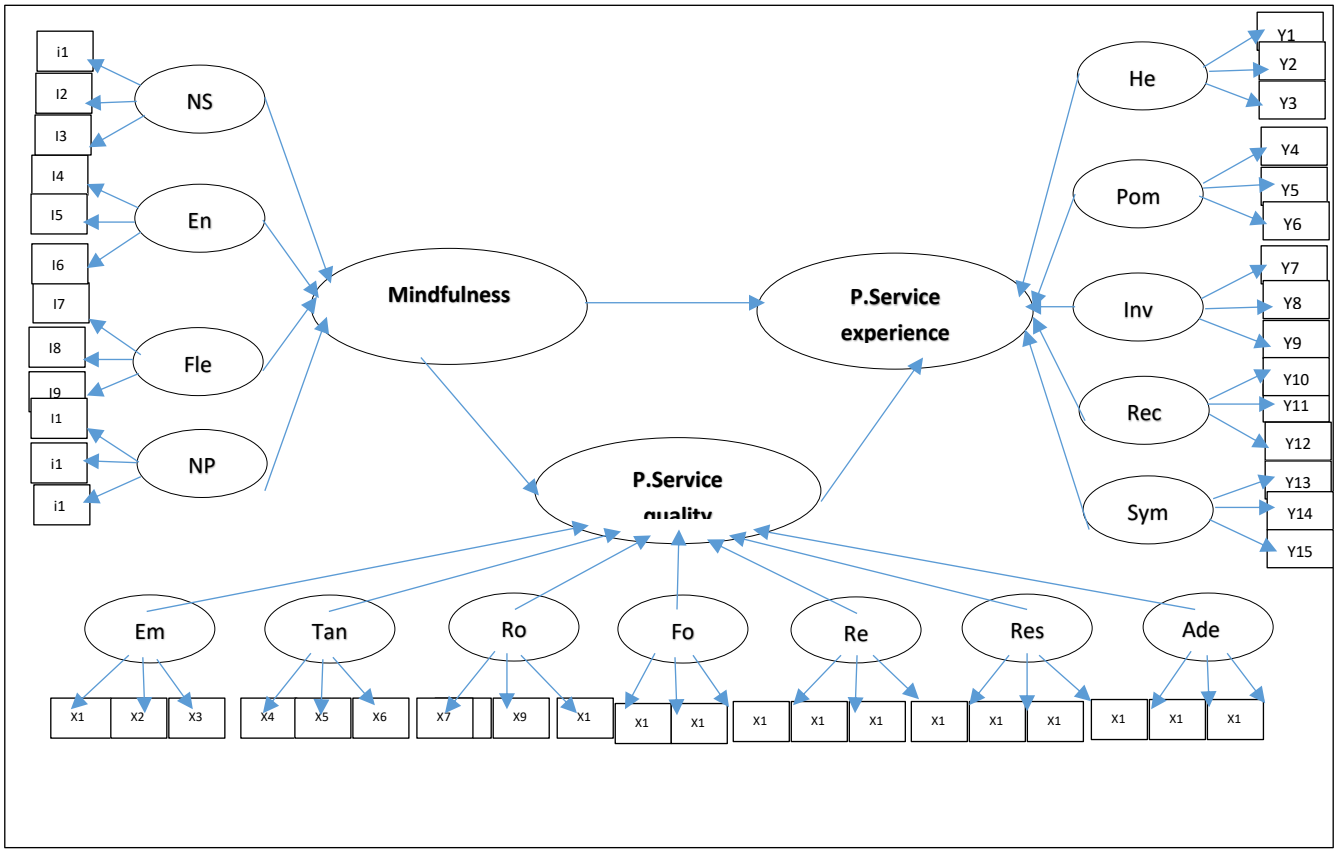


In Figure 3.3 - relationships between constructs, and between constructs and their assigned indicators are shown as arrows. In PLS-SEM - a data technique used in the study (explained more detailed later) - the arrows are always single-headed, thus representing directional relationship. Single-headed arrows are considered predictive relationships and, with strong

theoretical support, can be interpreted as causal relationships. Constructs are represented via circles or ovals, while indicator variables are displayed via rectangles (Hair *et al.*, 2017).

As being modelled as reflective formative second order constructs (PSE, PSQ and MIND), the proposed structural model was developed as in Figure 3.4.

Figure 3.4 - Proposed structural model



(NS: Novelty seeking, NS: Novelty seeking, En: Engagement, Fle: Flexibility; He: Hedonics, POM: Peace of mind, Inv: Involvement, Rec: Recognition; Sym: Symbolic; Em: Employee, Tan: Tangibility, Ro: Bedroom, Fo: Food products, Re: Reliability, Res: Reservation, Ade: Added extras)

3.4.3 Data analysis of the second sub-sample

3.4.3.1 Data screen of the 2nd subsample

The EFA resulting constructs and remaining variables from SPSS were used for analysis tests in the 2nd subsample. The 2nd subsample data file was imported to SmartPLS and the analyses run. Consistent with the data screen of the 1st subsample, the 2nd subsample data was examined in order to have reliable analyses. Then, information of demographics such as age, gender, education, etc and hotel-stay characteristics such as purpose of stay, length of stay, etc. were calculated.

The EFA outcomes from the first subsample identified the underlying dimensions of the three constructs (PSE, PSQ and MIND). It was initially hypothesized that PSE is multi-dimensional with 5 factors, PSQ is multi-dimensional with 7 factors and Min is multi-dimensional with 4 factors as suggested in the part 3.2.1 (Scale development). The relationships between these constructs were reflected in the proposed structural model (Figure 2.5 in Chapter 2). In other words, the structural model explains the connections between latent constructs of study.

3.4.3.2 Structural Equation Modelling (SEM)

Multivariate statistical analysis is the appropriate method to be used in this research to test hypotheses in the proposed structural model above and be able to answer the research questions. According to Tabachnick and Fidell (2013), multivariate statistical analysis helps in analysing complicated data where there are many independent and dependent variables having multiple measurements and on individuals and objects.

In this research, all three models (PSE, PSQ and MIND) consist of several latent constructs that represent latent variables, and each construct has several items. According to Hair *et al.* (2010), a latent construct is a concept that can be defined in conceptual terms but cannot be measured directly. Some items are needed to measure a latent construct. An item is a manifest variable or an indicator that is used in conjunction with one or more to form and measure a latent construct. In the survey development (part 3.2.1), all constructs were defined by and measured with items. Thus, the construct cannot be measured directly, but measured approximately using items.

Although constructs have been developed with items to be measured, factor analysis is used in this research in analyzing the collected data to know the set of items that are relatively independent of each other. The validity of factor analysis is later tested using an appropriate method (Hair *et al.*, 2010; Tabachnick & Fidell, 2013). Factor analysis is defined as a technique used to examine the interrelationship of items and used to test if items may be condensed or summarized in a smaller set of factors (Hair *et al.*, 2010). In this research, collected data is first analyzed using EFA where items are formed into factors. EFA is discussed in detail in the next chapter.

As constructs are developed, the relationships between constructs need to be tested. To do so, multiple regression analysis is needed. Multiple regression analysis is a technique used to analyze the interrelationship between a single dependent variable and several independent variables (Hair *et al.*, 2010). However, the conceptual model of the research has more complexity than this and multiple regression analysis might not be appropriate to meet the aims of the research.

To meet the objectives of the research, a combination of regression and factor analysis is needed. Accordingly, a suitable statistical method namely Structural Equation modelling (SEM) has been selected as the appropriate data analysis method for this thesis. SEM is a collection of statistical techniques that allows multi-relationships dependent variables, either those variables are factors or measured variables (Tabachnick & Fidell, 2013).

Partial least squares - Structural Equation Model (PLS -SEM)

There are two approaches for SEM: Covariance-Based SEM (CB-SEM) and Partial Least Squares SEM (PLS-SEM) (Hair *et al.*, 2011). In this study, PLS-SEM was chosen as an appropriate analytical technique. The rationale behind this was as follows:

The first important reason is that all constructs in the study (PSE, PSQ, MIND) are viewed as multidimensional and deployed as reflective-formative higher-order constructs. The research objective is to test the relationships between three reflective-formative second-order constructs. In such cases, PLS-SEM is advocated to be chosen as the most effective technique to examine the theoretical model as it does not create problems when analysing such indicators by Fornell and Larcker (1981)**.** Hair *et al.* (2017) support that compared to CB-SEM (e.g., LISREL or AMOS), PLS-SEM approach can easily handle formative and reflective models.

Besides, PLS-SEM analysis, as a nonparametric technique, does not assume normality of the data nor require as large a sample size as other causal modelling techniques (Arnett *et al.*, 2003; Hair *et al.*, 2014; Hair *et al.*, 2017). In fact, using simulation results, Cassel *et al.* (2000) demonstrated the robustness of the PLS method against inadequacies such as skewness, multi-collinearity between variables and misspecification of the structural model. Cassel *et al.* (2000) also found that increasing the sample size from 50 to 200 had very little influence on the estimates of PLS.

Also regarding sample size, some authors argue when using PLS-SEM, the minimum sample size should be equal to the larger of the following: *(1)* ten times the largest number of formative indicators used to measure one construct. *(2)* Ten times the largest number of structural paths directed at a particular latent construct in the structure model (Hair *et al.*, 2011). As seen in the proposed structural model (Figure 3.4), the largest number of formative indicators of three constructs estimated was 16, and the largest number of their paths was 3, hence, the sample size of around 200 was sufficient for PLS-SEM in this study.

Many authors argue that due to the advantage of modelling latent constructs under conditions of non-normality and using small to medium sample sizes, PLS-SEM has become increasingly popular in marketing research in the past decade (Hair *et al.*, 2017; Rezaei & Ghodsi, 2014); and especially preferable when the sample size is small (Ringle *et al.*, 2012). In service experience area, recently many researchers have used PLS-SEM (Ali & Ryu, 2015; Anderson

& Smith, 2016; Fernandes & Cruz, 2016; Hussein, 2018; Rezaei & Ghodsi, 2014; Rezaei *et al.*, 2017).

Another reason for the choice of PLS-SEM in this study is that PLS-SEM is a confirmatory second generation multivariate statistical analysis technique, and also well-established technique that allows for the approximation of the unobservable latent variables via various indicators and the examination of the paths between these latent variables (Cassel *et al.*, 2000). In nature, PLS-SEM is run to evaluate the reliability and validity of the reflective-formative second-order constructs (PSE, PSQ and MIND - the EFA outcomes) and address their interrelationships as proposed in the structural model (Figure 3.4). The steps running PLS-SEM would be explained in the next sector.

Unlike the covariance approach of testing SEM, PLS-SEM estimates structural and measurement integrity together yet the results are interpreted in two stages. In other words, when using CB-SEM first CFA is tested where constructs with their items are presented. Then, relations between constructs are introduced and structural model is examined. In PLS-SEM, constructs with their items are presented and relation between constructs all at one step. However, results of measurement model are interpreted first, then results of the structural model. So, the reliability and validity of the measurement model is assessed, then the structural model (Hair *et al.*, 2017).

The software SmartPLS, version 3.0 was used in this study.

The two-step process to the proposed structural model

According to Henseler *et al.* (2009) and Anderson and Gerbing (1988), a two-step process should be followed for PLS-SEM assessment, including the measurement models (*also called the outer model assessment*) and the structural models (*also referred to the inner model assessment* in the context of PLS-SEM). Hair *et al.* (2017) explain that the measurement models display the relationships between the constructs/variables and its items or indicators while the structural models represent the constructs and the relationships (paths) between them. In nature/essence, “structural models” test the relationship between exogenous (independent) and endogenous (dependent) variables (Hair *et al.*, 2017).

Details of the two-step process are as follows:

Step 1: Measurement model (outer model)

The measurement model assessment is a confirmatory factor analysis (CFA) using PLS-SEM where constructs are tested and confirmed in terms of their reliability and validity.

The fact that the three constructs (PSE, PSQ and MIND) are higher-order constructs means that the measurement model assessment needs to be undertaken at two levels after an initial scale purification using exploratory factor analysis (EFA). First, at the reflective first-order construct level, construct validity (including internal indicator consistency, convergent validity and discriminant validity of the measurement model of the first-order dimensions), will be assessed using confirmatory factor analysis (CFA) (Hair *et al.*, 2017).

Second, at the formative second-order construct level, the proposed relationships between the first-order constructs and the second order construct will be assessed in terms of their "significance and strength" (Hair *et al.*, 2017). The procedure of evaluating a reflective measurement model and a formative measurement model provided by Hair *et al.* (2017) are followed.

A series of validation tests are conducted to ascertain whether the three constructs (PSE, PSQ and MIND) are best represented as a formative second-order construct with their reflective first-order constructs respectively. In addition, this evaluation of measurement model allows to see whether the constructs are measured with satisfactory accuracy (Hair *et al.*, 2017). Hair *et al.* (2017) note that only the measurement models exhibit satisfactory levels of quality, the structural model is proceeded to evaluate. Assumably that the measurement models are verified as acceptable, the next is the structural model assessment.

Step 2: Structural model (inner model)

PLS-SEM does not assume that the data are normally distributed, which implies that parametric significance tests cannot be applied to test whether coefficients such as outer loadings and path coefficients are significant. Instead, PLS-SEM relies on a nonparametric bootstrap procedure (Davison & Hinkley, 1997; Efron & Tibshirani, 1993) to test the significance of estimated path coefficients.

The primary assessment criteria for PLS-SEM outcomes are coefficient of determination (R-squared) of the endogenous latent variables, and also, path coefficients level and their significance (Hair *et al.*, 2017). Coefficient of determination (R-squared) reflects the predictive power of exogenous variables on endogenous variables, while path coefficients and significance show the strength of the relationships between variables. Thus, path coefficients and significance help to support or reject the hypotheses proposed in the conceptualised model.

The two-step data analysis approach allows for more confidence in concluding that the structural relationships are drawn from a set of measurement instruments with desirable psychometric properties (Hair *et al.*, 2010). This procedure is employed in many previous studies such as

Cheung *et al.* (2015); Anderson and Smith (2016); Şahin *et al.* (2017); Antoni *et al.* (2018); Jamshidi *et al.* (2018).

3.4.3.3 Tests mediation

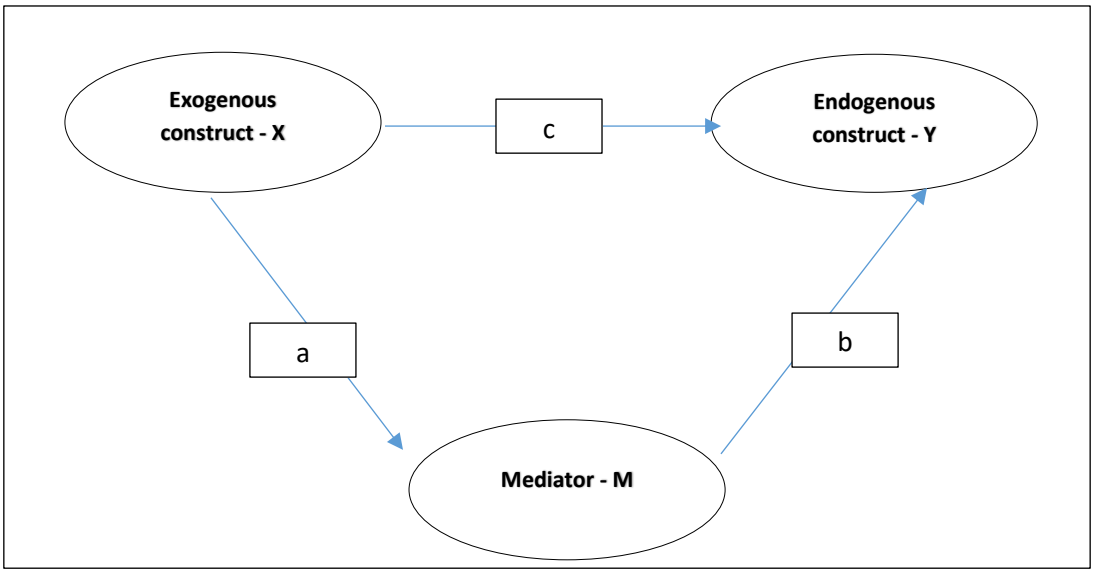
Based on the proposed structural model (Figure 3.4), the research plans to test the mediation role over Perceived service quality.

A variable is said to be a mediator if it intervenes the relationship between an exogenous and an endogenous variable. More specisely, a chane in the exogenous construct results in a change of the mediator variable, which in turn, changes the endogenous construct (Hair *et al.*, 2017). Figure 3.5 is provided to clarify the concept.

To mediation analysis, the Baron and Kenny (1986)'s approach has been used by many researchers.

According to Baron and Kenny (1986), the following conditions should be met to verify the mediating effect of a mediator, variable M, on the relationship between two variables X and Y: (i) the relationship "c" between X and Y should be significant; (ii) the relationship "a" between X and M should be significant; the (iii) the relationship "b" between M and Y should be significant, and, (iv) when both a and b are controlled, the previously significant relationship "c" between X and Y should no longer be significant (leading to complete mediation), or should reduce in significance (leading to partial mediation).

Figure 3.5 - The Mediator model



To test mediation using Baron and Kenny's approach, three regression equation are followed (Zhao *et al.*, 2010). First, regressing is run between X and Y without the mediator “M” and tested to see if “c” is significant. Then, regressing is run between X and M and path “a” is tested for significance. Finally, regressing is run just for M and Y and path “b” is tested for significance.

All relationships “a, b and c” should be significant, then a Sobel z-test is run. A Sobel z-test calculates the significance of the indirect relation “a'*b”, where it should be significant to say there is mediation. When running the full model X, Y and M and “c” loses its significance then there is full mediation, whereas if it remains significant then there is partial mediation.

However, recent research points to some conceptual and methodological problems with Baron and Kenny (1986) ’s approach (Hair *et al.*, 2017). For example, Baron and Kenny (1986)‘s tests were mainly for regression. Iacobucci (2008) argues that structural equation (SEM) approaches dominate the “causal steps” approach of Baron and Kenny (1986). The SEM approach is superior to Baron and Kenny’s because it estimates everything simultaneously instead of assuming that equations 1-3 are independent (Zhao *et al.*, 2010), and was recommended to use to test mediation as a supplement of regression (Iacobucci *et al.*, 2007).

On the other hand, in PLS-SEM, the Sobel test for evaluating mediation analysis is dismissed. First, the Sobel test assumes a normal distribution that is not consistent with the non-parametric PLS-SEM method. Moreover, the parametric assumptions of the Sobel test usually do not hold for the indirect effect “a*b” since the multiplication of two normally distributed coefficients results in a non-normal distribution of their products. Furthermore, the Sobel test requires unstandard path coefficients as input for the test statistic and lacks statistical power, especially when applied to small sample sizes (Klarner *et al.*, 2013).

Instead of using the Sobel test, only one test is recommended by Zhao *et al.* (2010) where only the indirect effect “a*b” is tested for significance using the bootstrapping introduced by Preacher and Hayes (2004).

Two types of non-mediation and three types of mediation are characterised as in Table 3.12.

Table 3.12 - Types of non-mediation and mediation

Tests of "a*b" and "c"	Types of mediation
If "a*b" and "c" are not significant	No-effect non-mediation (No mediation)
If "a*b" is not significant, but "c" are significant	Direct-only non-mediation (No mediation)
If "a *b" is significant but "c" is not	Indirect only mediation (Full mediation)
If "a *b" and "c" are significant -> the coefficients "a", "b" & "c"should be multiplied: - If the sign of the multiplication 'a*b*c' is positive - if the sign is negative	 - Complementary mediation (Partial mediation) - Competitive mediation (Partial mediation)

Bootstrapping makes no assumptions about the shape of the variables' distribution or sampling distribution of the statistics and can be applied to small sample sizes. Therefore, Hair *et al.* (2017) argue bootstrapping the indirect effect is perfectly suited for the PLS-SEM, and yields higher levels of statistical power compared to the Sobel test.

Details of the measurement model, structural model assessment and mediating tests are provided in the next chapter - Chapter 5 - Analysis and Findings.

3.5 Research ethics

According to Bryman and Bell (2015), five major ethical considerations are significant in a study of this nature. These are harm to respondents, lack of informed consent, confidentiality/anonymity, invasion of privacy, and deception.

While carrying out this research, all respondents were asked whether they would be willing to participate in the survey. If they agreed to participate, a questionnaire was given to them to fill in. Respondents were assured to be voluntary and convenient, and they could withdraw their participation from the survey at any time. A front page of the questionnaire includes a content letter, in which briefly introduces the study aims of the survey, the researcher's email address and mobile phone number, so respondents can contact the researcher at any time if they have any question relating to the survey.

All questionnaires were anonymous. Respondents do not leave personal information such as names, email address or phone number. Confidentiality of information is guaranteed. Besides, conducting the survey was agreed and supported by hotels managers.

Regarding harm to respondents, to the best of my knowledge, there was no expected repercussion to any of the respondents.

Deception: to avoid deception, all respondents were surveyed in hotels such in hotel lobby or sent to their room before checking out, to make sure that all respondents were guests of hotels.

Besides, the University research ethics process was followed and approved for conducting the survey in this study on 25th April, 2017 with reference number: 2825.

3.6 Limitation of Methodology

As in many research methodologies, the methodology adopted in this study has also some unavoidable limitations. Amongst these limitations are data collection using questionnaire which restricts information to what was asked in the instruments. Also, the use of the structured questionnaire provides no space for narrative feedback. And no pilot was conducted before the survey. However, this limitation is totally acceptable because the questions of the questionnaire were pretested on the three groups of people, including colleagues/experts, prospective respondents and users of the data. According to Ranjit (2014), the purpose of pretesting is to identify problems that potential respondents might have in understanding or interpreting questions. From pretesting on the first two groups (colleagues/experts and prospective respondents), many problems have been identified. Statements which caused confused or unclear eliminated (e.g.: "*I have some control over the outcome*"). Repetitive words/phrases are made to be more succinct, for example, those items reflecting emotional feelings seemed to be repetitive (happy, joyful, pleased, fun, positive feelings) and private questions are removed (e.g.: the question about "*Who paid for your stay this time*?"; or "*Who accompanied with you this time*?"). Some statements were modified and added a lead-in statement "When staying at a hotel" or "during my hotel stay", for understandability in the context of luxury hotels. The length of the questionnaire is considered. The reversed items are marked in red R letter to make respondents not get confused, etc. (Part 3.2.2.2 - Chapter 3). It can be seen that no-pilot on hoteliers does not affect a critical examination of the understanding of all questions by respondents and the questionnaire is ready to be turned over to respondents on the actual field condition (Dillman, 2000).

Given the challenges faced in getting responses from guests of hotels who are not always easy to access, discretion was made to maintain the use of the structured questionnaire for data collection.

3.7 Summary

This chapter has presented the research philosophy, the research design and discussion of methods together with their limitations. A clear audit trail on how data was produced and analyzed has also been provided, with the problems and issues faced discussed in detail with the aim to find answers for hypotheses raised in the research. The next chapter provides descriptive statistics in order to shape some initial understanding of data produced and presents findings from data analysis.

Hypotheses
H_1: MIND has a positive relationship with PSE.
H_2: MIND has a positive relationship with PSQ.
H_3: MIND has a stronger positive impact on PSQ than PSE.
H_4: PSQ has a positive relationship with PSE.
H_5: The direct relationship between MIND and PSE is mediated by PSQ.

Chapter 4 - ANALYSIS AND FINDINGS

4.0 Introduction

The data collected in the previous stage is split into two subsamples and analysed. This chapter presents findings from the two subsamples. In the first section, demographic data on the first group of respondents are provided with a focus on guest characteristics and hotel-stay characteristics. The results of the separate exploratory factor analysis (EFA) of the three main constructs in the model are displayed in the chapter. The second section presents demographic information of guests and hotel-stay characteristics for the second sub-sample of data. The remainder of this section assesses the relationships between the main constructs (service experience quality, perceived service quality and mindfulness) aligned to the presented research framework.

4.1 Data analysis and findings of the 1st subsample

4.1.1 Data screen of the 1st subsample

Data screening is an essential process to protect the integrity of inferential statistical tests. This section reports the procedures undertaken to screen the data and to prepare them for analyses. The procedures are guided by Tabachnick and Fidell (2013) and (Hair *et al.*, 2010). SPSS version 20 was used to screen the data and to conduct further analysis.

According to Hair *et al.* (2017), the primary issues need to be addressed including missing data, outliers, suspicious response patterns and data distribution.

Missing data

Missing data is a common problem in empirical social research and found in the data set. In the literature, many procedures have been used in treating missing data (Dodeen, 2003).

Selecting and performing a missing data procedure is influenced by many factors such as sample size, number of variables missing, pattern (mechanism) of missing data, proportion of missing data, average intercorrelation among variables, characteristics of the variables and psychometric properties of the measures (Raaijmakers, 1999; Witta, 1994). However, the amount (proportion) and the pattern (mechanism) that causes missing values are the most critical factors (Dodeen, 2003). Accordingly, these two factors are looked at/considered. The missing value percentage of Mindfulness is shown in Table 4.1.

Table 4.1 - Percentage of missing data of Mindfulness

Items	M1	M10	M9	M7	M6	M4	M21
Cases	10	9	8	8	7	6	4
Percentage	5.6	5	4.5	4.5	3.9	3.4	2.2

It can be seen from from the table above, the proportion of missing data is rather small (around 5%). Besides, the type of missing data of Mindfulness is missing at random (MAR) as no pattern of missing was discovered (Appendix 4.1 - Data screen of the 1st subsample). According to Tabachnick and Fidell (2013), if only a few data points are missing in a random pattern (5% or less) from a large data set, the problems are less serious and almost any procedure for handling missing data yields similar results. On the other hand, Mindfulness is measured by various Likert-scale items. For Likert-type data, the maximum and the minimum scores for all items are the same, the items' theoretical means and standard deviations are equal and usually, and there is no increase in difficulty over items. The reason for missing data was not known. Under such conditions, valid mean substitution (VMS) is suggested to effectively replace missing values (Dodeen, 2003) (Appendix 4.1 - Data screen of the 1st subsample).

Similarly, a VMS procedure of missing data was applied for Perceived service experience (Appendix 4.1 - Data screen of the 1st subsample). There was no missing data for Perceived Service quality.

Suspicious patterns

Another criteria to be assessed were the questionnaires with suspicious patterns in answering. The collected data set was examined for suspicious response patterns on the basis of Hair *et al.* (2017) recommendation, including straight lining, diagonal lining and alternating extreme pole responses, and inconsistency in answers. Straight lining is when respondents give the same scores or marks for a high proportion of the questions in the questionnaire. Answers with the same response rate, from the same respondent, will be deleted. Responses only using extreme alternatives will be also deleted. And finally, consistency in answers was considered. The analysis of descriptive statistics about demographic information (age, occupation, income, etc.) can allow to identify this type of suspicious response pattern. The purpose of screening questions is to ensure that only respondents who meet the prescribled criteria complete the survey Hair *et al.* (2017). The data for this study, when examined; are free of the suspicious response patterns above, thus, none were removed from the returned surveys.

Distribution of data

Normality is one of the most fundamental assumptions in univariate analysis, referring to the shape of the data distribution for an individual metric variable and its correspondence to the normal distribution, the benchmark for statistical methods (Hair *et al.*, 2010).

Normality of variables can be assessed through the skewness and kurtosis of the measurements' items where extreme values above or below zero denote the issue of non-normality (Tabachnick & Fidell, 2013). Skewness has to do with the symmetry of the distribution; a skewed variable is a variable whose mean is not in the center of the distribution. Kurtosis has to do with the peakedness of a distribution; a distribution is either too peaked or too flat (Tabachnick & Fidell, 2013). Hair *et al.* (2010) recommended for the values of univariate skewness and univariate kurtosis to be within ± 2.58, respectively, as otherwise problems might arise in the analysis. A variable can have significant skewness, kurtosis, or both. The values of skewness and kurtosis of Mindfulness are as in Table 4.2.

Table 4.2 - Skewness and Kurtosis of Mindfulness

Constructs & indicators	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
M1 - When staying in the hotel, I like to investigate aspects of the hotel (i.e.: its facilities or services).	1.069	0.182	1.132	0.361
M2 - I am not an original thinker and therefore appreciate a standard hotel service.	-0.853	0.182	0.333	0.361
M3 - I am very creative and appreciate hotel services that are more individualised.	0.837	0.182	1.816	0.361
M4 - I do not actively seek to learn new things about the hotel or its services/facilities. - R	-0.129	0.182	2.191	0.361
M5 - I find it easy to create new and effective ideas about the hotel or its facilities/services.	-0.873	0.182	0.284	0.361
M6 - I generate few novel ideas about the hotel or its facilities/services. - R	-.218	0.182	-0.174	0.361
M7 - I like to be challenged intellectually.	-0.229	0.182	-0.656	0.361
M8 - I make many novel contributions about the hotel or its facilities/services.	-0.263	0.182	-0.770	0.361
M9 - When staying in the hotel I am very interested in aspects of the hotel (i.e.: its facilities or services).	-0.295	0.182	-0.556	0.361
M10 - When staying in the hotel, I am always open to new ways of using hotel facilities/services.	-0.264	0.182	-0.554	0.361
M11 - When staying in the hotel, I am rarely aware of changes to its services/facilities. - R	-0.766	0.182	-0.017	0.361
M12 - When staying in the hotel, I am rarely aware of its new developments or new furnishings. - R	-0.428	0.182	-0.576	0.361
M13 - When staying in the hotel, I avoid thought-provoking conversations about the hotel or its facilities/services.	-1.065	0.182	1.338	0.361
M14 - When staying in the hotel, I can behave in many different ways for a given situation.	-0.949	0.182	0.731	0.361
M15 - When staying in the hotel, I get “involved” in almost every service I experience.	-1.045	0.182	1.408	0.361
M16 - When staying in the hotel, I have an open-mind about every service, even services that challenge my core beliefs, e.g: gender neutral toilet,…	-0.822	0.182	0.546	0.361
M17 - When staying in the hotel, I like to figure out how aspects of the hotel or its functions work.	-0.738	0.182	0.861	0.361
M18 - When staying in the hotel, I seldom notice what other guests are up to.	-0.872	0.182	0.349	0.361
M19 - When staying in the hotel, I stay with the old tried and tested ways of using hotel facilities/services.	-0.689	0.182	-0.411	0.361
M20 - When staying in the hotel, I tend to focus on the “big picture” of the hotel.	-1.022	0.182	0.419	0.361
M21 - When staying in the hotel, I try to think of new ways of enjoying services.	-0.712	0.182	-0.058	0.361

The skewness and kurtosis values are found to be well within the satisfactory threshold (−2.58 and +2.58) as suggested by Hair *et al.* (2010) for all items of Mindfulness. As a consequence, these outcomes clearly established the normal distribution of Mindfulness. The skewness and kurtosis values of PSQ and PSE are also met this threshold requirement (Appendix 4.1).

Outliers

Univariate outliers are cases with an extreme value on one variable (Tabachnick & Fidell, 2013). The univariate outliers can be identified by inspecting the histograms, box plots or Z-score. In this study, Z-score test was used to identify outlier cases. All of the Z-scores of the Mindfulness variables were found to be within the acceptable threshold of −3 and +3 (Hair *et al.*, 2019). The similar outcomes also showed no extreme values for PSQ and PSE variables. Therefore, this confirmed that the case of outliers was not an issue with the data set.

4.1.2 Participant profile of the 1st subsample

The first sample (n = 179) was used for the exploratory factor analysis from which the structure of constructs and the measurement were estimated.

Guest *d*emographics

Table 4.3 highlights demographic data of all respondents. The proportions of female and male guests were 20.7% and 79.4% respectively. The majority of respondents, 52% and 23.5% respectively, were in two age-groups of 35 to 44 years old and 45 to 54 years old. At this age, people travel more frequently because their higher disposable income enables them to afford more travel.

Table 4.3 - Demographics of hotel guests (EFA sample)

Demographics data		Frequency	Valid percent (%)
Gender	Male	37	20.7
(n = 179)	Female	142	79.4
Age	From 18 to 24 years old	4	2.2
(n = 179)	From 25 to 34 years old	30	16.8
	From 35 to 44 years old	93	52.0
	From 45 to 54 years old	42	23.5
	From 55 to 64 years old	8	4.5
	Above 65 years old	2	1.1
Marital status	Single	30	16.8
(n = 179)	Married	137	76.5
	Divorced	9	5.0
	Others	3	1.7
Education	High school	3	1.7
(n = 179)	Vocational education	8	4.5
	Bachelor degree/College	95	53.1
	Master/Doctor degree	73	40.7
Job	Employee	128	71.5
(n = 179)	Self-employee	24	13.4
	Home duties	2	1.1
	Retired	9	5
	Others	16	9
Income	Less than or to 10 mil VND	21	11.7
(n = 179)	More than 10 to 32 mil VND	111	62
	More than 32 to 80 mil VND	38	21.2
	Above 80 mil VND	9	5

Of the total number of respondents, 76.5% were married, 16.8% were single, 5% were divorced and only 1.7% were in other circumstance. In terms of educational qualifications, 53.1% of guests had Bachelor degrees or a College qualification, while 40.7% had a Master or Doctoral degree, 4.5% had a Vocational degree and only 1.7% had High school certificate.

Regarding occupation, while 71.5% of guests were employed in public or private sectors, 13.4% were self-employed, the rest were home-stayers, retirees or had other occupations.

Household monthly income was recorded as 62% for “between VND 10 mil to VND 32 mil” (equivalent to USA 500 to USD 1500), 21.2% for “between VND 32 mil to VND 80 mil” (equivalent to USD 1500 to USD 4000), 11.7% for “Under VND 10 mil” (equivalent USD 500) and 5% for “above VND 80 mil “(equivalent to USD 4000).

Hotel-stay characteristics

Table 4.4 reports the descriptive data of hotel stay-related characteristics. Of the 179 guests surveyed, the majority of the participants' primary purpose was holiday (50.9%), followed by business (29.6%). The other purposes such as "Combine holidays and business" or "Visiting friends/family" accounted for a small percentage of 18.4% and 1.1% respectively. Regarding the intervals of hotel-stay, 68.7% of the respondents stayed in the hotel just once a year, 25.1% stayed from twice to four times a year, and a very few respondents stayed more than five times a year (6.1%).

Regarding length of hotel stay, "from 2 to 4 nights" (69.8%) accounted for the most common number of nights stayed, followed by one night (25.1%), while "From 5 to 7 nights" and "Above 8 nights" were 3.9% and 1.1% respectively. According to the Ministry of Justice, Vietnamese employees are entitled to take ten days of public holidays a year but the number of Vietnamese public holidays is still among the lowest in the Southeast Asian Region (Moj, 2007). This might explain why Vietnamese domestic tourists are inclined to take short holidays instead of lengthy breaks.

In regard to the length of being hotel guest, 35.8% of the respondents have been customers of the hotel for "From 1 to 2 years", followed by "Above 3 years" (25.1), while "Less than 1 year" and "From 2 to 3 years" were similar with 20.1% and 19% respectively.

In terms of the hotel-stay group components, more than half of the respondents (53.1%) in this study experienced their hotel stay with a group of 2-3 other people, 21.2% experienced their hotel-stay alone, 12.8% with a group of other 4-6 people, and 12.8% with a group of other 7 people or more than. Besides, 50.8% of the surveyed respondents did not have children with them during their stay in the hotel. If have, the majority (29.6%) is with from 2-3 children, followed by one (12.2%), by four to six (7.3%) and no guests had more than 7 children, accounting for 0%.

Table 4.4 - Hotel stay characteristics (EFA sample)

Hotel-stay characteristics		Frequency	Valid percent (%)
Purpose of stay	Holiday	91	50.9
(n = 179)	Business trip	53	29.6
	Combine business with holiday	33	18.4
	Visiting friends/family	2	1.1
Intervals of stay	Once a year	123	68.7
(n = 179)	From 2 to 4 times a year	45	25.1
	Above 5 times a year	11	6.1
Length of hotel stay	1 night	45	25.1
(n = 179)	From 2 to 4 nights	125	69.8
	From 5 to 7 nights	7	3.9
	Above 8 nights	2	1.1
Length of being	Less than 1 year	36	20.1
guest	From 1 to 2 years	64	35.8
(n = 179)	From 2 to 3 years	34	19.0
	Above 3 years	45	25.1
How many adults	Only you	38	21.2
(n = 179)	From 2 to 3 people	95	53.1
	From 4 to 6 people	23	12.8
	Above 7 people	23	12.8
How many children	None	91	50.8
(n = 179)	Only 1	22	12.2
	From 2 to 3 children	53	29.6
	From 4 to 6 children	13	7.3
	Above 7 children	0	0.0

In summary, majority of guest respondents in this study were staying in the hotel for holiday purpose and spent from two to four nights in the hotel. Most of them have been new to the hotel. Over half of them often stayed at least once a year in luxury hotels and personally paid for themselves. Guests typically experienced their hotel stay with other adults and without their children.

4.1.3 Exploratory factor analysis

Preliminary data analysis involved testing scale items via factor analysis and reliability analysis to ensure the validity and reliability standard had been achieved. All 179 items of **t**he first sub-sample data from the survey were analysed with the three separated Exploratory Factor Analyses (EFA) to uncover the underlying dimensions of the three key constructs (Perceived

Service Experience - PSE, Perceived Service Quality - PSQ and Mindfulness - Min) from the research model and to reduce the large number of variables to a smaller number of factors that explain most of the variance observed in a large number of observed variables (Hair *et al.*, 2010).

As recommended by Hair *et al.* (2010), the Exploratory Factory Analysis (the principal component analysis with varimax rotation) was employed. Although there is no specific rule for researchers to select a rotation method, varimax rotation is selected as it gives a clearer separation of the items (Hair *et al.*, 2010). In fact, varimax rotation is the method of rotation most commonly used by researchers in EFA (Bagdare & Jain, 2013; Clemes, Cohen*, et al.*, 2013; Fabrigar *et al.*, 1999; Manhas & Tukamushaba, 2015; Tabachnick & Fidell, 2013). The initial results were evaluated, then viewed and refined with the distinct possibility that the analysis is respecified, requiring a return to the evaluative step. Hair *et al.* (2010) explain that it is not surprising that the factor analysis is run in several iterations until a final solution is achieved.

Prior to conducting the exploratory factor analysis, two tests were conducted to assess the suitability of the data for factor analysis. The Bartlett Test of Sphericity (BTS) tested the overall significance of the correlation matrix and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy to establish the suitability of the data for factor analysis (Hair *et al.*, 2010; Tabachnick & Fidell, 2013). Tabachnick and Fidell (2013) recommend the KMO value of 0.60 or above and a significant chi-square value on Barlett's test of Sphericity for a good factor analysis.

Once the data was examined appropriate, steps for factor analysis suggested by Hair *et al.* (2010) were followed. Items which were retained for further study satisfied the three following requirements:

Factor loadings are the correlation of each variable and the factor. Loadings indicate the degree of correspondence between the variable and the factor, with the higher loadings making the variable representative of the factor. Factor loadings are the means of interpreting the role each variable plays in defining each factor (Hair *et al.*, 2010). Factor loadings in the range of 0.30 to 0.40 are considered to meet the minimal level for interpretation of structure. Loadings at 0.5 or greater are considered practically significant. In this study, items with factor loadings (≥ 0.5) and loaded on a single factor are chosen.

Cross loadings - if a variable has significant loadings on several factors (e.g.: both loadings are greater than 0.30 or 0.40). In case of cross-loadings, items which is highly loaded on a single factor and moderately loaded on the other factor is retained. Hair *et al.* (2010) explain that as the loadings become larger, any problematic cross-loadings become much more unlikely since there is little unaccounted for variance across the remaining variables. In addition, a ratio of variance of cross-loadings can be used to remove the variable with smaller loadings.

Communality – besides significant loadings, communalities of variables are viewed. Communalities represent the amount of variance the amount of variance that an item shares with all other items in the factor solution, thus are used to assess whether the variable meets acceptable levels of explanation. Hair *et al.* (2010) recommended that variables with communalities at 0.50 or greater than 0.5 have sufficient explanation.

To ensure that the factors identified explain more variance than individual items, a cut-off Eigenvalue (Kaiser's criterion) of 1.0 was used to determine the number of factors (Hair *et al.*, 2010).

Besides, the reliability coefficient which assesses the consistency of the factors identified, with Cronbach's alpha (Nunnally, 2010) being the most widely used measure. Cronbach's alpha should be greater than 0.70 which indicate that scale items are reliable indicators of the constructs (Hair *et al.*, 2010; Mazzocchi, 2008). SPSS software package 26 has been used for this analysis.

This section provides the results of exploratory factor analysis with the first sub- sample size of 179.

4.1.3.1 The EFA results of Perceived Service Experience (PSE)

Prior to running the exploratory factor analysis, tests of the appropriateness of the data were conducted, including the Bartlett's test of Sphericity (BTS) and the Kaiser-Meyer-Olkin (KMO) (Hair *et al.*, 2010; Tabachnick & Fidell, 2013). The findings show a robust measure of sampling adequacy (KMO = 0.823). The Bartlett's test of sphericity was significant because the p value was < 0.05, and had X^2 = 1483.308, df = 276, p= 0.000. These findings meet the KMO value of 0.60 or above and the requirements for a significant chi-square value on Bartlett's test for a good factor analysis as recommended by Tabachnick and Fidell (2013). The findings also indicate that the sample of 179 was appropriate for EFA (Appendix 4.2 - The EFA results).

Following this, the communalities of items were assessed to confirm if the items meet acceptable level of explanation. All items having communalities of greater than 0.5 were retained in the solution (Hair *et al.*, 2010) (Appendix 4.2 - The EFA results).

An initial principal component analysis on 24 items of PSE with Varimax rotation method applied to reduce the number of variables and uncover underlying components, with eigenvalues greater than one. Six components had eigenvalues over Kaiser's criterion of 1 and in combination explained 59.86% of the variance (Appendix 4.2 - The EFA results). The rotated solution revealed the presence of a number of strong loadings. However, in the analysis process, eight items were dropped because they could not fulfil the minimum cut-off criteria above (Hair *et al.*,

2010). They were either low communalities (below the threshold value of 0.5), or low loadings (below the 0.5 loading guideline above) or cross-loadings on more than one factor (Table 4.5). A total of 16 items was retained for final exploratory factor analysis.

Table 4.5 - Items of PSE deleted after EFA

Items	Communalities (< 0.5)	Factor loadings (< 0.5)	Cross-loadings	Ratio of variances
X2 - During my hotel-stay experience I feel that my privacy is assured.	0.491			
X3 - During my hotel-stay experience, I feel safe and secure.	0.310	-0.414		
X8 - There are a variety of activities during my hotel-stay experience for me to participate in.	0.488			
X11 - My hotel-stay experience makes me feel like I am on an adventure.	0.485			
X16 - My hotel-stay is like a 'once in a lifetime' experience.	0.478	0.480		
X19 - Staying in the luxury hotel helps me to express myself.	0.487			
X23 - There is a sense of co-operation from staff during my hotel-stay experience.			0.534 - 0.515	1.1
X20 - Staying in the luxury hotel is considered a symbol of social status for me.			0.518 - 0.500	1.1

In case of cross-loadings and both loadings for a variable are above the threshold for significance (e.g.: 0.30 or 0.40), Hair *et al.* (2019) suggest to compare a ratio of their variances as follows:

- Between 1.0 - 1.5: problematic cross-loading and the variable with smaller loading strong candidate for elimination to achieve simple structure.
- Between 1.5 - 2.0: potential cross-loading, with deletion of a variable based on interpretability of resulting factors.
- Greater 2.0: ignorable cross-loading, where smaller loading, while significant, can be ignored for purposes of interpretation.

Based on the ratio of variances suggested by Hair *et al.* (2019), Table 4.5 indicates that the ratio of variable X20 and X23 appeared to have problematic cross-loadings (1.1), thus these variables were removed from further analysis. X2, X8, X11 and X19 were dropped due to low communalities, X3 and X16 due to both low communalities and low factor loading. The approach was removing items with either low loadings on all factors, or high cross-loadings on two or more

factors, followed by factor analysis of the remaining items until an optimal solution was obtained with all items loading substantially on only one factor (Appendix 4.2). The approach of removing items due to low factor loadings or cross-loadings as the main reasons has been widely used in the work of Walls (2013), Bagdare and Jain (2013), Lai *et al.* (2004).

The number of items dropped after the purification stage is not necessary an indicator that a unique part of the latent variable is missing (Klaus & Maklan, 2012). For example, for a scale development process and construct similar to service experience, the items were purified from a set of 121 items to 22 items (the E-S-QUAL scale by Parasuraman *et al.* (2005); from 41 items to 18 items (the Hotel Experience Index - HEI, by Knutson *et al.* (2009); from 37 items to 19 items (the Service Experience Quality scale - EXQ by Klaus and Maklan (2012); from 44 items to 23 items (the Emotional experiences) by Hosany and Gilbert (2009).

After removing eight items, the final exploratory factor analysis on the 16 items. The appropriateness of the data for factor analysis was finally examined with the BTS and the KMO. The findings in Table 4.6 show a robust measure of sampling adequacy (KMO = 0.867). The Bartlett's test of sphericity was significant because the p value was < 0.05, and had X^2 = 1150.744, df = 120, p= 0.000. These findings meet Tabachnick and Fidell (2013) recommend KMO value of 0.60 or above and their requirements for a significant chi-square value on Bartlett's test for a good factor analysis. The findings also indicate that the sample of 179 was appropriate for EFA (Table 4.6).

Table 4.6 - KMO and Bartlett's Test of Service experience

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.867
Bartlett's Test of Sphericity	Approx. Chi-Square	1150.744
	df	120
	Sig.	0.000

Applying EFA with a Varimax rotation method on 16 remaining items resulted in three factors, with all items loadings greater than 0.50 and loaded on a single factor, which implied that they converged on their corresponding latent constructs; their communalities were greater than 0.5 (Hair *et al.*, 2010). The three dimensions were identified with eigenvalues greater than one. The total percentage of variance explained was 58.68% (Table 4.7).

The results of the factor analysis were assessed in conjunction with the results from the internal consistency of the factors. Cronbach's alpha values for the PSE dimensions was calculated on the retained items. The coefficient for the extracted factors ranged from 0.784 to 0.858 and satisfied the requirement of inter-correlation present in the data which was recommended by

(2010) that this level should be greater than 0.7 (Table 4.7). This also indicated that they were reliable indicators of the PSE construct (Mazzocchi, 2008). Statistical outputs of the factor analysis are in Appendix 4.2.

Table 4.7 presents the final EFA results of the factor analysis of PSE.

Table 4.7 - Final factor analysis of the attributes in PSE

Factor	Loadings (>0.5)	Communalities (>0.5)	Eigen values (>1)	% variance explained	Cronbach's alpha (>0.7)
Factor 1 - **Hedonics & Novelty -** 6 items			**5.521**	**34.504**	**0.858**
X1 **-** My hotel-stay experience is memorable.	0.608	0.542			
X9 **-** My hotel-stay experience is thrilling.	0.712	0.515			
X10 - My hotel experience makes me feel like I am having fun/happy.	0.777	0.654			
X15 - My hotel-stay experience makes me feel that I am doing something new and different.	0.836	0.714			
X17 **-** My hotel-stay truly gives me a feeling of escape.	0.848	0.755			
X21 **-** Staying in this hotel is something I really like to do.	0.631	0.582			
Factor 2 - Peace of mind - 5 items			**2.189**	**13.684**	**0.784**
X12 - During my hotel-stay experience, I feel peaceful.	0.740	0.563			
X13 **-** My hotel-stay experience makes me feel comfortable physically.	0.570	0.586			
X14 - My hotel-stay experience makes me feel relaxed.	0.813	0.703			
X22 **-** The whole experience with the hotel was easy.	0.715	0.524			
X24 - While staying in the hotel, I am able to forget my problems.	0.733	0.597			
Factor 3 - Recognition - 5 items			**1.679**	**10.491**	**0.823**
X4 **-** I am always kept informed about service performance during my hotel-stay.	0.675	0.669			
X5 **-** I feel that I am being taken seriously during my hotel-stay.	0.702	0.526			
X6 **-** I feel that I am treated as a VIP during my hotel stay.	0.785	0.695			
X7 **-** I am warmly welcomed during my hotel-stay.	0.756	0.643			
X18 **-** My hotel experience enables me to communicate my self-identity.	0.746	0.623			

Based on the results of the final factor analysis, the three factors of PSE were extracted and labelled. All the significant variables are examined, and greater emphasis is placed on those variables with higher loadings to assign a name that accurately reflects the variables loading on that factor (Hair *et al.*, 2010). The three factors of PSE are labelled as follows:

Factor 1: six items (X1, X9, X10, X15, X17, X21) constituted the first factor and 34.50% of total variance was explained by this factor. These items described mainly how respondents enjoyed, having very good feelings and being thrilled, fun and happy by the service activities. Further, they felt the hotel experience very memorable, especially feeling of escape and doing something new and different from their routine life. Therefore, this factor was named "***Hedonics and Novelty***" (HeNo).

Factor 2: this factor was composed of five items (X12, X13 X14, X22, X24) which explained 13.68% of total variance. These items reflected feelings of relaxing and satisfied where guests are temporarily able to forget their problems. In addition, the feelings of physical and psychological comfort and peace are described. Thus, this factor was defined as "***Peace of Mind***" (Rel).

Factor 3: five items (X4, X5, X6, X7, X18) were found under the third factor which explained 10.49% of total variance. These items were related to the sense of personal recognition from their service encounters, such that they could feel important, warmly welcomed and confident that they were being taken seriously. This factor was labelled as "***Recognition***" (Rec).

The interpretation of the three factors (Hedonics & Novelty, Peace of Mind and Recognition) was different from the initially proposed research model (Hedonics, Peace of mind, Involvement, Recognition and Symbolic).

In summary, a series of EFA tests identify the three factors (Hedonics and Novelty, Peace of mind, and Recognition) for PSE. Their alpha levels are consistently high, ranging from 0.784 to 0.858 which exceeds Nunnally (2010)'s criterion of 0.70. This indicates that the three factors have good internal consistency and could be used with confidence. In terms of the number of factors, Tabachnick and Fidell (2013) suggest that the number of factors with eigenvalues greater than 1 should be somewhere between the number of items divided by 3 or by 5. Besides, referring to previous SEQ studies in hospitality, e.g.: 44 items produced 2 dimensions (Walls, 2013), 28 tems produced 2 dimensions (Cetin & Dincer, 2014), 19 items extracted 4 dimensions (Khan *et al.*, 2015), it can be seen that the number of of three factors derived from 24 original items in this study is acceptable. Regarding the number of items, it is recommended that there are at least 3 to 6 composite indicators created for each latent factor (Hau & Marsh, 2004).

Therefore, in this part, the EFA has provided a good result that the PSE construct has three factors, each is of meaningful item size, having between 5 and 6 items associated.

Modelling PSE as a reflective formative second-order construct

This research follows the conceptualization of formative measurement model on the two decision criteria suggested by Bollen and Bauldry (2011) and Jarvis *et al.* (2003)

The first criterion is a key question relating to the direction of causality between the construct and its indicators, whether the indicators influence the latent variable or vice versa. Many scholars agree with this criterion (Diamantopoulos & Winklhofer, 2001; Jarvis *et al.*, 2003; Mackenzie *et al.*, 2005). According to Bollen and Bauldry (2011, p.272), unfortunately, there are no definitive statistical tests exist to adjudicate between the two types of indicators (formative or reflective), but a number of conceptual and empirical checks that can help determine how best to model a set of indicators. For example, one can ask if the set of indicators is indeed causal to the latent variable, then they should be "*essential*" to the latent variable. Specifically, one can imagine that a change in the latent variable should lead to a change in all the observed indicators, then it would be best to treat the indicators as reflective indicators. Alternatively, if one imagines that a change in any given observed variable should result in a change in the latent variable, then it would be best to treat that indicator as causal/formative.

Consider the three measures/dimensions of perceive service experience above, each measure seems to tap the concept of customers' subjective affective assessment. The three measures have conceptually unity. Now one might imagine that an increase in overall perceived service experience is likely to lead to an increase in perception of Hedonics & Novelty, Peace of mind and Recognition; or a change in feelings of Hedonics & Novelty, Peace of mind and Recognition would lead a change in the overall perceived service experience. It can be seen that the later imagination/view seems clearer and more reasonable, as a result, these three dimensions are treated as formative indicators.

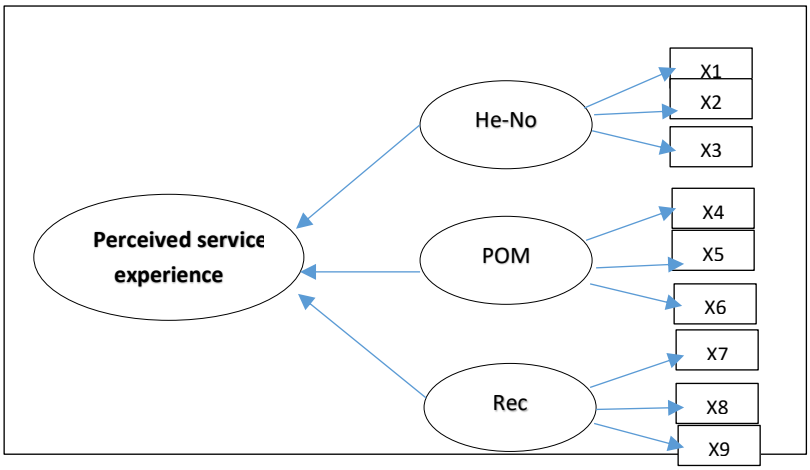
The second criterion was referred involving how to evaluate the indicators are interchangeable in measuring the latent variable (Bollen & Bauldry, 2011; Jarvis *et al.*, 2003). Jarvis *et al.* (2003) state that the indicators need not be interchangeable for formative measurement models but should be for reflective measurement models. The authors argue formative constructs are a linear function of respective measures, therefore the removal of any component is "*omitting a part of the construct*", which will substantially change the meaning of the second-order formative construct (Bollen & Lennox, 1991, p.308; Hair *et al.*, 2017).

According to the EFA results of PSE, Hedonics & Novelty, Peace of mind and Recognition are separately specific dimensions, reflecting different aspects and forming the perceived service experience concept. From a measurement perspective, each dimension has its unique property that is distinct from others and contributes independently to the totality and the configuration of the PSE construct. Based on the two criteria above, PSE is modelled as a reflective formative second-order construct, in which the formative second-order PSE represents three dimensions (Hedonics & Novelty, Peace of Mind and Recognition). At the reflective first-order level, each first-order component/dimension is reflected by the multiple manifested/specific items, which overlap and are interchangeable within their corresponding component. Hence, within this measurement conceptualization, service experience quality can be seen as an overarching construct and the higher level of abstraction is "*theoretically meaningful and parsimonious*"(Law *et al.*, 1998, p.741)

The EFA findings did not support the theoretical importance of Involvement and Symbolic. The findings could imply that the two dimensions are necessary, but not sufficient conditions for creating the perception of service experience in the context of the study. On the other hand, the exclusion of indicators is possible with the formative measurement model in the purification stage (Diamantopoulos & Winklhofer, 2001), as the removal of the two dimensions above did not change the construct PSE. Actually, there may be facets other than the three factors that constitute PSE, however, the current study focuses on those that fundamentally contribute to the meaning of the construct PSE.

Besides, earlier studies suggest that service experience may be more appropriately modeled as a formative construct (Clemes, Gan*, et al.*, 2011; Dagger *et al.*, 2007; Fernandes & Cruz, 2016), therefore, Perceived Service Experience is deployed as a reflective formative second-order construct. A series of validation tests later (section 4.2) would show whether PSE is best represented as a formative second-order construct. The model of PSE is displayed in the Figure 4.1.

Figure 4.1 - The model of PSE



He-No: Hedonics and Novelty, POM: Peace of Mind, Rec: Recognition

As a formative second-order construct, the direction of causality flows from the measures to the latent variable (Bollen & Bauldry, 2011; Jarvis *et al.*, 2003) - in other words, the first-order components/dimensions cause the second-order construct. In the case of PSE, assumedly that Hedonics & Novelty, Peace of mind and Recognition would influence the perceive service experience, hence it is hypothesized as follows:

H_6 - Perceived Service Experience (PSE):
H_{6a}: Hedonics & Novelty has a positive relationship with PSE.
H_{6b}: Peace of mind has a positive relationship with PSE.
H_{6c}: Recognition has a positive relationship with PSE.

A series of validation tests later (in section 4.2) are conducted to ascertain whether Perceived Service Experience is best represented as a formative second-order construct.

4.1.3.2 The EFA results of Perceived service quality (PSQ)

An initial check for the data appropriateness of PSQ was conducted before the exploratory factor analysis, including examination of the Bartlett's test of sphericity and the KaiserMeyer-Olkin (KMO) measure of sampling adequacy (Hair *et al.*, 2010; Tabachnick & Fidell, 2013). The findings show a robust measure of sampling adequacy (KMO = 0.767). The Bartlett's test of sphericity was significant because the p value was < 0.05, and had X^2 = 2020.971, df = 351, p= 0.000. These findings meet a KMO value of 0.60 or above and their requirements for a significant

chi-square value on Bartlett's test for a good factor analysis as recommended by Tabachnick and Fidell (2013). The findings also indicate that the sample of 179 was appropriate for EFA (Appendix 4.3).

Next, the communalities of items were assessed to confirm if the items meet acceptable level of explanation. All items having communalities of greater than 0.5 were retained in the solution (Hair *et al.*, 2010) (Appendix 4.3).

The principal component analysis on 27 items of perceived service quality with Varimax rotation method applied to reduce the number of variables and uncover underlying components, with eigenvalues greater than one. Seven components had eigenvalues over Kaiser's criterion of 1 and in combination explained 64.41% of the variance (Appendix 4.3).

The rotated solution revealed the presence of a number of strong loadings. In the analysis process, eight items were removed because they could not meet the minimum cut-off criteria mentioned by Hair *et al.* (2010) - either low communalities (below the threshold value of 0.5), or low loadings (below the 0.5 loading guideline above) or cross-loadings on more than one factor (Table 4.8). A total of 19 items was retained for final exploratory factor analysis.

Table 4.8 - Items of PSQ deleted after EFA

Items	**Communalities** (< 0.5)	**Factor loadings** (< 0.5)	**Cross-loadings**	**Ratio of variances**
Q3 - The hotel has a provision of a fine dining restaurant.	0.456	0.452		
Q4 - Employees of the hotel anticipate every customer's needs.	0.479			
Q13 - Facilities of the hotel are visually appealing.	0.479			
Q15 - Making reservation is straightforward/easy.	0.499		0.548 - 0.595	1.2
Q16 - Reservation staff are polite, helpful and enthusiastic.	0.450		0.468 - 0.492	1.1
Q19 - The hotel has a floor concierge.	0.371	0.485		
Q20 - The hotel has a provision of a sumptuous buffet breakfast.	0.488	0.446		
Q23 - The hotel has regular shuttle buses to/from the airport	0.478	0.478		

According to Table 4.8 above, removing Q4, Q13 was due to low communalities, while Q3, Q19, Q20, Q23 due to both low communalities and low loadings. Q15 and Q16 have both low communalities and cross-loadings. In case of cross-loadings, based on the ratio of variances suggested by Hair *et al.* (2019), the ratio of variable Q15 and Q16 appeared to have problematic cross-loadings, thus these variables were deleted from further analysis. Through the process of eliminating low communalities, low loadings and cross-loadings, an optimal solution was obtained with all items loading substantially on only one factor (Appendix 4.3).

Klaus and Maklan (2012) explained that the number of items dropped after the purification stage is not necessary an indicator that a unique part of the latent variable is missing. Previous studies for a scale development process and construct similar to service quality have showed item removals, for example the items were purified from a set of 36 items to 26 items by Knutson *et al.* (1990); from 63 items to 26 items by Getty and Getty (2003); from 44 items to 39 items by Wu and Ko (2013).

After removing eight items, the final exploratory factor analysis on the 19 remaining items. The suitability of the data for factor analysis was finally examined with the BTS and the KMO. The findings in Table 4.9 show a robust measure of sampling adequacy (KMO = 0.818). The Barlett's test of sphericity was significant because the p value was < 0.05, and had X^2 = 1598.231, df = 171, p= 0.000. These findings meet Tabachnick and Fidell (2013) recommend KMO value of 0.60 or above and their requirements for a significant chi-square value on Barlett's test for a good factor analysis. The findings also indicate that the sample of 179 was suitable for EFA (Table 4.9).

Table 4.9 - KMO and Bartlett's Test of Service quality

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.818
Bartlett's Test of Sphericity	Approx. Chi-Square	1598.231
	Df	171
	Sig.	0.000

Applying EFA with a Varimax rotation method on 19 items resulted in four factors, with all items loadings greater than 0.50 and loaded on a single factor, which implied that they converged on their corresponding latent constructs; their communalities were greater than 0.5 (Hair *et al.*, 2010). The four dimensions were identified with eigenvalues greater than one. The total percentage of variance explained was 64.15% (Table 4.10).

The results of the factor analysis were assessed in conjunction with the results from the internal consistency of the factors. Cronbach's alpha values for the PSQ dimensions was calculated on the retained items. The coefficient for the extracted factors ranged from 0.804 to 0.885, met the

alpha requirement of greater than 0.70 as recommended by Hair *et al.* (2010) indicating that they were reliable indicators of the PSQ construct (Mazzocchi, 2008) (Table 4.10). Statistical outputs of the factor analysis are in Appendix 4.3.

Table 4.10 presents the final EFA results of the factor analysis of PSQ.

Table 4.10 - Final factor analysis of the attributes in PSQ

Factor	Loadings (>0.5)	Communalities (>0.5)	Eigen values (>1)	% variance explained	Cronbach's alpha (>0.7)
Factor 1 - **Employee** (6 items)			**5.404**	**28.441**	**0.885**
Q1 **-** Employees look neat and professional in their appearance	0.587	0.506			
Q5 **-** Employees are willing to help.	0.853	0.738			
Q6 **-** Employees are polite and courteous.	0.802	0.658			
Q8 - Employees deal with guests in a caring fashion	0.811	0.692			
Q10 - Employees have appropriate occupational skills to perform services	0.809	0.689			
Q11 **-** Employees have good knowledge of service to answer guests' questions.	0.823	0.687			
Factor 2 - Hotel ambience and Bedroom (5 items)			**2.895**	**15.239**	**0.821**
Q2 - Rooms have deluxe appliance/décor and are well furnished.	0.715	0.613			
Q12 - Equipment, fixtures and fittings of the hotel are modern looking and up-to-date.	0.717	0.552			
Q18 **-** The ambience of the hotel is relaxing/stylish.	0.733	0.699			
Q22 - The hotel has attractive public areas (bars/pools, lobby, ...)	0.769	0.712			
Q25 **-** The hotel provides fitness/sport facilities; swimming pools; spa/sauna/whirlpool and other recreational facilities.	0.750	0.594			
Factor 3 - **Food & service** (4 items)			**2.147**	**11.300**	**0.804**
Q9 **-** Give prompt service.	0.819	0.703			
Q14 **-** Food presentation is excellent/exquisite.	0.777	0.627			
Q21 **-** Variety of food and beverage on the menu meet guess' needs.	0.746	0.588			
Q27 **-** There is a good range of luxurious branded toiletries available in the bathroom (e.g.: soap, shampoo, sheets, towels, …)	0.783	0.620			
Factor 4 - Reliability (4 items)			**1.743**	**9.171**	**0.818**
Q7 - Employees deal with complaints satisfactorily.	0.840	0.732			
Q17 **-** Service is always provided correctly right the 1st time.	0.682	0.516			
Q24 - The hotel promises to provide a service and keep their promises.	0.770	0.644			
Q26 **-** The hotel shows dependability in handling service problems.	0.814	0.719			

Based on the final results of principal component analysis and internal consistency analysis of PSQ, four factors were identified and labelled. Greater emphasis is placed on those variables with higher loadings to assign a name that accurately reflects the variables loading on that factor (Hair *et al.*, 2010). The four factors of PSQ are named as follows:

Factor 1: the first factor explained 28.44% of total variance and comprised six items (Q1, Q5, Q6, Q8, Q10, Q11). These items narrated physical appearance, behaviour and attitude of employees, whether employees look neat and professional, whether they are courtesy and polite in interacting with customers, or caring and enthusiastic in helping customers, have knowledge to answer customers' questions or have appropriate skills to perform services. Hence, this factor was labelled as "***Employee***" (Em).

Factor 2: five items (Q2, Q12, Q18, Q22, Q25) were found under the second factor, which explained 15.24% of total variance for this factor. The items show impression of the hotel stylish and relaxing ambience, the very attractive appearance of public areas such as lobby, bars, etc. Room with lots of conveniences and other appealing facilities are described. Thus, this factor was named **"*Hotel Ambience and Bedroom***" (AmRo).

Factor 3: this factor contained four items (Q9, Q14, Q21, Q27) which explained 11.30% of total variance. These items described a diverse menu of food and beverage in hotel, how exquisite presentation of them are. Besides, the promptness and accuracy of service get interested by customers. Therefore, this factor was named "***Food and service***" (FoSe).

Factor 4: the fourth factor was composed of four items (Q7, Q17, Q24, Q26) and explained 9.17% of total variance. These items reflected hotel's ability to dealing with service problems dependably and consistently, keeping promises, providing service accurately and timely, handling complaints of customers satisfactorily. Hence, this factor was defined "***Reliability***" (Re).

In short, a series of EFA tests identified the four factors (Employee, Hotel ambience & Bedroom, Food and service, and Reliability) of PSQ. Their alpha levels are consistently high, ranging from 0.804 to 0.885. Each alpha exceeds Nunnally (2010) 's criterion of 0.70 which indicates that the four factors have good internal reliability and could be used with confidence. In terms of the number of factors, (Tabachnick & Fidell, 2013) suggest that the number of factors with eigenvalues greater than 1 is somewhere between the number of variables/items divided by 3 or by 5. In addition, referring to previous PSQ studies in hospitality, e.g.: 27 items produce 3 dimensions (Rauch *et al.*, 2015), 63 items produce 3 dimensions (Wilkins *et al.*, 2007), 44 items extract 3 dimensions (Wu & Ko, 2013), it can be seen tht the number of four factors identified in this study from 27 original items is reasonable. Regarding the number of items, it is recommended that there are at least 3 to 6 composite indicators created for each latent factor

(Hau & Marsh, 2004). Thus, the EFA has offered a good result that the PSQ scale has four factors, each is of meaningful item size, having between 4 and 6 items associated.

Modelling PSQ as a reflective formative second-order construct

Consistent with operationalizing PSE as a reflective-formative second-order construct in section 4.1.3, Perceived Service Quality (PSQ) is deployed as a reflective-formative second-order construct.

The two measurement model specifications/criteria provided by Bollen and Bauldry (2011) are used. To identify the direction of causality flows from the measures to the construct or from the construct to the measures, a question emerged if a change in the set of indicators Employee, Hotel ambience and Bedroom, Food and service, and Reliability) would lead a change in the overall perception of service quality or vice versa? If an increase in customers' perception of interaction with hotel staff or a better enjoying of food at hotel is likely increase the overall perceived service quality, rather than a higher PSQ might result in a better perception of Employee or Hotel ambience & Bedroom, for example. It seems more reasonable to assume the four dimensions (Employee, Hotel ambience & Bedroom, Food and service, and Reliability) cause the perceived service quality, therefore these components/dimensions are best treated as formative indicators (Bollen & Bauldry, 2011).

In terms of the interchangeability, it can be seen from the EFA results of PSQ that each of the four dimensions has its unique property that is distinct from others and contributes independently to the totality and the configuration of the PSQ construct. They reflect the four different aspects (Employee, Hotel ambience & Bedroom, Food and service, and Reliability) of the hotel service quality perception and are not interchangeable. Hence, the dropping of any component is "*omitting a part of the construct*", which will substantially change the meaning of the second-order formative construct (Bollen & Lennox, 1991, p.308; Hair *et al.*, 2017)

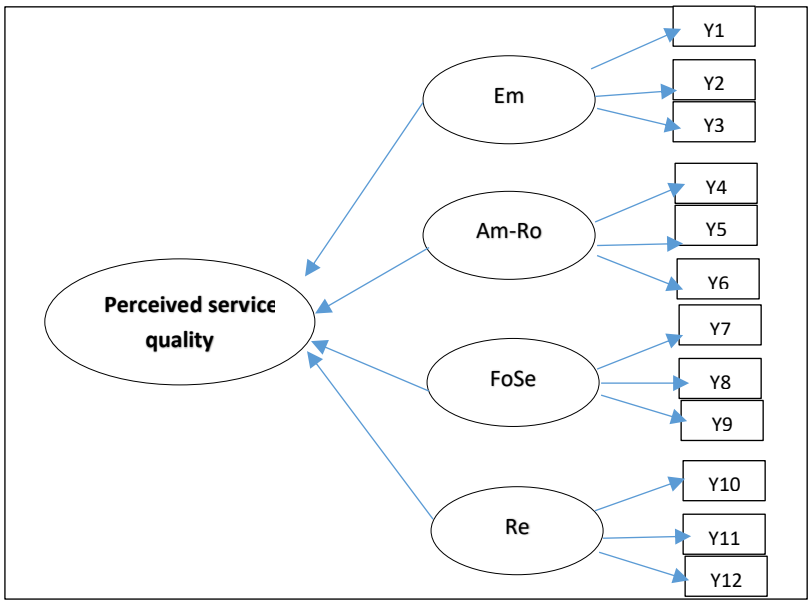
According to the two criteria of Bollen and Bauldry (2011), together with the EFA outcomes, PSQ is operationalized as a reflective formative second-order construct, in which the formative second-order PSQ represents four dimensions (Employee, Hotel ambience & Bedroom, Food and service, and Reliability). At the reflective first-order level, each first-order dimension is reflected by the multiple specific items, which overlap and are interchangeable within their corresponding component. Within this measurement conceptualization, perceived service quality can be seen as an overarching construct and the higher level of abstraction is "*theoretically meaningful and parsimonious*"(Law *et al.*, 1998, p.741)

The initial factors of Reservation and Added extras were not supported by the EFA findings. This could imply that the two dimensions are necessary, but not sufficient conditions for creating

the perception of service quality in the context of the study. Moreover, the exclusion of indicators is possible with the formative measurement model in the purification stage (Diamantopoulos & Winklhofer, 2001), as the removal of the two dimensions above did not change the construct PSQ. And possibly that there are other facets than these four factors forming PSQ. Though, the aim of this study is to focus on the four factors that fundamentally contribute to the meaning of the PSQ construct.

Suggestions from the literature also show that service quality may be more appropriately modeled as a formative construct (Clemes, Gan*, et al.*, 2011; Clemes *et al.*, 2009; Dabholkar *et al.*, 2000; Parasuraman *et al.*, 2005). The model of PSQ is displayed in the Figure 4.2.

Figure 4.2 - The model of PSQ



Em: employee; Am-Ro: Hotel ambience & Bedroom; FoSe: food & service; Re: Reliability

As a formative second-order construct, the first-order dimensions would drive the second-order construct (Bollen & Bauldry, 2011; Jarvis *et al.*, 2003). In the case of PSQ, it is proposed that Employee, Hotel ambience and Bedroom, Food and service, and Reliability would have an impact on the perceived service quality as follows:

H_4 - Perceived Service Quality (PSQ):
H_{4a}: Employee has a positive relationship with PSQ.
H_{4b}: Hotel ambience and Bedroom has a positive relationship with PSQ.
H_{4c}: Food & service has a positive relationship with PSQ.
H_{4d}: Reliability has a positive relationship with PSQ.

A series of validation tests later (in section 4.2) are conducted to ascertain whether Perceived Service Quality is best represented as a formative second-order construct.

4.1.3.3 The EFA results of Mindfulness (MIND)

Before conducting the exploratory factor analysis, two initial statistical assumptions with the BTS and the KMO were conducted to ensure the appropriateness of the data for the exploratory factor analysis (Hair *et al.*, 2010; Tabachnick & Fidell, 2013). The findings show a robust measure of sampling adequacy (KMO = 0.798). The Bartlett's test of sphericity was significant because the p value was < 0.05, and had X^2 = 1479.527, df = 210, p= 0.000. These findings meet the KMO value of 0.60 or above and their requirements for a significant chi-square value on Bartlett's test for a good factor analysis as recommended by Tabachnick and Fidell (2013). The findings also indicate that the sample of 179 was suitable for EFA (Appendix 4.4).

Following was the assessment of item communalities to confirm if the items meet acceptable level of explanation. All items having communalities of greater than 0.5 were retained in the solution (Hair *et al.*, 2010) (Appendix 4.4).

An initial principal component analysis on 21 items of MIND with Varimax rotation method applied to reduce the number of variables and extract underlying components, with eigenvalues greater than one. Five components had eigenvalues over Kaiser's criterion of 1 and in combination explained 60.02% of the variance (Appendix 4.4). The rotated solution revealed the presence of a number of strong loadings. However, in the analysis process, six items were dropped due to either low communalities (below the threshold value of 0.5), or low loadings (below the 0.5 loading guideline above) or cross-loadings on more than one factor, which did not satisfy the minimum cut-off criteria above (Hair *et al.*, 2010) (Table 4.11). A total of 15 items was retained for final exploratory factor analysis.

Table 4.11 - Items of MIND deleted after EFA

Items	Communalities (< 0.5)	Factor loadings (< 0.5)	Cross-loadings	Ratio of variances
M2 - I am not an original thinker and therefore appreciate a standard hotel service.	0.434			
M3 - I am very creative and appreciate hotel services that are more individualised.	0.469			
M12 - When staying in the hotel, I am rarely aware of its new developments or new furnishings. - R			0.565 - 0.584	1.1
M13 - When staying in the hotel, I avoid thought-provoking conversations about the hotel or its facilities/services.	0.395	0.474		
M14 - When staying in the hotel, I can behave in many different ways for a given situation.	0.248	0.427		
M19 - When staying in the hotel, I stay with the old tried and tested ways of using hotel facilities/services.	0.463			

According to the results of Table 4.11, M13 and M14 were dropped due to both low communalities and low loadings, which are less than 0.5, while M2, M3 and M19 due to low communalities. M12 has cross-loadings. Based on the ratio of variances suggested by Hair *et al.* (2019), the ratio of variable M12 appeared to have problematic cross-loadings (1.1), thus this variable was removed from further analysis. Through the process of eliminating low communalities, low loadings and cross-loadings, an optimal solution was obtained with all items loading substantially on only one factor (Appendix 4.4).

The number of items dropped after the purification stage is not necessary an indicator that a unique part of the latent variable is missing (Klaus & Maklan, 2012). In previous studies of validating the LMS21, the number of dimensions and items are purified and found different findings. For example, the LMS21 (4 dimensions, 21 items) was purified to 2 dimensions with 19 items (Leong & Rasli, 2013); 1 dimension with 6 items (Haller, 2015); or 2 dimensions with 10 items (Moafian *et al.*, 2017).

The final exploratory factor analysis on the 15 items, after removing six items. The appropriateness of the data for factor analysis, including the BTS and the KMO, was finally examined. The findings in Table 4.12 show a robust measure of sampling adequacy (KMO =

0.792). The Barlett's test of sphericity was significant because the p value was < 0.05, and had X^2 = 1252.338, df = 105, p= 0.000. These findings meet Tabachnick and Fidell (2013) recommend KMO value of 0.60 or above and their requirements for a significant chi-square value on Bartlett's test for a good factor analysis. The findings also indicate that the sample of 179 was appropriate for EFA (Table 4.12).

Table 4.12 - KMO and Bartlett's Test of MIND

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.792
Bartlett's Test of Sphericity	Approx. Chi-Square	1252.338
	Df	105
	Sig.	0.000

Applying EFA with a Varimax rotation method on 15 items resulted in three factors, with all items loadings greater than 0.50 and loaded on a single factor, which implied that they converged on their corresponding latent constructs; their communalities were greater than 0.5 (Hair *et al.*, 2010). The three dimensions were identified with eigenvalues greater than one. The total percentage of variance explained was 62.49% (Table 4.13).

Cronbach's alpha values for the MIND dimensions was also calculated to measure the internal consistency of the factors. The coefficient for the extracted factors ranged from 0.769 to 0.892, met the alpha level of greater than 0.70 as recommended by Hair *et al.* (2010), indicating that they were reliable indicators of the MIND construct (Mazzocchi, 2008) (Table 4.13). Statistical outputs of the factor analysis are in Appendix 4.4.

Table 4.13 presents the final EFA results of the factor analysis of MIND.

Table 4.13 - Final actor analysis of the attributes in MIND

Factor	Loadings (>0.5)	Communalities (>0.5)	Eigen values (>1)	% variance explained	Cronbach's alpha (>0.7)
Factor 1 - Novelty seeking - (6 items)			**4.141**	**27.604**	**0.892**
M1 - When staying in the hotel, I like to investigate things (i.e.: its facilities or services).	0.772	0.602			
M4 - I do not actively seek to learn new things about the hotel or its services/facilities - R	0.778	0.612			
M7 - I like to be challenged intellectually.	0.854	0.731			
M9 - When staying in the hotel, I am very interested in aspects of the hotel (i.e.: its facilities or services).	0.744	0.622			
M16 - When staying in the hotel, I have an open-mind about every service, even services that challenge my core beliefs.	0.785	0.625			
M17 - When staying in the hotel, I like to figure out how aspects of the hotel or its functions work.	0.882	0.778			
Factor 2 - **Engagement - (**5 items)			**3.153**	**21.020**	**0.800**
M10 - When staying in the hotel, I am always open to new ways of using hotel facilities/services.	0.713	0.514			
M11 - When staying in the hotel, I am rarely aware of changes to its services/facilities - R	0.777	0.611			
M15 - When staying in the hotel, I get "involved" in almost every service I experience.	0.774	0.604			
M18 - When staying in the hotel, I seldom notice what other people are up to. - R	0.703	0.500			
M20 - When staying in the hotel, I tend to focus on the "big picture" of the hotel, its services/facilities.	0.739	0.617			
Factor 3 - **Novelty producing -** (4 items)			**2.080**	**13.865**	**0.796**
M5 - I find it easy to create new and effective ideas about the hotel or its facilities/services.	0.765	0.614			
M6 **-** I generate few novel ideas about the hotel or its facilities/services. - R	0.787	0.647			
M8 **-** I make many novel contributions about the hotel or its facilities/services.	0.752	0.570			
M21 **-** When staying in the hotel, I try to think of new ways of enjoying services.	0.831	0.727			

(R: reverse)

Based on the final results of principal component analysis and internal consistency of MIND from Table 4.13, three factors of Mindfulness were identified and labelled. Greater emphasis is placed on those variables with higher loadings to assign a name that accurately reflects the variables loading on that factor (Hair *et al.*, 2010). The three factors of MIND are named as follows:

Factor 1: the first factor accounted for 27.60% of total variance and comprised six items (M1, M4, M7, M9, M16, M17). These items suggest receptivity to external sensations and experiences as well as the individual's openness and curiosity to pursue them. The items indicate the search for feeling, sensing, or experiencing of some phenomenon or the around environment that would further individual growth and life-experience. Hence, this factor was named "***Novelty seeking***" (NS).

Factor 2: the second factor explained 21.02% of total variance and contained 5 items (M10, M11, M15, M18, M20) in which three items were reverse-worded. These items cover an individual's propensity toward involvement in the environment or with others and level of connection with the world around them. Thus, this factor was labelled as "***Engagement***" (En).

Factor 3: the third factor was composed of four items (M5, M6, M8, M21) and explained 13.87% of total variance. These items reflect how customers operate in their environment, whether they actively generate novel categories instead of depending on formerly created distinctions and categories or they see new things. Thereby, this factor is defined as "***Novelty producing***" (NP).

In short, a series of EFA tests identify the three factors (Novelty Seeking, Engagement & Novelty Producing) for Min. Their alpha levels are consistently high, ranging from 0.796 to 0.892 which exceeds Nunnally (2010)'s criterion of 0.70. This indicates that the three factors have good internal reliability and could be used with confidence. In terms of the number of factors, Tabachnick and Fidell (2013) suggest that the number of factors with eigenvalues greater than 1 should be somewhere between the number of items divided by 3 or by 5. Besides, referring to previous MIND studies, e.g.: from the LMS-21 (Langer, 2004), 21 original items validated 2 dimensions (Haigh *et al.*, 2011), 3 dimensions (Moafian *et al.*, 2017; Pagnini *et al.*, 2018) or 1 dimension (Haller, 2015). Hence, the number of three dimensions validated in this study is reasonable and acceptable. Regarding the number of items, it is recommended that there are at least 3 to 6 composite indicators created for each latent factor (Hau & Marsh, 2004). Thus, the EFA results have offered a good result, that is MIND has three factors, each is of meaningful item size, having between 4 and 6 items associated.

Modelling MIND as a reflective formative second-order construct

In an equivalent way to deploying PSE and PSQ as reflective-formative second-order constructs (sections 4.1.3.1 and 4.1.3.2), Mindfulness (MIND) is operationalized as a reflective-formative second-order construct in the current study.

The present study follows the two measurement model criteria provided by Bollen and Bauldry (2011). To identify the direction of causality flows from the measures to the construct or from the construct to the measures, a question raised if a change in the set of indicators (Novelty Seeking, Engagement and Novelty Producing) would lead a change in the overall mindfulness level? Whether when customers feel more engaged with things they do (Engagement) or more interested in the around environment (Novelty Seeking) might increase their overall mindfulness level, or a higher mindfulness level results in a higher Novelty Seeking (higher Engagement). It seems clearer and reasonable to assume that the three dimensions (Novelty Seeking, Engagement and Novelty Producing) form the mindfulness level rather than vice versa, hence these components are best treated as formative indicators (Bollen & Bauldry, 2011).

Regarding the interchangeability, it can be seen from the EFA results of MIND that each of the three dimensions has its unique property that is distinct from others and contributes independently to the totality and the configuration of the Min construct. They reflect the three different aspects (Novelty Seeking, Engagement and Novelty Producing) of the mindfulness level evaluation of customers and are not interchangeable. Hence, the removal of any component is "*omitting a part of the construct*", which will substantially change the meaning of the second-order formative construct (Bollen & Lennox, 1991, p.308; Hair *et al.*, 2017)

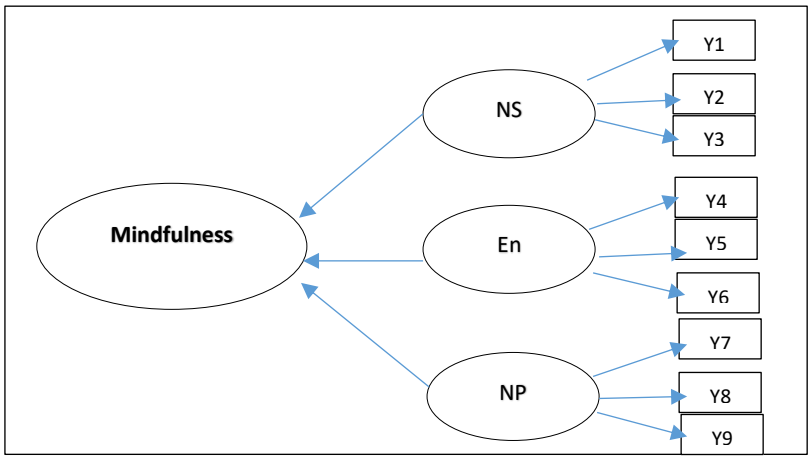
Based on the two criteria of Bollen and Bauldry (2011), together with the EFA results, Min is operationalized as a reflective formative second-order construct, in which the formative second-order MIND represents three dimensions (Novelty Seeking, Engagement and Novelty Producing). At the reflective first-order level, each first-order dimension is reflected by the multiple specific items, which are interchangeable within their corresponding component. Within this measurement conceptualization, Mindfulness can be seen as an overarching construct and the higher level of abstraction is "*theoretically meaningful and parsimonious*"(Law *et al.*, 1998, p.741)

Flexibility's theoretical importance was not supported by the EFA findings. In many earlier studies, Flexibility of the LMS21 was not validated (Leong & Rasli, 2013; Moafian *et al.*, 2017; Pirson *et al.*, 2018). The finding could imply that this dimension a necessary, but not sufficient condition for creating the perception of service quality in the context of the study. On the other

hand, the exclusion of indicators is possible with the formative measurement model in the purification stage (Diamantopoulos & Winklhofer, 2001), as the removal of the dimension above did not change the construct Mindfulness.

The fact that research on mindfulness in marketing and management has just commenced, and there is a dearth of empirical research and sparse understanding of mindfulness in customers' decision-making process (Ndubisi, 2014), as being a peer study, Mindfulness is operationalized as a formative construct, and a series of validation tests are conducted later (in section 4.2) ascertain whether Mindfulness is best represented as a formative second-order construct. The model of Mindfulness is displayed in the Figure 4.3.

Figure 4.3 - The model of MIND



Min: Mindfulness; NS: Novelty seeking; En: Engagement; NP: Novelty producing

As a formative second-order construct, the first-order dimensions cause the second-order construct (Bollen & Bauldry, 2011; Jarvis *et al.*, 2003). In the case of MIND, it is hypothesized that Novelty Seeking, Engagement and Novelty Producing would influence the mindfulness level as follows:

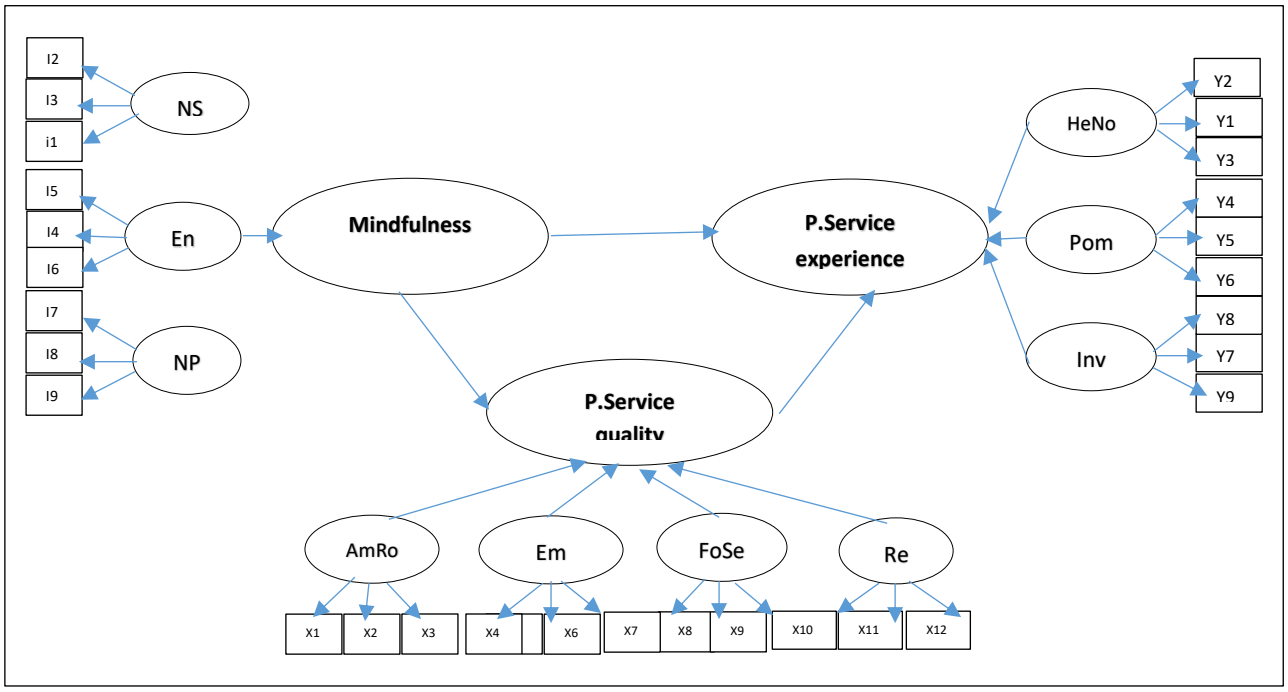
Mindfulness:
H_{1a}: Novelty seeking has a positive relationship with MIND.
H_{1b}: Engagement has a positive relationship with MIND.
H_{1c}: Novelty producing has a positive relationship with MIND.

Summary of EFA results

After a series of EFA tests, three main constructs with dimensions were identified: PSE with three dimensions (Hedonics & Novelty, Peace of mind and Recognition); PSQ with four dimensions (Employee, Food and service, Tangibility and Reliability) and Mindfulness with three dimensions (Novelty Seeking, Engagement and Novelty Producing).

These constructs are employed as the reflective-formative second-order constructs which indicate two things: first, the relationships between first-order constructs and second-order constructs are formative, and all the first-order components are measured by reflective indicators (Hair *et al.*, 2017). The framework of the research is displayed in the Figure 4.4. To test the hypotheses in the framework, in the next part, the reliability and validity of these higher order constructs would be assessed.

Figure 4.4 - The framework for the research



NS: Novelty seeking, En: Engagement, NS: Novelty seeking; He: Hedonics & Novelty, POM: Peace of mind, Rec: Recognition; Am-Ro: Hotel- ambience & Bedroom; Em: Employee; Fo-se: Food & service, Re: reliability

After review literature (Chapter 2) and research methodology (Chapter 3), the relationships between MIND and PSQ and PSE are proposed as follows:

H_1: MIND has a positive relationship with PSE.

H_2: MIND has a positive relationship with PSQ.

H_3: MIND has a stronger positive impact on PSQ than PSE.

H_4: PSQ has a positive relationship with PSE.

H_5: The direct relationship between MIND and PSE is mediated by PSQ.

Together with hypotheses raised from modelling PSE, PSQ and MIND as formative second-order constructs, the total of hypothesis in the study are as follows:

Hypotheses
H_1: MIND has a positive relationship with PSE.
H_{1a}: Novelty Seeking has a positive relationship with MIND.
H_{1b}: Engagement has a positive relationship with MIND.
H_{1c}: Novelty Producing has a positive relationship with MIND.
H_2: MIND has a positive relationship with PSQ.
H_3: MIND has a stronger positive impact on PSQ than PSE.
H_4: PSQ has a positive relationship with PSE.
H_{4a}: Employee has a positive relationship with PSQ.
H_{4b}: Hotel ambience & Bedroom has a positive relationship with PSQ.
H_{4c}: Food & service has a positive relationship with PSQ.
H_{4d}: Reliability has a positive relationship with PSQ.
H_5: The direct relationship between Min and PSE is mediated by PSQ.
H_6: PSE
H_{6a}: Hedonics & Novelty has a positive relationship with PSE.
H_{6b}: Peace of mind has a positive relationship with PSE.
H_{6c}: Recognition has a positive relationship with PSE.

4.2 Data analysis and findings of the 2nd subsample

4.2.1 Data screen of the 2nd subsample

Similar to the data screen of the EFA sample, the primary issues such as missing data, outliers, suspicious response patterns and data distribution were tested for the CFA sample (Hair *et al.*, 2017).

Missing data

Missing data is found in the CFA data set. The two most critical factors of missing values which influence selecting and performing a missing data procedure were considered: the amount (proportion) and the pattern (mechanism) (Dodeen, 2003).

Table 4.14 - Percentage of missing data of Mindfulness (CFA sample)

Items	M11	M9	M15	M10	M21
Cases	13	13	11	8	6
Percentage	6.5	6.5	5.5	4.0	3.0

As the proportion of missing data is small, the type of missing data of Mindfulness is missing at random (MAR) as no pattern of missing was discovered (Appendix 4.5 - Data screen of the 2nd subsample/CFA sample), the reason for missing data was not known, valid mean substitution (VMS) was applied to effectively replace missing values (Dodeen, 2003) (Appendix 4.5). No missing data for PSE and PSE were found.

Suspicious patterns

The collected data set of CFA sample was examined for suspicious response patterns like straight lining (the same answer for a high proportion of questions in the questionnaire) on the basis of Hair *et al.* (2017) recommendation. Accordingly, none were suspicious from the point of straight lining, therefore, none were removed from the returned surveys.

Distribution of data

The research uses PLS-SEM which is a non-parametric statistical method. Different from maximum likelihood (ML)-based CB-SEM, it does not assume the data to be normally distributed (Chin, 2010; Hair *et al.*, 2017; Reinartz *et al.*, 2009), implying that parametric significance tests cannot be applied to test whether coefficients such as outer loadings and path coefficients are significant (Antoni *et al.*, 2018). PLS-SEM relies on a nonparametric bootstrap procedure to test the significance of estimated path coefficients (Davison & Hinkley, 1997; Efron & Tibshirani, 1993). Even, PLS is used as an alternative approach of CB to SEM when data is not normally distributed (Ringle *et al.*, 2012). Therefore, normality distribution testing for data has not been performed in this study.

Outliers

In this study, Z-score test was used to identify outlier cases. All of the Z-scores of the Mindfulness PSQ and PSE variables were found to be within the acceptable threshold of −3 and +3 (Hair *et al.*, 2019). Therefore, this confirmed that the case of outliers was not an issue with the data set.

4.2.2 Participant profile of the 2nd subsample

The second sample (n = 200) was used for the confirmatory factor analysis to confirm and validate the dimensionality of constructs derived from the EFA presented in the first half of this chapter and examine their structural relationships. Confirmatory analysis is supposed to provide a more rigorous interpretation of dimensionality than does exploratory analysis (Kline, 2011).

Guest demographics

Table 4.15 highlights demographic data of all respondents of the CFA sample (200) and compares with those of the EFA sample. The proportions of female and male guests were 75.5% and 24.5% respectively. The majority of respondents, 48% and 27.5% respectively, were in two age-groups of 35 to 44 years old and 45 to 54 years old. At this age, people travel more frequently because their higher disposable income enables them to afford more travel. This result is reinforced by the Vietnam Household Living Standard Survey 2016 by the General Statistics Office of Vietnam (GSO) which showed that the age range of workers is 18-59 years old (Gso, 2016).

Table 4.15 - Demographics of hotel guests (CFA sample)

Demographics data		Frequency	Valid percent (%) of CFA sample	Valid percent (%) of EFA sample
Gender	Male	49	24.5	20.7
(n = 200)	Female	151	75.5	79.4
Age	From 18 to 24 years old	8	4.0	2.2
(n = 200)	From 25 to 34 years old	31	15.5	16.8
	From 35 to 44 years old	96	48.0	52.0
	From 45 to 54 years old	55	27.5	23.5
	From 55 to 64 years old	8	4.0	4.5
	Above 65 years old	2	1.0	1.1
Marital status	Single	22	11.0	16.8
(n = 200)	Married	146	73.0	76.5
	Divorced	10	5.0	5.0
	Others	22	11.0	1.7
Education	High school	4	2.0	1.7
(n = 200)	Vocational education	30	15.0	4.5
	Bachelor degree/College	113	56.5	53.1
	Master/Doctor degree	53	26.5	40.7
Job	Employee	129	64.5	71.5
(n = 200)	Self-employee	39	19.5	13.4
	Home duties	10	5.0	1.1
	Retired	8	4.0	5.0
	Others	14	7.0	9.0
Income	Less than or to 10 mil VND	15	7.5	11.7
(n = 200)	More than 10 to 32 mil VND	50	25.0	62.0
	More than 32 to 80 mil VND	120	60.0	21.2
	Above 80 mil VND	15	7.5	5.0

(***Note***: Percentage breakdowns may not add precisely to 100%)

Of the total number of respondents, 73% were married, 11% were single, 5% were divorced and only 11% were in other circumstance. In terms of educational qualifications, 56.5% of guests had Bachelor degrees or a College qualification, while 26.5% had a Master or Doctoral degree, 15% had a Vocational degree and only 2% had High school certificate.

Regarding occupation, while 64.5% of guests were employed in public or private sectors, 19.5% were self-employed, the rest were home-stayers, retirees or had other occupations.

Household monthly income was recorded as 25% for “between VND 10 mil to VND 32 mil” (equivalent to USA 500 to USD 1500), 60% for “between VND 32 mil to VND 80 mil” (equivalent to USD 1500 to USD 4000), 7.5% for “Under VND 10 mil” (equivalent USD 500) and 7.5% for “above VND 80 mil “(equivalent to USD 4000). According to the result of the Vietnam Household Living Standard Survey 2016 implemented by the General Statistics Office of Vietnam (GSO), most of the guests in this survey had a household monthly income higher than the average household income per month.

Comparison of the demographic characteristics of the exploratory and confirmatory samples indicated that they were similar, as can be seen in Table 4.15, tests revealed that the samples did not differ much in terms of the key demographic variables of age, gender, education and income. For example, in both samples, 79.4% of respondents in the first sample and 75.5% in the second sample were female; 52% of respondents in the first sample and 48% in the second sample were aged 35-44 years, which is comparable with the national statistics indicating that over 50% of the labour force are at the age of over 35 in Vietnam (Organization, 2018).

Hotel-stay characteristics

Of the 200 guests surveyed, the majority of the participants’ primary purpose was holiday (61%), followed by business (21%). The purposes “Combine holidays and business” accounted for a small percentage of 18% and 0% for “Visiting friends/family”. Regarding the intervals of hotel-stay, 64% of the respondents stayed in the hotel just once a year, 31% stayed from twice to four times a year, and a very few respondents stayed more than five times a year (5%).

Regarding length of hotel stay, “from 2 to 4 nights” (76%) accounted for the most common number of nights stayed, followed by one night (19%), while “From 5 to 7 nights” and “Above 8 nights” were 4% and 1% respectively. According to the Ministry of Justice, Vietnamese employees are entitled to take ten days of public holidays a year but the number of Vietnamese public holidays is still among the lowest in the Southeast Asian Region (Moj, 2007). This might explain why Vietnamese domestic tourists are inclined to take short holidays instead of lengthy breaks.

In regards to the length of being hotel guest, 39% of the respondents have been customers of the hotel for “Less than 1 year”, followed by “From 1 to 2 years” (26%), while “From 2 to 3 years” and “Above 3 years” were 19.5% and 15.5% respectively.

In terms of the hotel-stay group components, more than half of the respondents (55%) in this study experienced their hotel stay with a group of 2-3 other people, 14% experienced their hotel-stay alone, 23% with a group of other 4-6 people, and 8% with a group of other 7 people or more than. Besides, 13% of the surveyed respondents did not have children with them during their

stay in the hotel. If have, the majority (45%) is with from 2-3 children, followed by one (37%), by four to six (5%) and none guests had more than 7 children, accounting for only 0%.

Table 4.16 reports the descriptive data of hotel stay-related characteristics of the CFA sample (200) and compares with those of the EFA sample.

Table 4.16 - Hotel stay characteristics (CFA sample)

Hotel-stay characteristics		Frequency	Valid percent (%) of CFA sample	Valid percent (%) of EFA sample
Purpose of stay (n = 200)	Holiday	122	61	50.9
	Business trip	42	21	29.6
	Combine business with holiday	36	18	18.4
	Visiting friends/family	0	0	1.1
Intervals of stay (n = 200)	Once a year	128	64	68.7
	From 2 to 4 times a year	62	31	25.1
	Above 5 times a year	10	5	6.1
Length of hotel stay (n = 200)	1 night	38	19	25.1
	From 2 to 4 nights	152	76	69.8
	From 5 to 7 nights	8	4	3.9
	Above 8 nights	2	1	1.1
Length of being guest (n = 200)	Less than 1 year	78	39	20.1
	From 1 to 2 years	52	26	35.8
	From 2 to 3 years	39	19.5	19.0
	Above 3 years	31	15.5	25.1
How many adults (n = 200)	Only you	28	14	21.2
	From 2 to 3 people	110	55	53.1
	From 4 to 6 people	46	23	12.8
	Above 7 people	16	8	12.8
How many children (n = 179)	None	26	13	50.8
	Only 1	74	37	12.2
	From 2 to 3 children	90	45	29.6
	From 4 to 6 children	10	5	7.3
	Above 7 children	0	0	0.0

In summary, majority of guest respondents in this study were staying in the hotel for holiday purpose and spent from two to four nights in the hotel. A big part of guests has been guest of hotel less than one year, thus the luxury hotel stay may be a new experience for them. Over half of them often stayed at least once a year in luxury hotels and personally paid for themselves. Guests typically experienced their hotel stay with other adults and without their children.

Comparison of the hotel-stay characteristics of the exploratory and confirmatory samples indicated that they did not much differ, as can be seen in Table 4.16, in terms of the key hotel-stay variables such as the purpose of stay or the length of stay. For example, 50.9% of respondents in the first sample and 61% in the second sample had the purpose of holiday; 69.8% of respondents in the first sample and 76% in the second sample stayed in the hotel at least from 2 to 4 nights for their holidays.

4.2.3 The two-step procedure to the structural model

To analyse the framework of the research in Figure 4.4 above, as discussed in the section 3.4.3.3 - Data Analysis (Chapter 3), a two-step procedure suggested by Henseler *et al.* (2009) and Anderson and Gerbing (1988) was employed in this study, including measurement models (outer model) and structural model (inner model). The software Smart PLS Version 3.0 was used.

4.2.3.1 Assessment of Measurement models

Since PLS does not estimate models including second-order constructs directly (Wetzels *et al.*, 2009) and the fact that the three constructs in the research framework (Perceived Service Experience, Perceived Service Quality and Mindfulness) are employed as reflective-formative higher-order constructs, the estimate of these constructs is based on the two-stage approach model suggested by Sarstedt *et al.* (2019) and Hair *et al.* (2017).

In stage one, the results evaluation considers all measurement models (outer model), including those of the lower-order components and get their latent variables scores. The stage two results need to be assessed in terms of the higher-order construct's measurement model - as expressed by the relationships between higher- and lower-order components - and the structural model (inner model). This two-stage approach allows for more confidence in concluding that the structural relationships are drawn from a set of measurement instruments with desirable psychometric properties (Hair *et al.*, 2010; Hair *et al.*, 2017).

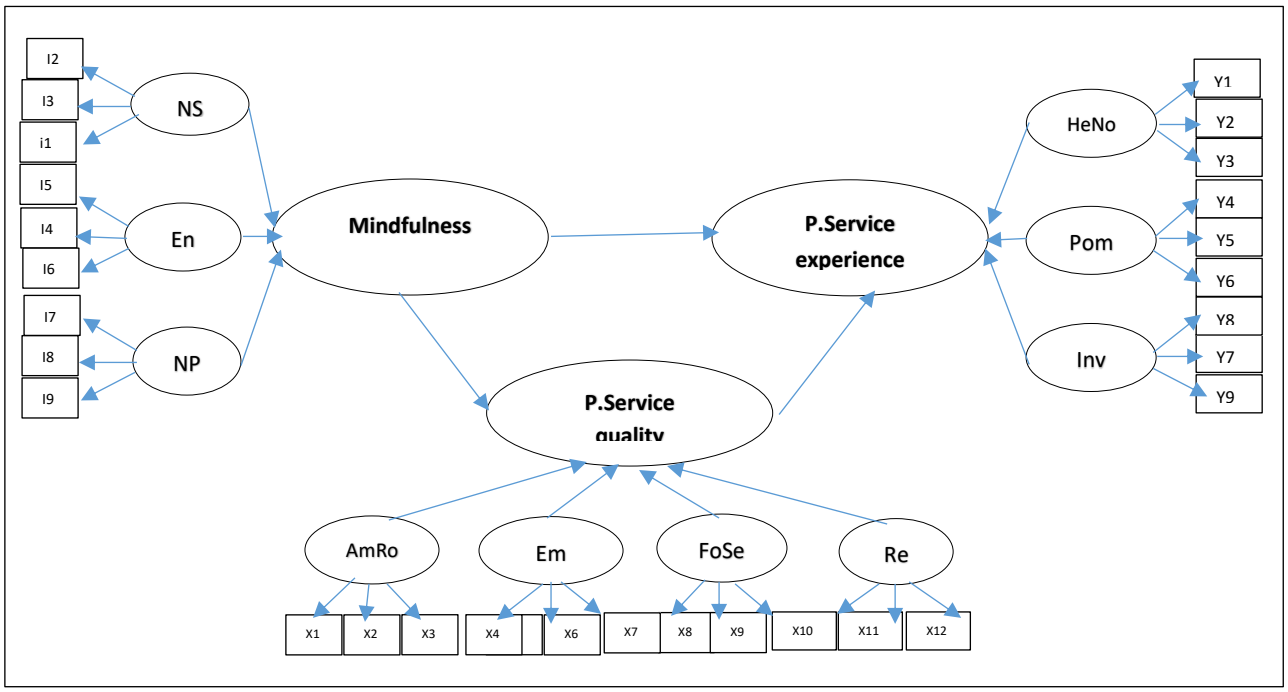
In the other hand, the measurement model assessment needs to be undertaken at two levels after an initial scale purification using exploratory factor analysis (EFA) also in order to ascertain whether the three constructs (Perceived Service Experience, Perceived Service Quality and Mindfulness) are best represented as reflective-formative second-order constructs (as modelled in Chapter 3), *First*, at the reflective first-order construct level, construct validity (including internal indicator consistency, convergent validity and discriminant validity of the measurement model of the first-order dimensions) will be assessed using confirmatory factor analysis (CFA) and obtain latent variables scores for each dimension that would be used in the estimation of the second-order factor model (Hair *et al.*, 2017; Sarstedt *et al.*, 2019). *Second*, at the formative second-order construct level, the proposed relationships between the first-order constructs and the second order construct will be assessed in terms of their "significance and strength" (Hair *et*

al., 2017). The procedure of evaluating a reflective measurement model and a formative measurement model provided by Hair *et al.* (2017) are followed.

Stage one - Measurement models of the first-order components (Outer models)

As the first-order components are reflective, the measurement models are tested for Internal consistency reliability (Cronbach alpha, composite reliability), convergent validity (Outer loadings, AVE) and discriminant validity (HTMT, the Fornell-Larcker, Cross-loading) (Hair *et al.*, 2017). The framework in stage one is shown in Figure 4.5. The measurement models results of the first-order factors are presented in Table 4.17.

Figure 4.5 - The research framework in Stage 1



NS: Novelty seeking, En: Engagement, NS: Novelty seeking; He: Hedonics & Novelty, POM: Peace of mind, Rec: Recognition; Am-Ro: Hotel- ambience & Bedroom; Em: Employee; Fo-se: Food & service, Re: reliability

Table 4.17 - Construct reliability and validity

Model	First-order factors	Cronbach's Alpha (0.7 - 0.9)	Composite Reliability (0.7 - 0.9)	AVE (> 0.5)	Outer - loadings (> 0.7)	The Fornell - Larcker
Perceived Service quality	Employee	0.874	0.905	0.615	0.677 - 0.811	0.784
	Food & service	0.734	0.829	0.558	0.477 - 0.849	0.747
	Hotel ambience & Bedroom	0.858	0.899	0.641	0.745 - 0.885	0.800
	Reliability	0.743	0.837	0.562	0.732 - 0.769	0.750
Perceived Service experience	Hedonics & Novelty	0.882	0.911	0.633	0.686 - 0.890	0.795
	POM	0.801	0.863	0.560	0.613 - 0.834	0.748
	Recognition	0.833	0.882	0.601	0.688 - 0.849	0.775
Mindfulness	Engagement	0.834	0.883	0.602	0.696 - 0.830	0.776
	Novelty producing	0.892	0.924	0.752	0.824 - 0.911	0.867
	Novelty seeking	0.892	0.917	0.650	0.727 - 0.858	0.806

Note: The threshold values of these criteria: Cronbach's alpha of 0.70 to 0.90; Composite Reliability values of 0.60 to 0.70; the average variance extracted (AVE) value of 0.50 or higher; Outer-loadings of 0.7 or higher (Hair *et al.*, 2017).

The first evaluation criterion typically represents internal consistency reliability using composite reliability (CR) and Cronbach's alpha. Table 4.17 shows that all items CR and Cronbach's alpha exceeded the recommended value of 0.7 by Hair *et al.* (2017). Cronbach's alpha, which provides an estimate of the reliability based on the intercorrelations of the observed indicator variables, is considered a traditional criterion for internal consistency, ranging from 0.734 to 0.892. While CR values, which depict the degree to which the construct indicators indicate the latent construct, ranging from 0.829 to 0.924 (Appendix 4.6- *Values of Cronbach's alpha, Composite reliability and Average Variance Extracted of the first-order measurement*).

Next, convergent validity is the extent to which a measure correlates positively with alternative measures of the same construct. Hair *et al.* (2017) suggested convergent validity assessment of reflective constructs is based on the average variance extracted (AVE) and outer loadings, in which AVE should be 0.5 or higher, and outer-loadings should be 0.7 or higher. All AVE in Table 4.17 are above 0.5 which was satisfactory according to Hair *et al.* (2017)'s recommendation. Outer-loadings on a construct indicate the associated indicators have much in common, which

is captured by the construct. Outer-loadings in Table 4.17 are between 0.477 and 0.911. Hair *et al.* (2017) argued that outer-loadings between 0.4 and 0.70 should be considered for removal only when deleting the indicator leads to an increase in CR above the suggested threshold value. However, removing such indicators did not increase CR values, thus they were all retained for further analysis in this study (Appendix 4.7 - Outer-loadings).

Another criterion to be assessed is Discriminant validity. According to Hair *et al.* (2017), discriminant validity is the extent to which a construct is truly distinct from other constructs by empirical standards. Low correlations between the measure of interest and the measures of other constructs indicate discriminant validity (Hair *et al.*, 2017)**.** Traditionally, two measures of discriminant validity used are the cross-loadings and the Fornell-Larcker criteria. The cross-loadings reflects an indicator's outer-loading on the associated construct should be greater than any of its cross-loadings on other constructs (Hair *et al.*, 2017)**.** As can be seen in Appendix 4.8 - *Cross-loadings*, the loadings always exceeded the cross-loadings.

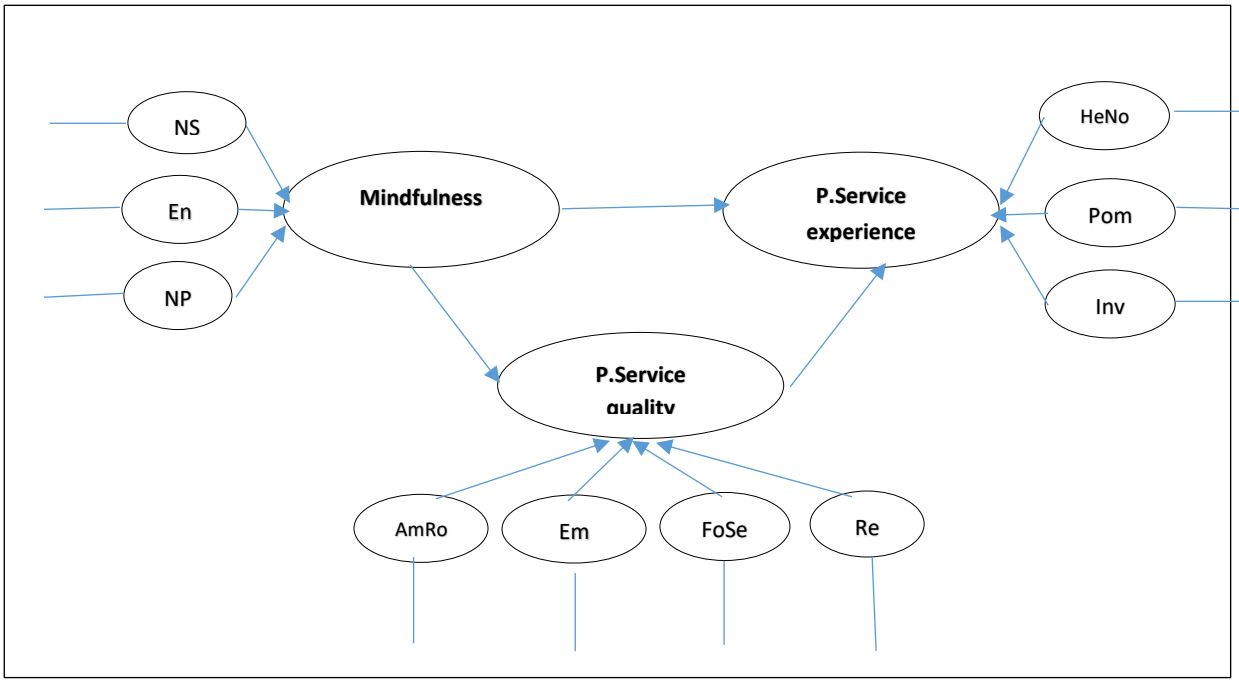
The Fornell-Larcker is another approach to assessing discriminant validity which compares the square root of the AVE values with the latent variable correlations (Hair *et al.*, 2017)**.** Specifically, the square root of each construct's AVE should be greater than its highest correlation with any other construct in the model. The square roots of the AVEs for the reflective first-order constructs are all higher than the correlations of these constructs with other latent variables in the path model (Table 4.17), thus indicating that all constructs are valid measures of unique concepts (Table 4.18).

Yet, recent research shows that the cross-loading and the Fornell-Larcker perform very poorly in some cases, Henseler *et al.* (2015) proposed the heterotrait-monotrait ratio (HTMT) of the correlations. HTMT is the ratio of the between-trait correlations to the within-trait correlations. HTMT is the mean of all correlations of indicators across constructs measuring different constructs (the heterotrait-heteromethod correlations) relative to the mean of the average correlations of indicators measuring the same construct (the monotrait-heteromethod correlations). Henseler *et al.* (2015) suggest a threshold value of 0.90 for discriminant validity. All HTMT values in this study are lower than the threshold value of 0.90 (Appendix 4.9 - *The Heterotrait-Monotrait Ratio*).

In short, the measurement models of the first-order constructs (Table 4.17) showed an adequate internal consistency reliability, convergent validity and discriminant validity. In other hand, the results of Table 4.17 lead to conclude that the three factors (*Hedonics & Novelty, Recognition and Peace of mind)* derived from theory, have distinct properties that capture different aspects of Perceived Service Experience; the four factors (Hotel ambience & Bedroom, Employee, Food & Service and Reliability) developed from theory, have distinct properties that capture different aspects of Perceived Service Quality; and three factors (Engagement, Novelty Producing and Novelty Seeking) have distinct properties that capture different aspects of Mindfulness.

The last step in stage one is to estimate the latent variables scores of all the first-order components. Thus, all first-order components are represented by means of single items of their latent variable scores (Hair *et al.*, 2017; Sarstedt *et al.*, 2019). Figure 4.6 presents the framework in Stage 2.

Figure 4.6 - The research framework in Stage 2



NS: Novelty seeking, En: Engagement, NS: Novelty seeking; He: Hedonics & novelty, POM: Peace of mind, Rec: Recognition; Am-Ro: Hotel- ambience & Bedroom; Em: Employee; Fo-se: Food & service, Re: reliability

Table 4.18 - Values of the Fornell Larcker of the first-order measurement

	Novelty Producing	Employee	Food-service	Hedonics& Novelty	Hotel ambience & Bedroom	Engagement	Novelty seeking	Peace of mind	Reliability	Recognition
Novelty Producing	**0.867**									
Employee	0.157	**0.784**								
Food-service	-0.024	0.122	**0.747**							
Hedonics & Novelty	0.146	0.487	0.226	**0.795**						
Hotel ambience & Bedroom	0.434	0.364	0.206	0.547	**0.800**					
Engagement	0.195	0.433	0.247	0.655	0.585	**0.776**				
Novelty seeking	0.094	0.083	-0.076	0.331	0.269	0.291	**0.806**			
Peace of mind	0.084	0.222	0.146	0.226	0.191	0.256	0.219	**0.748**		
Reliability	0.095	0.149	0.159	0.083	0.165	0.169	-0.362	-0.024	**0.750**	
Recognition	0.220	0.344	0.11	0.489	0.58	0.553	0.249	0.308	0.165	**0.775**

Stage two - Measurement models of the second-order constructs (Inner models)

In stage two, the latent variable scores of the first-order components (He&No, POM and Rec of PSE; Em, AmRo, FoSe and Re of PSQ; NS, En and NP of MIND) obtained from stage one are used to create and estimate the stage-two model as shown in Figure. 4.6. For this purpose, all these scores are located and added as new variables to the dataset (Sarstedt *et al.*, 2019).

The evaluation of stage two follows the procedure for the formative measurement models outlined by Hair *et al.* (2017) and Sarstedt *et al.* (2019). As the three constructs in the research are modelled as formative second-order constructs, the measurement model evaluation also indicates the relationships between the first-order components (low-order constructs - LOCs) and the second-order constructs (high-order constructs - HOCs), thus the hypotheses raised in the section 4.1 above are answered.

Hypotheses between the 1st-order components and the 2nd-order construct
Mindfulness (MIND)
H_{1a}: Novelty Seeking has a positive relationship with MIND.
H_{1b}: Engagement has a positive relationship with MIND.
H_{1c}: Novelty Producing has a positive relationship with MIND.
Perceived Service Quality (PSQ)
H_{4a}: Employee has a positive relationship with PSQ.
H_{4b}: Hotel ambience & Bedroom has a positive relationship with PSQ.
H_{4c}: Food & service has a positive relationship with PSQ.
H_{4d}: Reliability has a positive relationship with PSQ.
Perceived Service Experience (PSE)
H_{6a}: Hedonics & Novelty has a positive relationship with PSE.
H_{6b}: Peace of mind has a positive relationship with PSE.
H_{6c}: Recognition has a positive relationship with PSE.

As formative constructs are predicted by multiple indicators jointly in an analogous fashion, collinearity becomes a major concern for the research (Cheung *et al.*, 2015). In other words, an essential assessment for any formative measurement model relates to establishing whether multicollinearity is present among the formative components. High levels of multicollinearity will make it difficult to assess the unique contribution from each component (Diamantopoulos &

Winklhofer, 2001). Collinearity issues among the first-order components of the higher-order constructs (PSE, PSQ, and MIND) were checked.

The variance inflation factors (VIF) among the first-order components range from 1.046 to 1.337 (Table 4.19) showed all VIF values of the first-order components were lower than the conservative threshold of 5 (Hair *et al.*, 2017; Sarstedt *et al.*, 2019). Multicollinearity therefore does not pose a problem for the formative measurement model operationalization.

Table 4.19 - VIF of the first-order components

	VIF
Engagement	1.046
Employee	1.135
Foods & service	1.058
Hedonics & Novelty	1.267
Hotel ambience & Bedroom	1.166
Novelty seeking	1.120
Novelty producing	1.100
Peace of mind	1.065
Reliability	1.098
Recognition	1.337

Next, the significance and relevance of the relationships between the first-order components and their higher-order constructs are examined. These relationships represent via weights of the higher-order constructs (Hair *et al.*, 2017). Table 4.20 displays the analysis of the formative second-order constructs in the model.

Table 4.20 - Measurement models of the formative second-order constructs

Formative constructs	Formative indicators	Outer weights	T value	P value (< 0.05)	95% Confidence interval	Significance
Perceived service quality	Hotel ambience & Bedroom	0.772	16.036	0.000	0.664 - 0.851	Yes
	Employee	0.386	6.437	0.000	0.273 - 0.511	Yes
	Food & service	0.162	2.875	0.004	0.053 - 0.272	Yes
	Reliability	0.152	2.406	0.016	0.037 - 0.278	Yes
Perceived service experience	Hedonics & Novelty	0.615	11.151	0.000	0.502 - 0.716	Yes
	Recognition	0.518	9.012	0.000	0.394 - 0.615	Yes
	Peace of mind	0.126	2.125	0.034	0.017 - 0.241	Yes
Mindfulness	Novelty seeking	0.881	27.140	0.000	0.808 - 0.935	Yes
	Engagement	0.234	4.295	0.000	0.121 - 0.331	Yes
	Novelty producing	0.128	2.034	0.042	0.007 - 0.252	Yes

According to Hair *et al.* (2017), the p value in the formative measurement models must be lower than 0.05 to establish significant outer weights at a significance level of 5%. The significance of weight can be checked at t value, in which a t value of 1.96 translate into a p value of 0.05. As shown in Table 4.20, all weights of formative indicators are positive and significant ($p< 0.05$).

Meanwhile, outer-weight is a criterion reflecting the relationships between the first-order components and their higher-order constructs as well as their importance contributing to the higher-order constructs (Hair *et al.*, 2017). As displayed in Table 4.20, PSE is influenced strongest by Hedonics & Novelty (0.615), followed by Recognition (0.518), then Peace of mind (0.126); PSQ is affected by Hotel ambience & Bedroom (0.772)- strongest, followed by Employee (0.386), Food & service and Reliability - the weakest (0.162 and 0.152 respectively); MIND is influenced strongest by Novelty Seeking (0.881), followed by Engagement (0.234) and - Novelty Producing the weakest factor (0.128).

Thus, the findings in Table 4.20 also give support to hypotheses (H_{1a}, H_{1b}, H_{1c}; H_{4a}, H_{4b}, H_{4c}, H_{4d}; H_{6a}, H_{6b}, H_{6c}) which are about the relationships between the first-order components and the second-order constructs. Table 4.21 displays the results of these hypotheses.

Table 4.21 - Results of hypotheses

(between the first-order components and the higher-order constructs)

Hypotheses	Results
Mindfulness (MIND)	
H_{1a}: Novelty Seeking has a positive relationship with MIND.	Supported
H_{1b}: Engagement has a positive relationship with MIND.	Supported
H_{1c}: Novelty Producing has a positive relationship with MIND.	Supported
Perceived Service Quality (PSQ)	
H_{4a}: Employee has a positive relationship with PSQ.	Supported
H_{4b}: Hotel ambience & Bedroom has a positive relationship with PSQ.	Supported
H_{4c}: Food & service has a positive relationship with PSQ.	Supported
H_{4d}: Reliability has a positive relationship with PSQ.	Supported
Perceived Service Experience (PSE)	
H_{6a}: Hedonics & Novelty has a positive relationship with PSE.	Supported
H_{6b}: Peace of mind has a positive relationship with PSE.	Supported
H_{6c}: Recognition has a positive relationship with PSE.	Supported

Given the above findings, PSE construct is perceived as a multidimensional, reflective formative higher-order construct with three formative dimensions (*Hedonics & Novelty, Peace of mind and Recognition*) with reflective scale items. Similarly, PSQ is conceptualised as a multidimensional, reflective formative higher-order construct, composed of four formative dimensions (Hotel ambience & Bedroom, Employee, Food & service, and Reliability) with a variety of reflective items about guests' service quality perception level; and MIND is a multidimensional, reflective formative higher-order construct with three formative dimensions (Novelty seeking, Engagement and Novelty producing) with reflective scale items.

This section has provided the results of the psychometric tests of higher-order constructs via the two-stage approach. The results offer a clear support for the validity of the reflective-formative higher-order constructs in the research framework (Figure 4.4). All reflective and formative constructs exhibit satisfactory levels of quality. Thus, the evaluation of the structural model can be proceeded in the next section (Hair *et al.*, 2017; Sarstedt *et al.*, 2019).

4.2.3.2 Assessment of the structural model (inner model)

Goodness-of-fit index:

There are two viewpoints regarding Goodness-of-fit index of PLS-SEM. According to Tenenhaus *et al.* (2005), because PLS does not generate overall goodness-of-fit indices, R^2 is the primary way to evaluate the predictive power (explanatory power) of the model, so it naturally lacks of an index that can provide the user with a global validation of the model (as it is instead the case with X^2 and related measures in SEM-ML). Hence, Tenenhaus *et al.* (2005) suggested a diagnostic tool, known as the goodness-of-fit index (global fit measure), to assess the model fit ($0 \leq GoF \leq 1$). The GoF represents an operational solution to this problem as it may be meant as an index for validating the PLS model globally. The goodness-of-fit measure is calculated as the geometric mean of the average communality and the average R^2 (for endogenous constructs) (Tenenhaus *et al.*, 2005). Wetzels *et al.* (2009) suggest the following cut-off values for assessing the results of the GoF analysis: GoFsmall = 0.10; GoFmedium = 0.25; GoFlarge = 0.36.

$$GoF = \sqrt{Communality\ x\ R2}$$

However, Henseler *et al.* (2014) challenge the usefulness of the GoF both conceptually and empirically. Their research shows that the GoF does not represent a goodness-of-fit criterion for PLS-SEM. In particular, unlike fit measures in CB-SEM, the GoF is not able to separate valid models from invalid ones. Moreover, Hair *et al.* (2017) argue that the GoF is not applicable to formatively measured models and does not penalize overparametrization efforts, therefore these authors advise researchers not use this measure in PLS-SEM. Based on the recommendations of Henseler *et al.* (2014) and Hair *et al.* (2017); and the fact that the measured models (Min, PSQ, PSE) in the research are formatively approached, hence the GoF was determined not use.

Following the measurement model, the hypothesized relationships in the structural model were tested. Figure 4.7 shows the results of the analysis. Instead of assessing goodness-of-fit, the strutural model is primarily assessed on the basis of heuristic criteria that are determined by the model's predictive capabilities. In other words, the model is assessed in terms of how well it predicts the engogenous variables (Hair *et al.*, 2017; Sarstedt *et al.*, 2014). Hair *et al.* (2017) suggested some key criteria for assessing the structural model's predictive capabilities in PLS-SEM including the significance of the path coefficients, the level of the R^2 values, the f^2 effect size, the predictive relevance (Q^2) and the q^2effect size. Yet, Hair *et al.* (2017) point out that the blinding procedure is usually applied to endogenous constructs that have a reflecive measurement model specification as well as to endogenous single-item constructs. In the current study, the two

endogenous constructs (PSQ and PSE) are both formative measurement models, thus the three values (the significance of the path coefficients, the level of the R^2 values and the f^2 effect size) are considered.

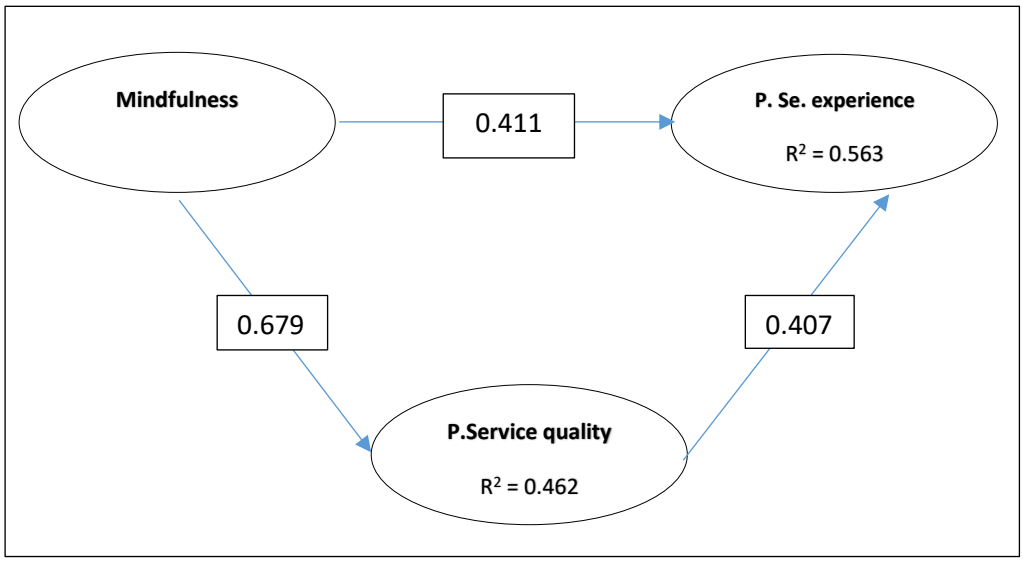
The structural model

Before presenting the above analyses, collinearity of the structural model is examined. The reason is that the estimation of path coefficients in the structural model is based on Ordinary Least Square (OLS) regressions of each endogenous latent variable on its corresponding predecessor constructs, thus in a regular multiple regression, the path coefficient might be biased if the estimation involves critical levels of collinearity among the predictor constructs (Hair *et al*., 2017). Table 4.19 in the earlier section shows all VIF values of the first-order components of the three second-order constructs (MIND, PSQ, PSE), including the two predictors (Min and PSQ). As shown in Table 4.19, all VIF values are clearly below the threshold of 5. Therefore, collinearity among the predictor constructs (MIND and PSQ) is not a critical issue in the structural model, thus further analysis can continue.

Next, the structural model relationships (the path coefficients) which represent the relationships among the constructs are examined. These relationships are presented via hypotheses (H_1, H_2, H_3) proposed from Chapter 3 and their results are reported in Table 4.22.

As shown in Figure 4.7, MIND (NS, En, NP) and PSQ (Em, Fose, Am&Ro and Re) are specified as the exogenous constructs and PSE (He&No, Rel, Rec) as the endogenous construct. It is hypothesized that the latent second-order variables of Min & PSQ are believed to predict the latent dependant variable of PSE.

Figure 4.7 - The structural model



Predictive power (Explanatory power) - R^2

According to Hair *et al.* (2017), the most commonly used measure to evaluate the structural model is the coefficient of determination (R^2 value). This coefficient is a measure of the model's predictive power and is calculated as the square correlation between the endogenous construct (PSE)'s actual and predicted values. This coefficient reflects the exogenous latent variables (MIND & PSQ)'s combined effects on the endogenous latent variable (PSE). Accordingly, the coefficient represents the amount of variance in the endogenous construct (PSE) explained by all of the exogenous constructs (MIND & PSQ) linked to it.

After running PLS-SEM algorithm, estimates are obtained for the structural model relationships (path coefficients), which present the hypothesized relationships among the constructs. Figure 4.7 shows the graphical depiction of the path coefficients of the inner model and the values of the R^2 associated with endogenous variables, in which MIND explains 46.2% of PSQ (R^2= 0.462); MIND and PSQ explain 56.3% of PSE (R^2= 0.563). In marketing research, as a rule of thumb, R^2 values of 0.75, 0.50 or 0.25 for endogenous latent variables are classified as substantial, moderate or weak respectively (Hair *et al.*, 2017; Hair *et al.*, 2011). Accordingly, both PSQ (R^2 = 0.462) and PSE (R^2 = 0.563) in this research can be described as moderate.

The results showed that all structural model relationships (path coefficient) and hypotheses are significant ($p< 0.05$) and presented in Table 4.22. All three hypotheses (H_1, H_2, H_4) were supported, indicating that both MIND and PSQ were good predictors of PSE with 0.411 and 0.407 respectively, while MIND showed a higher path coefficient of 0.679 to PSQ. It can be induced/inductively that

MIND has a stronger impact on PSQ than on PSE, thus supporting H_3. From this result, it can be seen that PSQ takes the mediating role between MIND and PSE and H_5 is supported (Sarstedt *et al.*, 2019).

Table 4.22 - Structural estimates (hypotheses testing)

Predicted variable(s)	*Predictor variable(s)*	*Hypotheses*	*Path*	*t values*	*p values (<0.05)*	*R^2*	*Results*
Perceived Service Experience	Mindfulness	H_1. MIND -> PSE	0.411	7.527	0.000	0.563	Supported
	Perceived Service Quality	H_4. PSQ -> PSE	0.407	8.007	0.000		Supported
Perceived Service Quality	Mindfulness	H_2. MIND -> PSQ	0.679	23.369	0.000	0.462	Supported

Predictive power (Explanatory power) - Effect size f^2

In addition to evaluating the R^2 values of all endogenous constructs (PSQ, PSE), the change in the R^2 value (PSE) when an exogenous construct (either MIND or PSQ) is omitted from the model can be used to evaluate whether the omitted construct has a substantive impact on the endogenous construct (PSE). This measure is referred to as the f^2 effect size. In essence, the f^2 effect size is used to analyse the role of each exogenous construct in explaining a selected endogenous construct. Specifically, in this model, a contribution of each predictor construct (MIND or PSQ) to the R^2 value of a target construct (PSE) is calculated as:

$$f2 = \frac{R^2\text{included} - R^2\text{excluded}}{1 - R^2\text{included}}$$

Where R^2included and R^2excluded are the R^2 value of the dependent PSE when a selected predictor (MIND or PSQ) is included or excluded from the model. Technically, the change in the R^2 values is calculated by estimating the PLS path model twice, the 1st time with the exogenous latent variable included (yielding R^2included) and the 2nd time with the exogenous latent variable excluded (yielding R^2excluded). Values f^2 of 0.02, 0.15 and 0.35 can be viewed as a gauge for whether a predictor has a small, medium or large effect at the structural level (Chin, 2010; Hair *et al.*, 2017).

The effect size f^2 are presented in Table 4.23.

Table 4.23 - Effect size f^2

	MIND	*PSQ*	*PSE*
MIND		0.858	0.208
PSQ			0.204

The result in Table 4.23 shows that both MIND and PSQ have medium effects on PSE with f^2 MIND= 0.208 and f^2PSQ = 0.204 respectively (Andreev *et al.*, 2009).

4.2.4 The mediating evaluation

In order to address the mediation of PSQ between MIND and PSE, in addition to the direct effect derived from the proposed relationship model, the indirect effect of Min variable on PSE variable through the effect of PSQ is calculated (Hair *et al.*, 2017). Table 4.24 shows the indirect effect of MIND on PSE through PSQ, and the total effects between these variables.

Table 4.24 - The indirect effect & the direct effect

Indirect effect	*Parameter*	*Direct effects*	*Parameter*	*t value*	*Significance (p < 0.05)*
MIND -> PSQ -> PSE	**0.277** t value: 8.075 p = 0.000 (< 0.05)	MIND -> PSQ	0.679	23.648	0.000
		MIND -> PSE	0.411	7.979	0.000
		PSQ-> PSE	0.407	8.478	0.000

The indirect effect of MIND on PSE through PSQ (0.277) is positive and significant, while the relationship between MIND and PSE is positive and significant as well (0.411). This result indicates a partial mediation of PSQ between MIND and PSE. To further substantiate the type of partial mediation, the product of the direct effect and the indirect effect is computed. Since the direct and indirect effects are both positive, the sign of their product is also positive (0.277*0.411 = 0.113). Hence, it can be concluded that PSQ represents complementary mediation of the relationship from MIND to PSE (Hair *et al.*, 2017), and also confirms H5: The direct relationship between MIND and PSE is mediated by PSQ.

4.3 Chapter summary

Based on the data collected from the previous stage, this chapter has explained steps of data analysis and presented the findings. A summary of what this chapter has done are as follows:

First, the three constructs (PSE, PSQ & MIND), each is modelled as a reflective formative second-order construct, with the first-order factors being identified and defined in the context of hospitality in Vietnam.

Next, the importance of dimensions to each construct has been identified and confirmed the relationship between the first-order components and the higher-order constructs (H_{1a}, H_{1b}, H_{1c}; H_{4a}, H_{4b}, H_{4c}, H_{4d}; H_{6a}, H_{6b}, H_{6c}) in the context of hospitality in Vietnam.

The interrelationships among MIND, PSQ, and PSE are tested and supported hypotheses H_1, H_2, H_3 and H_4. And finally, the mediation role of PSQ between MIND and PSE are tested and supported hypothesis H_5.

A summary of hypotheses

Hypotheses	Results
H_1: MIND has a positive relationship with PSE.	Supported
H_{1a}: Novelty Seeking has a positive relationship with MIND.	Supported
H_{1b}: Engagement has a positive relationship with MIND.	Supported
H_{1c}: Novelty Producing has a positive relationship with MIND.	Supported
H_2: MIND has a positive relationship with PSQ.	Supported
H_3: MIND has a stronger positive impact on PSQ than PSE.	Supported
H_4: PSQ has a positive relationship with PSE.	Supported
H_{4a}: Employee has a positive relationship with PSQ.	Supported
H_{4b}: Hotel ambience & Bedroom has a positive relationship with PSQ.	Supported
H_{4c}: Food & service has a positive relationship with PSQ.	Supported
H_{4d}: Reliability has a positive relationship with PSQ.	Supported
H_5: The direct relationship between MIND and PSE is mediated by PSQ.	Supported
H_6: PSE	
H_{6a}: Hedonics & Novelty has a positive relationship with PSE.	Supported
H_{6b}: Peace of mind has a positive relationship with PSE.	Supported
H_{6c}: Recognition has a positive relationship with PSE.	Supported

Based on the findings achieved in this chapter, the next chapter, Chapter 5 - Discussion of the findings - will be discussed to see if they are consistent or inconsistent with previous studies, together with explanations and also to see if the research objectives proposed in the Chapter 1 are achieved.

Chapter 5 – Discussion of the findings

5.0 Introduction

In Chapter 1, Introduction, the main research objectives are to identify the primary structures of the three constructs (service quality, service experience and mindfulness) and assess the interrelationships exist among them. Based on these objectives, in Chapter 2, a literature review is discussed to develop a research framework and hypotheses are proposed. Chapter 3, Research methodology, provides an explanation of the primary data collection process to test the proposed hypotheses. With the collected data, Chapter 4, Analysis and Findings, presents the data analysis techniques and the results. And this chapter - Chapter 5 - the results achieved from the previous stage will be discussed and compared with prior studies and answers for the research objectives are concluded.

To align with the study findings from Chapter 4, apart from the Chapter introduction and conclusion, Chapter 5 includes two main sections. The first section discusses the Exploratory Factor Analysis results (EFA) from the part 4.1 in Chapter 4. The second section focuses on the interrelationships/structural relationships assessed through Confirmatory Factory Analysis (CFA) and Partial Least Squares Structural Equation Model (PLS-SEM) from the part 4.2 in Chapter 4.

5.1 Discussion of the EFA and CFA results

5.1.1 The EFA - CFA results of perceived service quality (PSE)

PSE as a multi-dimensional construct

The results as determined by EFA and CFA with luxury hotel experience (in sections 4.1.3 and 4.2.3, chapter 4) establish that the internal items and corresponding constructs are different from those originally theorized. Based on the emerging structure, the original structure was revised to include three distinctive dimensions - Hedonics & Novelty, Peace of mind and Recognition, and exclude the Involvement and Symbolic ones. PSE is a multidimensional construct comprising a variety of affective items that guests encounter during their hotel stay.

This result supported the premise proposed from previous studies that PSE is a multidimensional construct in the tourism and hospitality context. For example, Otto and Ritchie (1996) extracted service experience with four dimensions (hedonics, peace of mind, involvement, and recognition). Cole and Chancellor (2009) identified the three dimensions of programs, amenities and

entertainment in the context of downtown festival. Chen and Chen (2010) measured service experience with three dimensions, namely, involvement, peace of mind, educational experience . Kao *et al.* (2008) and Jin *et al.* (2015) confirmed service experience with four dimensions**:** immersion, surprise, participation & fun or Chan and Baum (2007) with six (hedonic, interactive, novelty, comfort, stimulation & personal safety) (Table 5.1).

Table 5.1 - Previous studies of PSE in hospitality and tourism

Studies	Context of study	Number of dimensions
Otto and Ritchie (1996)	Airlines, hotels, tours & attractions	Four
Cole and Chancellor (2009)	Downtown festival	Three
Chen and Chen (2010)	Cultural heritage	Three
Kao *et al.* (2008)	Theme park	Four
Jin *et al.* (2015)	Water park	Four
Chan and Baum (2007)	Ecotourism	Six

The number of PSE dimensionality is different in empirical studies due to some possible reasons. Walls (2013) realised that the experiences that customers encounter occur inside them, thus their affective feelings (PSE) depend on a specific situation and state of mind. Experiences, even regarded as extension of daily routines (e.g. accommodation, hospitality), are itself a part of the total tourism product (Quan & Wang, 2004) and are able to generate emotional reactions (Slatten *et al.*, 2009). Hotel staying is like a marketplace of experience and guests provide “the mental places” where the experience happens (Volo, 2009). In this sense, every affective aspect that guests go through is an experience, therefore, it is very challenging to capture all its different dimensionalities in a structured way. Besides, as explained in the part 5.2.1 of PSQ, the problem with questionnaire in term of the seven-point Likert scale is another reason.

PSE as a formative second-order construct

The three-factor structure demonstrated in EFA (Hedonics & Novelty, Peace of mind and Recognition) was found and verified using the Confirmatory Factor Analysis (CFA). The dimensionality of these first-order dimensions was examined. The convergent validity (outer-loadings, the average variance extracted - AVE); and the internal consistency (Cronbach’s alpha, Composite reliability - CR) of PSE have satisfied the criteria suggested by Hair *et al.* (2017) (Table 4.17 - chapter 4). This indicates that each item loaded on its proposed factor only, not cross-loading on other factors, and they were reliable items of the PSE construct.

On the other hand, discriminant validity (the cross-loadings, the Fornell- Larcker, Heterotrait-monotrait ratio - HTMT in section 4.2.3, chapter 4) shows that the three dimensions derived from theory have distinctive properties that capture different aspects of PSE. The significant and positive outer-weights of the three dimensions in Table 4.20 (Chapter 4) have supported hypotheses of relationships between the three dimensions and the PSE construct, indicating the relative importance of each in driving the PSE construct.

Perceived Service Experience (PSE):	**Results**
H_{6a}: Hedonics & Novelty has a positive relationship with PSE.	Supported
H_{6b}: Peace of mind has a positive relationship with PSE.	Supported
H_{6c}: Recognition has a positive relationship with PSE.	Supported

Based on the criteria on modelling PSE as a reflective-formative second-order construct suggested by Jarvis *et al.* (2003) and Bollen and Bauldry (2011) (discussed in section 3.5.2.3 - Chapter 3), at the dimensional level, the formative approach is appropriate when:

- the direction of causality is from the dimensions to the construct, the dimensions serve as defining characteristics of the construct, and changes in the dimensions should cause changes in the construct,
- the dimensions do not have the same or similar content or necessarily co-vary with one another.

The CFA results above imply that the PSE construct is formed by the three dimensions (Hedonics & Novelty, Peace of Mind and Recognition), and that each dimension contributes independently to the totality of PSE. From a measurement perspective, PSE is like a linear function of these three first-order measures, thus removing of any measure would change the meaning of the second-order construct (Bollen & Lennox, 1991, p.308; Hair *et al.*, 2017). In other words, hotel guests evaluate the three attributes of PSE in a disparate manner and each level of Hedonics & Novelty (POM or Recognition) increases, the overall service experience perception increases (Dagger *et al.*, 2007). It can be seen that PSE was appropriately deployed as formative second-order construct, in which the three factors are the first-order components.

At the measurement level (item level), Jarvis *et al.* (2003) and Bollen and Bauldry (2011) suggested that the reflective approach is appropriate when:

- the relative homogeneity and interchangeability of scale items is high.
- the degree of co-variation among items within each dimension is high.

The results of internal consistency (Cronbach's alpha, CR) and convergent validity (outer-loadings, AVE) (Table 4.17 - Chapter 4) displayed the relative homogeneity, hence interchangeability of scale items within each dimension and a high degree of co-variation among items within each dimension. According Jarvis *et al.* (2003) and Bollen and Bauldry (2011), the corresponding items of the first-order three factors are employed as reflectively. From these results, it can be ascertained that PSE is best presented as a reflective-formative second-order construct.

This finding is consistent with many previous studies in the service sector that PSE is a multi-dimensional, formative and higher-order construct like Wu and Ai (2016), Wu *et al.* (2018) or Fernandes and Cruz (2016) in tourism. Given that the number of empirical studies on PSE in hospitality, especially in luxury hotels, is small, further reference is conducted to studies in other service sectors which have confirmed a higher-order PSE construct, for example, Klaus and Maklan (2012); (Klaus & Maklan, 2013) in mortgages, fuel and service station, retail banking and retailing of luxury lifestyle goods.

In fact, many earlier studies have found PSE as a multi-dimensional and higher-order construct, but used reflective rather than formative measures of the construct (Chen & Chen, 2010; Cole & Chancellor, 2009; Jin *et al.*, 2015; Otto & Ritchie, 1996). Lin and Bennett (2014) argue that this is a pity because the PSE construct is more appropriately measured formatively when the causal relationship is between the indicators and latent construct, i.e. each indicator influences PSE, rather than the other way round (Cenfetelli & Bassellier, 2009; Diamantopoulos & Winklhofer, 2001).

This finding is inconsistent with some researches proving PSE as a first-order factor structure like Kao *et al.* (2008); Cole and Chancellor (2009); Chen and Chen (2010); Jin *et al.* (2015) in tourism context. Oh *et al.* (2007) argued that the first-order factor model on multiple dimensions is much easier to interpret and understand, especially in field applications. Consequently, the second-order model structure should be viewed only as a case-specific exploration result due to the lack of a priori supporting conceptualization.

The relative importance of PSE dimensions

The EFA results on the percent variance explained in Table 4.7 (chapter 4) display the importance rankings/hierarchy for the dimensions of service experience, in which PSE is affected by Hedonics & Novelty (34.65%) - strongest, followed by Peace of mind (13.68%) and Recognition (10.49%) - the least important factor.

The CFA results in Table 4.20 confirm the EFA results via outer weights criteria in which Hedonics & Novelty is the strongest factor contributing to PSE (0.651), Peace of mind is the second important factor (0.518) and Recognition is the final factor (0.126).

Dimension 1, "Hedonics & Novelty", is perceived by hotel customers as the strongest factor contributing to the overall service experience and expressed with items about pleasure, happiness, fun and strong positive feelings/indulgence. Literature on hospitality and service experience supports that hedonics related elements are integral to the journey of the hotel guests.

Most human behaviour is intrinsically pleasure-seeking, and consumers typically desire feelings of pleasure, enjoyment, excitement, etc. from a service experience (Holbrook & Hirschman, 1982). Especially, when buying luxury services or products, consumers want to treat themselves to something special, something that can provide sensory pleasure, excitement and intrinsic enjoyment (Monkhouse *et al.*, 2012; Tynan *et al.*, 2010). This is aligned with **t**he hedonic consumption paradigm suggests that in many situations, consumers seek fun, amusement, fantasy, arousal, sensory stimulation and enjoyment (Holbrook & Hirschman, 1982). The authors further argue that the level of hedonic responses varies across product categories and industries. In hospitality, especially in luxury hotels which are considered "hedonic service", the hedonic factor is particularly salient as such guests' experience is driven by experiential services and pleasure. Smith and Colgate (2007) found that most hospitality organizations focus on creating experiences that produce pleasure, enjoyment, fun and excitement. Many luxury hotels heavily focus on hedonic benefits and use emotional appeals in their advertisements.

In addition, Novelty includes items about feeling of escape, feeling some new & different and thrilling, contributing to the dimension Hedonics & Novelty. Feeling of escape was like a temporary distraction from reality, a dull routine, a normal mindset, an environment, or a lifestyle. In the hospitality context, a guest may desire to escape from reality to do something new and widely variant with their everyday lives. Novelty is one of motivation driving people to search for new and different experiences.

The finding supports prior research that Hedonics is the most important factor of service experience, such as Otto and Richie (1995) in the hotel setting, Otto and Ritchie (1996), Chan and Baum (2007), Kim *et al.* (2012) in tourism, Babin *et al.* (1994) in retail environment. The Hedonics & Novelty dimension is very similar to the joy dimension in the study of Hosany and Gilbert (2009) in holiday tourism; or the fun dimension in the studies of Kao *et al.* (2008) and Jin *et al.* (2015) in theme park setting, the entertainment dimension in the studies of Pine and Gilmore (1999) and Oh *et al.* (2007) in lodging; Fernandes and Cruz (2016) in wine tourism. These dimensions include the same pleasure, cheerful, enjoyment and fun items.

Dimension 2 - “Recognition” is reported as the second important factor of PSE. The dimension includes statements reflecting a sense of personal recognition from customers’ service encounters, such that they could feel important and confident that they were being taken seriously.

The finding supports the work of Otto and Ritchie (1996) that Recognition is an attribute to the service experience construct. The Recognition dimension shares some similarity with the social value dimension of Walls (2013), in which the two dimensions include items about a self-importance/self-esteem/self-actualization. Notably this finding seems contrast to the need hierarchy of Maslow (1943) in which esteem & recognition is on the top level. Actually, there is no conflict here as Maslow’s hierarchy of needs is for everyday life, while the hierarchy of needs is for the study context of hospitality. Most of respondents in the study enjoyed their holiday (61%), their need of hedonics or escaping from routine life to live out their fantasies in a novel world maybe stronger than feelings of recognition. Moreover, 48% of the respondents was from the age of 35 to 44, around 73% percent of them was married. Generally, they were highly educated with approximately 60% having a bachelor degree/master, having a good income (60% with around 1.500 USD per month). These respondents are considered mature, educated and life experienced, thus their evaluation of recognition was modest.

Dimension 3 - “Peace of mind” is found as the least important dimension of overall service experience and composes of items describing guests’ physical and psychological safety, comfort satisfied and relaxed. If Hedonics & Novelty represent strong/high positive feelings, Peace of mind reflect safe, milder and comfortable feelings. This finding is congruent with Otto and Ritchie (1996) and Chen and Chen (2010)’ s studies that Peace of mind is a necessary part of customer experience.

The Peace of mind dimension in this study shares some common with the emotive dimension in Walls (2013)’s study when including items about relaxing, comfortable and satisfied, and some similarity with the Peace of mind by Klaus and Maklan (2012) which focuses on the feelings of confidence and ease with the service experience.

In short, the structure of PSE, the least and the most important PSE dimensions of a luxury hotel stay, as perceived by hotel customers, are identified. The findings are both similar but different from previous studies which is briefly summarised in Table 5.2 as follows:

Table 5.2 - Summary of PSE findings

Findings of SE in the study	Similarity with studies in tourism & hospitality	Similarity with studies in service sector general
In terms of the construct		
- Multidimensional	Otto and Ritchie (1996), Chan and Baum (2007), Cole and Chancellor (2009), Chen and Chen (2010), Kao *et al.* (2008), Jin *et al.* (2015)	Roy (2018) in fine dine restaurant, Beltagui *et al.* (2015) in retailing,
- Hierarchical	Wu and Ai (2016), Wu *et al.* (2018), Fernandes and Cruz (2016)	Klaus and Maklan (2012) in retail banking, Klaus and Maklan (2013) in mortgages, fuel & service station, retail banking & retailing of luxury lifestyle goods, Wang (2015) in mobile telecommunication
- Formative	Wu and Ai (2016), Wu *et al.* (2018), Fernandes and Cruz (2016)	Klaus & Maklan (2012, 2013) in retail banking, Lin and Bennett (2014) in retail
In terms of dimensions		
- Hedonics & Novelty	N/A	N/A
- Peace of mind	Otto & Richie (1996), Chen and Chen (2010)	Klaus & Maklan (2012, 2013)
- Recognition	Otto & Richie (1996)	N/A

This study has found the structure of PSE as multidimensional and hierarchical and supports the view that the dimensionality of PSE is dependent on the service sector under investigation. In the service setting, PSE is said to be a broad and elusive concept (Walls *et al.*, 2011), but the result in the current study offers the specifically affective aspects of PSE that can be readily be measured to better understand. The research also validated some dimensions of the PSE developed from earlier studies (Otto & Ritchie, 1996) and indicated a more appropriate approach to PSE as a formative construct that no earlier study has done in the luxury hotel setting.

5.1.2 The EFA - CFA results of perceived service quality (PSQ)

PSQ as a multi-dimensional construct

The research has confirmed that PSQ is a multi-dimensional construct with four dimensions of Hotel ambience & Bedroom; Employee; Foods & Service; and Reliability (the section 4.2.3 - Table 4.20), although the constituent number of dimensions may differ by application in different contexts. Examples includes previous studies of Saleh and Ryan (1991), Akan (1995), Mei *et al.* (1999), Nadiri and Hussain (2005), Wilkins *et al.* (2007), Mohsin and Lockyer (2010), Wu and Ko (2013), Amin *et al.* (2013) - (Table 5.3).

Table 5.3 - Previous studies of PSQ in hotels

Studies	Context of study	Number of dimensions
Saleh and Ryan (1991)	4-star hotels, Canada	Four
Akan (1995)	4-star & 5-star hotels, Turkey	**Seven**
Mei *et al.* (1999)	4-star and 5-star hotels, Australia	Three
Nadiri and Hussain (2005)	4-star and 5-star hotels, North Cyrus	Two
Wilkins *et al.* (2007)	4-star & 5-star hotels, Australia	Three
Mohsin and Lockyer (2010)	5-star hotels, India	Five
Wu and Ko (2013)	5-star hotels, Taipei	Three
Amin *et al.* (2013)	4-star & 5-star hotels, Malaysia	Five

Without presenting any a priori hypotheses consistent with undertaking EFA, it was initially assumed that the factor analysis would confirm the seven dimensions of the Perceived Service Quality model/scale developed from the part 3.2.1 (Chapter 3 - Methodology), yet the number of dimensions identified are different from the original framework. There are some possible reasons for this. First, the number of dimensions is different as it depends on the specific context under investigation (Brady & Cronin, 2001; Clemes, Gan*, et al.*, 2011). The context of this study is a luxury hotel segment of the hotel industry which has distinguishing characteristics such as expensive, full services or high value-added services, therefore guests may have higher demands for service and foods rather than guests in other hotel segments (mid-scale hotels, motels). Besides, customers nowadays are more informative, knowledgeable than in the past.

The complexity of service quality evaluations is another reason for instability of PSQ dimensionality in studies (Dagger *et al.*, 2007). Even the most widely applied SERVQUAL scale (Parasuraman *et al.*, 1988) with five dimensions has failed to replicate its dimensional structure across diverse

service contexts. For example, in the luxury hotel segment, researchers applying the SERVQUAL scale identified a range of factors, including four factors in Canada (Saleh & Ryan, 1991), 7 factors in Turkey (Akan, 1995), 3 factors in Australia (Mei et al.,1999), 2 factors in North Cyprus (Nadiri & Hussain, 2005).

Whereas, Saleh and Ryan (1991) suggested that there might have been a problem with the questionnaire in terms of the construction of the seven-point Likert Scale. This is the familiar one of how to cope with the non-response to the question. That is, there is a difference between a non-response based on the respondent stating they are not in a position to express an opinion because of lack of experience, previous thought or some similar reason, and a respondent stating that they neither agree nor disagree with the statement because they are genuinely indifferent. Both responses were scored as a 4 on the scale.

PSQ as a formative second-order construct

As mentioned, service quality is perceived by customers as a multidimensional construct composed of the four dimensions (Employee, Hotel ambience & Bedroom, Food & Service & Reliability). The four-factor structure demonstrated in EFA was found and verified using the Confirmatory Factor Analysis (CFA). The dimensionality of these first-order dimensions was examined. The convergent validity (outer-loadings, the average variance extracted - AVE) and the internal consistency (Cronbach's alpha, Composite reliability - CR) of PSQ have satisfied the criteria suggested by Hair *et al.* (2017) (Table 4.17 - chapter 4). This indicates that each item loaded on its proposed factor only, not cross-loading on other factors, and they were reliable items of the PSQ construct.

On the other hand, discriminant validity (the cross-loadings, the Fornell- Larcker, Heterotrait-monotrait ratio - HTMT in Table 4.18, chapter 4; Appendix 4.6, 4.7) shows that the four dimensions derived from theory have distinctive properties that reflect different aspects of PSQ. The significant and positive outer-weights of the four dimensions in Table 4.20 (Chapter 4) have supported hypotheses of relationships between the four dimensions and the PSQ construct, revealing the relative importance of each in causing the PSQ construct.

Perceived Service Quality (PSQ):	**Result**
H_{4a}: Employee has a positive relationship with PSQ.	Supported
H_{4b}: Hotel ambience & Bedroom has a positive relationship with PSQ.	Supported
H_{4c}: Food & service has a positive relationship with PSQ.	Supported
H_{4d}: Reliability has a positive relationship with PSQ.	Supported

In an equivalent way to the formative assessment of PSE in previous section (section 5.2.1), based on the criteria on modelling PSQ as a reflective-formative second-order construct suggested by Jarvis *et al.* (2003) and Bollen and Bauldry (2011) (section 3.5.2.3, Chapter 3), at the dimensional level, the CFA results above indicate that the PSQ construct is formed by the four dimensions (Hotel ambience & Bedroom, Employee, Food & Service & Reliability), and each contributes independently to the totality of PSQ. From a measurement perspective, PSQ is like a linear function of the four first-order measures, thus removing of any measure would change the meaning of the second-order formative construct (Bollen & Lennox, 1991; Hair *et al.*, 2017). Hotel guests evaluate the four attributes of PSQ in a disparate manner and each level of Hotel ambience & Bedroom (or Employee, Food & Service & Reliability) increases, the overall service experience perception increases (Dagger *et al.*, 2007). It can be seen that PSQ is appropriately represented as formative second-order construct, in which the four factors are the first-order components.

At the measurement level (item level), according Jarvis *et al.* (2003) and Bollen and Bauldry (2011), the reflective approach is appropriate when the high interchangeability of scale items, and the high degree of co-variation among items within each dimension occur. The results of internal consistency (Cronbach's alpha, CR) and convergent validity (outer-loadings, AVE) (Table 4.17 - Chapter 4) displayed a high interchangeability of scale items within each dimension and a high degree of co-variation among items within each dimension (Hotel ambience & Bedroom, Employee, Food & Service & Reliability). From these results, PSQ is best presented as a reflective-formative second-order construct.

The finding is congruent with prior studies in hospitality which conceptualised PSQ as a second-order factor (Amin *et al.*, 2013; Ladhari, 2012; Mohsin & Lockyer, 2010; Rauch *et al.*, 2015). It is also aligned with previous studies in the service sector in general that service quality is a formative construct (Brady & Cronin, 2001; Clemes, Gan*, et al.*, 2011; Clemes *et al.*, 2009; Dabholkar *et al.*, 2000; Dagger *et al.*, 2007), in which the first-order dimensions are antecedents to the second order SQ construct (Brady & Cronin, 2001). Specifically, customers evaluate their PSQ at an overall level, a dimensional level and at attribute level and that each level drives perception on the level above (Clemes, Gan*, et al.*, 2011; Clemes *et al.*, 2009; Dagger *et al.*, 2007). It does not make sense to suggest that high levels of Employee quality (or Hotel ambience & Bedroom, Food & service and Reliability) are the result of high overall service quality perception (as implied by the traditional, reflective approach to modelling service quality and its dimensions) but rather that Employee quality (or Hotel ambience & Bedroom, Food & service and Reliability) increases, the overall service quality perception increases.

This approach contrasts with the notion of Wilkins *et al.* (2007) that PSQ is a multilevel construct implying that hotel patrons do not see PSQ as the sum of lots of pieces of a pie but the pie in its entirety. In the current research, the formative second-order construct offers a detailed understanding of PSQ, that is, practitioners or hotel managers are able to measure SQ perceived by customers at two levels, including the overall level (with a global measure of PSQ) and at the dimension level (with measures of Hotel ambience & Bedroom, Employee, Food & service and Reliability). Practitioners can measure PSQ at any one or both levels depending on their information requirements. A practitioner could, for example, simply measure overall perceptions of SQ to get a broad indication of an organization's service quality performance. Practitioners could measure PSQ only at a specific dimension level for a detailed analysis that are in need of attention. The scale therefore offers managers several choices regarding the level of detail measured and thus the length of scale to be implemented.

The relative importance order of PSQ dimensions

The CFA results in Table 4.20 (chapter 4) also revealed the relative importance results via outer weights criteria, in which Hotel ambience & Bedroom is the strongest factor contributing to PSQ (0.772), Employee is the second important factor (0.386), Food & Service is the third important factor (0.162) and Reliability is the final factor (0.152).

Dimension 1, Hotel ambience & Bedroom, referring to the general appearance of the hotel, its functionality service and bedroom quality, is the most important predictor of overall perceived service quality. This dimension shares some similarity with dimension "Hotel ambience & Staff courtesy" in the work of Mohsin and Lockyer (2010) and Amin *et al.* (2013), supporting the finding that customers in the four-star and five-star hotel segment put particular emphasis on the hotel ambience. The hotel ambient elements can be understood broadly (including elegant design, stylish spatial layout or the physical environment generally), or specific things (lighting, warm, music, scent, cleaning, etc.), which is proved to influence customers' service quality perception in previous studies (Bitner, 1992; Kwortnik, 2008; Reimer & Kuehn, 2005). The dimension is also similar to "Tangible" or "Tangibility" in the work of Akan (1995), Mei *et al.* (1999), Nadiri and Hussain (2005), Ladhari (2012), Dortyol *et al.* (2014), which include elements of the interior and exterior appearance, ambience, atmosphere, design, appealing facilities or attractive surroundings of the hotel. Wu and Ko (2013) call this "Environmental quality". The element of Bedroom quality is akin to the Room quality dimension reported by Wilkins *et al.* (2007), Dortyol *et al.* (2014). In other studies, this element is buried in the dimension of the Physical environment or Tangibility (Amin *et al.*, 2013; Wu & Ko, 2013).

The finding is consistent with earlier studies in the hotel that Tangibility is the most important factor of customers' PSQ (Akbaba, 2006 in business hotel; Albacete-Sáez *et al.*, 2007 in rural accomodation; Clemes, Gan*, et al.*, 2011 in boutique motels; Khan, 2003 in eco-tourism; Ladhari, 2012 in mixed hotes; Rauch *et al.*, 2015 in mid-scale hotels). These studies are in segments (mid-scale hotels, budget hotels, motels), not in upscale (4-star) or luxury (5-star) hotels. It is said that in such properties, where service environment and service product items may fail to consistently meet guest expectations or provide value, the dimension Tangibility may play a much more important role in defining how consumers evaluate the service quality provided by the hotel. Guests' criteria of service quality tend shift to the components of "Tangibility", as if the tangibles were lacking, they would then be deemed more important.

The finding seems contrast to prior studies in the luxury hotels like Akan (1995), Mei *et al.* (1999), Saleh and Ryan (1992), Karatepe and Avci (2002), Wilkins *et al.*, (2007), Wu and Ko (2013) reporting that ''Tangibles'' is not the most important dimensions influencing the perception of quality in the hotel sector. In this hotel segment, customers become more concerned with the service delivery in terms of staff and the service outcomes. This comes from a fact that most luxury hotels worldwide easily compete by exploiting physical evidence and comfort their facilities provide, thus it is the level of service in the hotel that creates the difference among competing hotels (Manhas & Tukamushaba, 2015). However, in this study, aspects of Tangibility (hotel ambience & bedroom) were most important. It can be explained that most of respondents in the research were employee (over 64%) and stayed in the hotel for the purpose of holiday (over 60%). They were enjoying an out-of-ordinary experience and escaping feelings from everyday life, thus the Hotel ambience and Bedroom dimension (including items of the relaxing ambience, stylish atmosphere, grand lobby, attractive public areas, appealing facilities, excellent bedrooms) is the most important to them.

This finding implies that managers of the hotels should ensure that the hotel is appealing and attractive, with up-to-date, clean and comfortable equipment, fixture and fittings. This implication is supported by a study conducted by (Knutson *et al.*, 1992), which found that guests expect up-to-date equipment such as key cards, computerised accounting and fast, efficient elevators.

Dimension 2, Employee, consisting of statements about the physical appearance, the behaviour and occupational ability/skills of employees, is the second important factor contributing to PSQ of customers. Elements of Employee such as their neat and professional look; attitudes (being polite, courteous, willing to help) and behaviour (professional knowledge, occupation skills, caring manner to customers) are proved to have strong positive impact on customers' PSQ. This finding supports with earlier research advocating the importance of Employee effect on PSQ (Amin *et al.*, 2013; Mei *et al.*, 1999; Mohsin & Lockyer, 2010; Wilkins *et al.*, 2007).

The Employee dimension is similar to the dimension “Courtesy & competence of the personnel”, “Knowing & understanding the customer” by (Akan, 1995); Quality staff by (Wilkins *et al.*, 2007); “Staff courtesy” or “Staff presentation and knowledge” (Amin *et al.*, 2013; Mohsin & Lockyer, 2010); “Friendly, courteous and helpful employees” (Dortyol *et al.*, 2014). In some research, Employee is reflected via some dimensions including “Responsiveness”, “Empathy”, “Assurance” (Getty & Getty, 2003; Knutson *et al.*, 1990 ; Ladhari, 2012; Saleh & Ryan, 1991). These studies all based on SERVQUAL or SERPERV (Parasuraman *et al.*, 1988), modified and adapted it in the context of hospitality, and Employee did not appear as a separate dimension. In other research, Employee is allocated in the Intangible dimension (Ekinci *et al.*, 2003; Karatepe & Avci, 2002), or “Service delivery”(Rauch *et al.*, 2015) or “Interaction quality” (Clemes, Gan*, et al.*, 2011; Wu & Ko, 2013).

In spite of putting emphasis on Employee, customers in the luxury hotels appreciate most aspects relating to their “knowledge and occupation skills”. Being the elements of "functional" quality (how the service is delivered), “Employee’s knowledge and occupational skills” help them communicate well with customers, answer customers’ questions, perform services promptly and correctly for the first time, deal satisfactorily with complaints, etc. and ultimately satisfy customers. In fact, poor employee performance is often linked to increased customer complaints and the likelihood of switching to a competing service, and good employee performance increases the PSQ within the hospitality (Mohsin & Lockyer, 2010; Wilkins *et al.*, 2007). On the other hand, the nature of the sample might explain this finding. Approximately 70% of the respondents in this study had high income (more than 1,500 USD per month), high educated (having at least Bachelor degree) and at the age of mature (80% more than 35), hence they were interested in how the service is delivered. This finding suggests that hotel managers should pay attention to training programmes to employees.

Dimension 3, “Food & service”, is found as the third important dimension of overall service quality. “Food & service” associating closely with fine dining, sumptuous buffet breakfasts and restaurants in the hotel operations is considered as one of the main income sources of hotels, together the guestroom one (Ashton *et al.*, 2010; Fern *et al.*, 2012). It is considered one of the significant factors to a hotel’s success. According to the Restaurant & Foodservice Market Research Handbook (2006), the main role of hotel restaurant is to fulfil the customers’ needs of food and providing a positive dining experience for hotel guests.

The finding in this study is in line with previous studies such as Wilkins *et al.* (2007), Mohsin & Lockyer (2010), Amin *et al.* (2013) in which “Food, beverage and service” is identified as an important factor contributing to guests’ of PSQ. These authors argue that in a highly competitive environment like hospitality, most luxury hotels can easily compete with quite similar luxurious physical facilities, it is the service and food in the hotel that makes the difference and survive.

The finding also shows a shift of guests putting more and more demands on food and services than in the original studies such as SERVQUAL or HOLSERV (Mei *et al.*, 1999), in which these components do not have a distinct place, but just are buried in “Tangible” dimension, contributing their less important role to PSQ. Hence, hoteliers should continuously improve food quality and services of the restaurant to meet and exceed customers’ expectation in this department, which will be able to differentiate itself in the tough and competitive hotel industry (Fern *et al.*, 2012).

The last dimension of “Reliability” composes of items about the hotel’s ability to provide accurate, prompt and dependable services. This result supports the findings of Mei *et al.*, (1999) study that notes Reliability as an important attribute influencing hotel customers’ perception of quality.

This finding appears to be a different result from that of Parasuraman *et al.*’s (1988) study, in which ‘‘Reliability’’ was the best predictor. It also differs from the findings of some studies in the luxury hotel sector in which items of reliability are merged with others to form “Intangible” dimensions (Karatepe & Avci, 2002; Nadiri & Hussain, 2005). In other studies, the dimension “Reliability” equals to being speedy service (Wilkins *et al.*, 2007) or accurate reservation service (Mohsin & Lockyer, 2010; Amin *et al.*, 2013). In general, “Reliability”, “Speedy service”, or ”Accurate & reservation service” makes up a very moderate percentage contributing to overall PSQ, which implies that they are also taken for granted in luxury hotels.

In short, the findings of the current study are both similar but different from previous studies. The similarities and differences are presented in the following table (Table 5.4).

Table 5.4 - Summary of PSQ findings

Findings of PSQ in the study	Similarity with studies in hospitality	Similarity with studies in service sector general
In terms of the construct		
- Multidimensional	Saleh and Ryan (1991), Akan (1995), Mei *et al.* (1999), Nadiri and Hussain (2005), Wilkins *et al.* (2007), Mohsin and Lockyer (2010), Wu and Ko (2013), Rauch *et al.* (2015)	Brady and Cronin (2001) in fast food, photograph developing, amusement parks & dry cleaning, Clemes *et al.* (2007) in education sector
- Hierarchical	Wilkins *et al.* (2007), Clemes, Gan*, et al.* (2011), Clemes *et al.* (2009), Wu and Ko (2013)	Brady and Cronin (2001) in fast food, photograph developing, amusement parks & dry cleaning, Dagger *et al.* (2007) in health care, Caro and García (2008) in travel agency service; Dabholkar *et al.* (1996) in retailing sector, Clemes *et al.* (2007), Clemes, Cohen*, et al.* (2013) in education sector
- Formative	Clemes, Gan*, et al.* (2011) in motels Clemes *et al.* (2009) in hotels	Brady and Cronin (2001) in fast food, photograph developing, amusement parks & dry cleaning, Dabholkar *et al.* (2000) in the pictorial directory service, Dagger *et al.* (2007) in health service
In terms of dimensions		
- Hotel ambience & Bedroom	N/A	N/A
- Employee	Mei *et al.* (1999), Mohsin & Lockyer (2010), Amin *et al.* (2013)	Rojas-Me´Ndez *et al.* (2009) in education,
- Food & service	Mohsin & Lockyer (2010), Amin *et al.* (2013)	Keith and Simmers (2011) in restaurant
- Reliability	Mei *et al.* (1999), Ladhari (2012), Dortyol *et al.* (2014)	Stodnick and Rogers (2008), Smith *et al.* (2007) in education, Ladhari (2009) in banking

In short, the present study has identified the structure of PSQ as a multidimensional and second - order construct and support the view that the dimensionality of PSQ is dependent on the service sector under investigation (Caro & Garcia, 2007; Ladhari, 2012). It is ever recommended that the PSQ dimensions need to be confirmed for each research setting (Carman, 1990; Carrillat *et al.*, 2007; Cronin & Taylor, 1994). The results also support the formative approach to PSQ, that is dimensions not only contributing to the construct as components but having causal relationships with the construct as antecedents. Although this approach is suggested in the literature that service quality may be more appropriately modelled as a formative construct (Clemes, Gan*, et al.*, 2011; Dabholkar *et al.*, 2000; Parasuraman *et al.*, 2005), but no earlier empirical research in the luxury hotel segment has confirmed this idea, hence this finding is particularly relevant.

5.1.3 The EFA and CFA results of Mindfulness (MIND)

MIND as a multi-dimensional construct:

The dimension exploration and confirmatory analysis with Mindfulness (in the parts 4.1.3 & 4.2.3 of Chapter 4) has generated three distinctive dimensions including Novelty Seeking, Engagement and Novelty Producing. The fourth dimensions “Flexibility” was not verified. Based on the emerging structure, the original structure was revised to include these three dimensions which have reflected the nature of Mindfulness and confirmed that Mindfulness is a multidimensional construct in the luxury hotel setting.

The results are congruent with findings from previous studies that mindfulness is a multidimensional construct. For example, Langer and Bodner (2001) identified four factors of mindfulness construct (novelty seeking, novelty producing, flexibility & engagement). Pirson, Langer*, et al.* (2012) and Pagnini *et al.* (2018) confirmed mindfulness with three factors (novelty seeking, novelty producing & engagement), while other authors validated mindfulness with two factors (mindfulness, mindlessness) (Haigh *et al.*, 2011; Leong & Rasli, 2013; Moafian *et al.*, 2017). The findings contrast with the idea that mindfulness is uni-dimensional by Haller (2015) (Table 5.5).

Table 5.5 - Previous studies of Mindfulness

Studies	Context of study	Number of dimensions
Langer and Bodner (2001)	Psychology	Four
Pirson, Langer*, et al.* (2012), Pagnini *et al.* (2018)	Psychology	Three
Chan Tze and Amran (2013), Haigh *et al.* (2011), Leong and Rasli (2013), Moafian *et al.* (2017)	Psychology	Two
Haller (2015)	Psychology	One

Moafian *et al.* (2017) argue that the difference of dimensionality of Langer Mindfulness Scale (LMS) in studies mainly due to the content of some items. For example: the scope of item 17 "*I am rarely aware of developments*" was said too broad for participants to decide about. Participants could not determine developments to which aspects of their hotel stay. Another example is item 15, "*I seldom notice what other people are up to*", some of participants interpreted in as being inquisitive and some understood it as meaning curiosity, which is an important feature for a mindful individual. Besides, Sauer *et al.* (2013) point out that despite of being a universal phenomenon, mindfulness is dependent on culture and context. Actually, approaches from different cultures and contexts may not contradict each other but add to each other to grasp facets of mindfulness (Sauer *et al.*, 2013).

Notably that all the findings above are derived from application of the LMS 21 and reported in psychology. Till now, the only study that applied the LMS21 in marketing was Ndubisi (2014)'s, showing the LMS21 as a reliable and validate scale. Yet, Ndubisi (2014) did not mention LMS as a multidimensional construct but examined relationships between mindfulness and other variables **(**Relationship quality and Relationship outcomes**).** Thus, this is the first empirical finding in the marketing sector confirming the Mindfulness measure of Langer as multidimensional and strengthening the notion that mindfulness is applicable not only in psychology or education, but in marketing and other daily contexts. Together with other studies, the finding in this study highlights that LMS can apply across countries & cultures. In fact, LMS has been translated and validated into different languages including Malaysian (Leong & Rasli, 2013), German (Haller, 2015), Persian (Moafian *et al.*, 2017) and Italian (Pagnini *et al.*, 2018).

However, the findings in this study differs from another stream of mindfulness research in marketing, specifically in tourism and hospitality, such as Frauman and Norman (2004), Van Winkle and Backman (2009), Barber and Deale (2014), Choe *et al.* (2014) and Ngo *et al.* (2016). This body of mindfulness research applied the mindfulness scale proposed by Moscardo (1992), who was the first researcher to explore mindfulness in tourism and found that mindfulness is uni-dimensional with seven items. Although sharing some similarity between the two constructs, the original mindfulness proposed by Langer is considered to be broader in its concept than

“Mindfulness” proposed by Moscardo (1992) (Van Winkle & Backman, 2009). Not only being used in clinics, Mindfulness is a phenomenon in everyday situations; it is about how individuals process information or experience in their surroundings (Langer & Moldoveanu, 2000).

This research is also inconsistent with the viewpoint of mediative mindfulness (MM) which bases on the Buddhist spiritual traditions and healing philosophy (Kabat-Zinn, 2003). Kabat-Zinn (2003) defines MM as ‘‘the awareness that emerges through paying attention on purpose, in the present moment, and non-judgmentally to the unfolding of experience, moment to moment”, thus highlighting three important attributes. Some MM attributes are Paying attention to the present-moment attend to somatic like sensations - sight, hearing, smell, taste and touch - to develop continuous self-regulated attention), Present-oriented awareness, a ‘‘state of being attentive to” and ‘‘aware of what is taking place in the present, Open, non-reactive and Acceptance of one’s present moment emotions and thoughts (Chen *et al.*, 2017)

The most distinguished difference between mindfulness from socio-cognitive approach by Langer and mediative mindfulness is that MM can get by only mediative training and practice. Hence, MM is not applicable and suitable for this research. And despite of being an important concept for understanding tourism experiences, MM has received very limited attention, e.g. Kang and Gretzel (2012) study with tourists at a national park; Trinh and Ryan (2015) study of museum visitors.

MIND as a formative second-order construct

In this study, Mindfulness was found as a multidimensional construct composed of the three dimensions (Novelty seeking, Engagement & Novelty producing). The three-factor structure demonstrated in EFA was verified using the Confirmatory Factor Analysis (CFA). The dimensionality of these first-order dimensions was examined. The convergent validity (outer-loadings, the average variance extracted - AVE) and the internal consistency (Cronbach’s alpha, Composite reliability - CR) of MIND have satisfied the criteria suggested by Hair *et al.* (2017) (Table 4.17 - chapter 4). This indicates that each item loaded on its proposed factor only, not cross-loading on other factors, and they were reliable items of the Min construct.

On the other hand, discriminant validity (the cross-loadings, the Fornell- Larcker, Heterotrait-monotrait ratio - HTMT in Section 4.2.3, chapter 4) proves that the three dimensions derived from theory have distinctive properties that reflect different aspects of Min. The significant and positive outer-weights of the four dimensions in Table 4.20 (chapter 4) have supported hypotheses of relationships between the four dimensions and the Min construct, revealing the relative importance of each in driving the MIND construct.

Mindfulness (MIND):	Result
H_{1a}: Novelty seeking has a positive relationship with Min.	Supported
H_{1b}: Engagement has a positive relationship with Min.	Supported
H_{1c}: Novelty producing has a positive relationship with Min.	Supported

Consistent with the formative assessment of PSE and PSQ in previous section (section 5.2.1), based on the criteria on modelling MIND as a reflective-formative second-order construct suggested by Jarvis *et al.* (2003) and Bollen and Bauldry (2011) (section 3.5.2.3, Chapter 3), at the dimensional level, the CFA results above prove that the MIND construct is formed by the three dimensions (Novelty seeking, Engagement & Novelty producing), each contributes independently to the totality of MIND. From a measurement perspective, MIND is like a linear function of the three first-order measures, thus removing of any measure would change the meaning of the second-order formative construct (Bollen & Lennox, 1991; Hair *et al.*, 2017). Hotel guests evaluate the three attributes of MIND in a disparate manner and each level of (Novelty seeking, Engagement & Novelty producing) increases, the overall mindfulness increases (Dagger *et al.*, 2007). It can be seen that MIND was appropriately modelled as formative second-order construct, in which the three factors are the first-order components.

At the measurement level (item level), according Jarvis *et al.* (2003) and Bollen and Bauldry (2011), the reflective approach is appropriate when the high interchangeability of scale items, and the high degree of co-variation among items within each dimension occur. The results of internal consistency (Cronbach's alpha, CR) and convergent validity (outer-loadings, AVE) (Table 4.17 - Chapter 4) displayed a high interchangeability of scale items within each dimension and a high degree of co-variation among items within each dimension (Novelty seeking, Engagement & Novelty producing). From these results, MIND is best represented as a reflective-formative second-order construct. In previous studies, the LMS was confirmed as a second-order construct by Pagnini *et al.* (2018). An interesting finding from Pagnini *et al.* (2018)'s study is that the three dimensions of MIND (Novelty seeking, Engagement and Novelty producing) were found to have a significant relationship with each other, but this relationship is not perfect. The authors suggest that these dimensions retain something distinctive and separate to the construct of mindfulness. In nature, "something distinctive" here is the formative approach to constructs as Jarvis *et al.* (2003) and Bollen and Bauldry (2011) suggested.

In marketing in general and in hospitality in particular, no earlier studies specify the measurement model of Mindfulness as formative. In one hand, that mindfulness application in marketing have started to appear (Ndubisi, 2014), while the issue of measurement model misspecification is common in research (Jarvis *et al.*, 2003). Hence, this is the first study in hospitality designing and

validating Mindfulness as a formative second-order scale which helps to explore more understanding of Mindfulness.

The relative importance of MIND dimensions

The EFA results on the percent variance explained display the importance hierarchy for the dimensions of Mindfulness, in which Mindfulness is affected by Novelty seeking (33.53%) - strongest, followed by Engagement (21.59%) and Novelty producing (15.74%)- the least important factor (Table 4.13, chapter 4)

The CFA results confirm the EFA results via outer weights criteria in which Novelty seeking is the strongest factor contributing to Mindfulness (0.881), Engagement is the second strong factor (0.234) and Novelty producing is the least strong factor (0.128) (Table 4.20, chapter 4)

In the present study, Novelty seeking is found as the most important dimension of Mindfulness. Novelty seeking is the proneness to be curious and open toward the environment and oneself (Moafian *et al.*, 2017; Pirson *et al.*, 2018). In research of consumer traits in marketing, Novelty seeking is ever mentioned by Hirschman (1984) and Dabholkar and Bagozzi (2002) as "Inherent novelty seeking", which refers to the desire of individuals to seek out novel stimuli or acquire new experience. It is found as one of the most important motivations for pleasure holidays (Lee *et al.*, 2016). The Novelty seeking dimension in this study is similar to Dabholkar (2002)'s when reflecting open and curious orientation of customers to their environment, seeking stimulation in their experience, enjoying new things or trying new ways to approach old things.

Haigh *et al.* (2011) argue that Kashdan *et al.* (2004)'s curiosity construct and Langer's conceptualization of mindfulness share overlapping attributes. Specifically, Kashdan *et al.* (2004)'s curiosity construct emphasizes a cognitive system that identifies, seeks out, and regulates novel and challenging opportunities, which is similar to Langer's Novelty seeking and Novelty producing components of Mindfulness. Some items of the Novelty seeking dimension of the LMS 21 used in this study *(I like to investigate things; I like to figure out how things work; I do not actively seek to learn new thing (R); I am curious*) are similar in content to items of the mindfulness scale of (Moscardo, 1992) (*I like to explore and discover new things; I like to inquire further about things in it; I like to search for answers to questions I may have; I like to have my curiosity aroused*). They both refer to customers' openness, curiosity, exploration of things.

The Engagement dimension emerged as the second strong dimension of mindfulness, implying that customers actively interact with others and the surrounding environment and connect with what they are doing in the present. This result is consistent with the argument of Langer and Bodner

(2001), Pirson *et al.* (2018) and Pagnini *et al.* (2018) that Engagment contributes to the Mindfulness construct. It is also in line with a group of previous studies in organizational psychology (Kahn, 1990; Rich *et al.*, 2010) suggesting that engaged individuals can be described as being psychologically present, fully there, attentive, connected and immersed in activities they are doing.

The Engagement dimension in this study shares some common with the dimension of absorption in marketing. The two dimensions include items referring to the customer being fully engrossed in an activity (for example: "*Doing XYZ is so absorbing that I forgot about everything else"; "I am rarely distracted when doing XYZ"; "I am immersed in doing XYZ"*) (Cheung *et al.*, 2015). Actually, the absorption concept is rooted from psychology, then first applied in organizational psychology by Kahn (1990) and later extended to marketing as a dimension under the engagement construct. Yet, in marketing, customer engagement research has been mostly conceptual (Brodie *et al.*, 2011; Jaakkola & Alexander, 2014). Recent years have seen the appearance of empirical studies focusing mainly on the online environment (Cheung *et al.*, 2015; De Vries & Carlson, 2014; Harrigan *et al.*, 2017), still there is little empirical research on customer engagement outside the online context (Cambra *et al.*, 2016). Due to this fact, the absorption dimension from the context of online environment was taken for reference.

The Engagement dimension is also similar to some aspect of the mindfulness measure by Moscardo (1992) when including items describing the interaction with the environment such as *"Feel involved in what is going on around me*"; or the Involvement dimension of (Otto & Ritchie, 1996)'s study in which respondents indicated their willingness to be active participants in the service system. They also demanded that they be educated, informed and imbued with a sense of mutual cooperation.

The Engagement dimension differs from the one-dimensional affective approach to engagement in marketing that defines it as an emotional bond between the customer and service firm (e.g.: items "*I feel an emotional link with the firm*"; "*I feel as though I have a personal relationship with the firm*"; "*I feel as though I have a personal relationship with the firm*"). This approach is supported by Medlin and Green (2009), Sprott *et al.* (2009), Van Doorn *et al.* (2010). However, under the mindfulness construct in this study, the Engagement dimension reflects the level of interaction with others and the environment rather than emotional connection.

Both Novelty seeking and Engagement are components of Langer's conceptualization of mindfulness that refer to one's orientation to their environment (Langer & Bodner, 2001). Novelty Seeking involves the tendency to have an open and curious orientation to one's environment. Novelty Seeking is facilitated by Engagement and also contributes to Engagement - an individual's propensity to interact and actively attend to changes in the environment (Haigh *et al.*, 2011).

The Novelty producing is the least strong dimension of Mindfulness which refers how customers operate in their environment. This finding is consistent with previous studies (Langer & Bodner, 2001; Moafian *et al.*, 2017; Pagnini *et al.*, 2018; Pirson *et al.*, 2018) which reported that Novelty Producing is an attribute forming the Mindfulness construct. A person with a tendency towards novelty producing actively would generate/develop novel categories instead of depending on formerly created distinctions and categories (Langer, 1989 b). It is also described as a flexible state of mind (Langer, 1992). In a novelty-producing mode, a person is inclined to utilize every situation as a chance in producing new things (Moafian *et al.*, 2019). With this understanding, Valliere and Hassannezhad (2019) argue that there appears a significant conceptual overlap between Novelty Producing based on Langer's and Creativity of Torrance (1966), the father of modern creativity research, defines Creativity as "becoming sensitive to problems, searching for solutions, testing and retesting them and finally communicating the results". In a context of entrepreneurs, Valliere and Hassannezhad (2019)'s study found that Creativity and Novelty production were similar.

However, the finding in this study contrast with Haigh *et al.* (2011), Leong and Rasli (2013) 's studies which did not confirm Novelty seeking in the Mindfulness model. These authors found Mindfulness is validated with two factors including Mindfulness and Mindlessness.

In short, the structure of Mindfulness, the least and the most important mindfulness dimensions of a luxury hotel stay, as perceived by hotel customers, are identified and validated. The findings are both similar but different from previous studies which is briefly summarised in Table 5.6 as follows:

Table 5.6 - Summary of MIND findings

Findings of Min in the study	Similarity with studies in psychology	Similarity with studies in service sector in general
In terms of the construct		
- Multidimensional	Langer and Bodner (2001), Moafian *et al.* (2017), Pirson, Langer*, et al.* (2012), Pirson *et al.* (2018), Pagnini *et al.* (2018)	N/A
- Hierarchical	Pagnini *et al.* (2018)	N/A
- Formative	N/A	N/A
In terms of dimensions		
- Novelty seeking	Langer and Bodner (2001), Moafian *et al.* (2017), Pirson, Langer*, et al.* (2012), Pirson *et al.* (2018), Pagnini *et al.* (2018)	Barbin *et al.*, (1994) in retailing Dabholkar and Bagozzi (2002) in fast-food restaurant
- Engagement	Langer and Bodner (2001), Pirson, Langer*, et al.* (2012), Pirson *et al.* (2018), Pagnini *et al.* (2018)	Moscardo (1992) in tourism, Otto & Richie (1996) in hospitality, Cheung *et al.* (2015) in online games
- Novelty producing	Langer and Bodner (2001), Moafian *et al.* (2017), Pirson, Langer*, et al.* (2012), Pirson *et al.* (2018), Pagnini *et al.* (2018)	N/A

This study has identified the structure of Mindfulness as multidimensional and formative second-order construct. It supports the view that the dimensionality of Mindfulness is dependent on the specific context and culture under investigation (Moafian *et al.*, 2017). Although the concept has been studied in the fields of psychology, sociology, and education for a few decades, empirical research on mindfulness in marketing has just commenced (Ndubisi, 2014). This is the first empirical study applying the mindfulness concept of Langer from psychology in the context of luxury hospitality.

5.2 Discussion of the SEM results

5.2.1 The relationship between MIND and PSE & between MIND and PSQ

Based on the EFA results, the inter-relationships between three constructs (“between exogenous and endogenous constructs”) were proposed via hypotheses. Structural Equation Modelling (SEM) was used to test these hypotheses using PLS-SEM. Path coefficients of the inter-relationships

have been tested in terms of their significance and sign. Later, the mediation role of customers' perceived service quality between customers' mindfulness and perceived service experience was tested. All hypotheses proposed in the conceptual model have been supported, as the t-value has been significant.

The path coefficients in this study found that Mindfulness has a positive relationship with customers' perceived service quality (H_2 supported) and perceived service experience (H_1 supported) (Table 4.22, chapter 4).

Table 4.22 - Structural estimates (hypotheses testing)

Predicted variable(s)	*Predictor variable(s)*	*Hypotheses*	*Path*	*t values*	*p values (<0.05)*	R^2	*Results*
Perceived Service Experience	Mindfulness	H1. MIND -> PSE	0.411	7.527	0.000	0.563	Supported
Perceived Service Quality	Mindfulness	H2. MIND -> PSQ	0.679	23.369	0.000	0.462	Supported

Mindfulness is the process of drawing novel distinctions when evaluating new information that arises from the interaction between each individual and the surrounding environment (Langer & Moldoveanu, 2000; Van Winkle & Backman, 2009). When mindful, customers are sensitive to the context and the environment, more open to new information. They pay more attention to activities such as reading guides of using facilities or services, understanding more information relevant to their hotel stay experience.

By these findings, the research has empirically confirmed the existing mindfulness models suggested by McIntosh (1999) and Moscardo (1996), that Mindfulness is one of the influencing factors, associated with customers' actual experience process and their evaluations, such as greater learning, greater understanding and greater satisfaction (Moscardo, 1996; Van Winkle & Backman, 2009) or insightfulness (Mcintosh, 1999). According to Mcintosh (1999), "insightfulness" is characterized by the unique psychological outcomes or benefits gained from visitors' subjective experiences in a context of tourism. The dictionary definition (Collins English Dictionary) of the term insight states that insight is "the ability to perceive clearly or deeply and the capacity for understanding one's own or another's mental processes", thereby insightfulness defines the end state of personal insight gained from an tourism experience (Mcintosh, 1999). The findings also imply that mindfulness is a way of thinking and taking in new information that arises from the

interaction between each individual and the surrounding environment, a way each individual being open and getting engaged in the present moments. In the hospitality context of this study, mindfulness helps guests perceive and respond more positively to services provided by hotel. It also enables guest to enjoy their hotel stay better, making it a more memorable experience and having positive affective feelings.

The study supported the other empirical findings that Mindfulness cause positive outcomes such as improving benefits sought (customers' feelings of excitement, escape, reflection, family) in the context of visiting parks (Frauman & Norman, 2004) or in hotel stay (Barber & Deale, 2014), affecting perception of customer experience and evaluation of post-experience (satisfaction and behavioural intentions) in exhibition (Choe *et al.*, 2014); associating with relationship quality (satisfaction, trust, commitment) and relationship outcomes (attitudinal loyalty, behavioural loyalty and switching restraint) in health service (Ndubisi, 2014).

5.2.2 The relationship between PSQ and PSE

The path coefficients in this study (Table 4.22, chapter 4) indicate that PSQ has a positive relationship with PSE (H_4 supported).

Table 4.22 - Structural estimates (hypotheses testing)

Predicted variable(s)	*Predictor variable(s)*	*Hypotheses*	*Path*	*t values*	*p values (<0.05)*	*R^2*	*Results*
Perceived Service Quality	Perceived Service Quality	H_4. PSQ -> PSE	0.407	8.007	0.000		Supported

The finding in this study provides empirical evidence that PSQ and PSE are two distinct concepts, co-existing in a complementary fashion as suggested by (Chang & Horng, 2010; Otto & Ritchie, 1995; Vasconcelos *et al.*, 2015). Putting and comparing them in the same context indicate that while PSQ is perceived as the cognitive evaluation of service delivery dimensions (namely, Hotel ambience & Bedroom, Employee, Food & service, and Reliability), PSE is conceived as the affective responses/reaction of service deliver dimensions (namely, Hedonics & Novelty, Peace of mind & Recognition). They are both outcomes of customers' evaluation of service delivery process and services actually delivered to them.

The finding supports both the Cognitive appraisal theory (Bagozzi *et al.*, 1999) and the Cognitive-Affect-Behaviour model (Holbrook & Hirschman, 1982) that affective responses are produced from evaluation of cognitive factors by customers. The higher the degree of perceived service quality (Employees, Hotel ambience & Bedroom, Food & service and Reliability), the greater the customer have service experience (Hedonics & novelty, Peace of mind, Recognition).

Specially, customers who perceive that employees were welcoming, service focused, and made them feel valued or VIP, were more likely to evaluate CSE positively (Walter *et al.*, 2010). Customers who perceive efficient service delivery, pleasant service, personalized attention, and friendly greeting/departure by employees would generate positive assessments of their service experience (Jüttner *et al.*, 2013). Even, from tangible artefacts they can make inferences to draw conclusions about their service experience. In most instances, these tangible elements (hotel appearance, atmosphere or the physical environment) contributed to favourable experiences. This finding is consistent with previous studies finding the significant relationship between PSQ and PSE in tourism (Bigné *et al.*, 2008; Chan & Baum, 2007), in hotels (Gracia *et al.*, 2011; Ladhari, 2009), in restaurant (Chen *et al.*, 2015; Han & Jeong, 2013; Peng & Chen, 2015; Tsaur *et al.*, 2015).

In managerial terms, these findings imply hotel managers could improve customers' service experience through providing better service quality. For example, hotel guests may demand feelings of hedonics (escapism, pleasure, happy) and peace of mind (relaxation, peaceful) through their hotel stays, service providers need to give serious thoughts to design core hospitality products that stimulate and motivate these experiential needs. Clean and excellent furbished bedrooms would be a prime way to deliver relaxation and pleasure. It is of importance for hotels to stage the lobby with pleasant scent, pleasing and harmonious music background, and original and elaborate architecture in order for guests to feel distant from daily routine and reality, and perceive a kind of fantasy.

In addition, the success of the experiential approach also relies on the employees working in the hotels. Central to this stance is the guaranteed satisfaction of consistent and quality service given by the service providers. It would be imperative for them to instil a caring attitude, politely and courteously welcome guests from the moment of check-in till check-out one time. It is the responsibility of staff to respect hotel guests and boost their egoism every time when help is needed. Meanwhile, employees are suggested to interact more with guests to elicit hedonism or recognition.

5.2.3 The mediating role of PSQ between MIND and PSE

The study provides empirical support for the mediating role of PSQ in the research model. More specifically, for the relationship between MIND and PSE, PSQ serves as a complementary mediator. Higher levels of MIND increase customers' PSE directly, but also increase customers' PSQ, which in turn leads to PSE. Hence, some effects of MIND on PSE are explained by PSQ (Table 5.7).

Table 5.7 - Studies on the mediating role of PSQ

Mediating role of PSQ	Type of mediation	Context of study	Studies
MIND -> PSQ -> PSE	- partial mediation	Hotel	Current study
Servicescape -> PSQ -> CE Core service -> PSQ -> CE	- full mediation - partial mediation	Hotel	Ismail (2011)

The findings re-emphasize the importance of PSQ as a consequence of Mindfulness (Choe *et al.*, 2014). The work by Ismail (2011) has provided similar results in the mediating role of PSQ to the relationship between service-scape and customer experience; and the relationship between core service and customer experience. However, due to the fact that empirical research on mindfulness in marketing has just commenced (Ndubisi, 2012) and the dearth of empirical research on mindfulness in the fields of marketing and management (Ndubisi, 2012c), this is the first study which empirically proved the partial mediation of PSQ in the relationship between MIND and PSE in the luxury segment hotel context.

5.3 Summary

This chapter has discussed the findings of the research linking the data analyses of the previous chapter to the conceptual framework. The hypotheses have also been illustrated, discussed and compared to the current literature. Novel findings are found and reported. The next chapter will overview the research objectives and present contributions of the research in terms of theory and practice. The limitations and recommendations from the research are highlighted. And conclusions are drawn.

Chapter 6 - Conclusions and Recommendations

6.0 Introduction

Based on the discussion of findings from Chapter 5, this chapter will present an overview of the research objectives and the research problem, the conclusions and recommendations. The chapter starts with the research background, revisiting the research objectives and assessing how these objectives which were put forward/raised in Chapter 1 have been achieved. Then the theoretical and managerial contributions of the research are highlighted, especially the managerial implications of mindfulness in the context of luxury hotels are. The limitations and recommendations for future research are drawn.

6.1 Research overview, objectives and core findings

Mindfulness has appeared in the literature for over a few decades from clinic, extending to the fields of psychology, education, business management and marketing (Taylor & Norman, 2019, p.76). In marketing in general, mindfulness is thought of as an important variable for understanding consumer behaviour (Ndubisi, 2014, p.247). In tourism and hospitality, mindfulness is used to assess the depth of information analysis by travellers and guests and the influence that it has on their experience there (Barber & Deale, 2014; Frauman & Norman, 2004; Mcintosh, 1999; Van Winkle & Backman, 2009) *(Taylor & Norman, 2019, p.77)*. The mindfulness framework has been increasingly applied in tourism and hospitality research to understand/explain customers' outcomes such as learning, understanding and satisfaction (Moscardo, 2009).

The main objectives of this study were to test a conceptual framework of the inter-relationships between the three constructs (MIND, PSQ and PSE), and to develop and validate the measurements of them in the context of luxury hotels. Specially, the study put forward/posted five objectives (1) To identify and validate the primary structure of PSE in the luxury hotel sector; (2) To identify and validate the primary structure of PSQ in the luxury hotel sector; (3) To identify and validate the primary structure of MIND in the luxury sector; (4) To test whether there is a significant relationship between PSQ and PSE and (5) To test whether there are significant relationships between MIND and PSQ, and between MIND and PSE.

The research was conducted using the questionnaire-based survey. The measurement scales for customers' perceived service quality, perceived service experience and mindfulness have been developed based on the literature. Quantitative methods using EFA, CFA and structural equation

modelling (SEM) were employed for data analysis. The research findings demonstrate that the three measurements were developed and found reliable. All of these hypothesised relationships were supported.

In achieving the first objective, the findings suggest/show that in the tourism and hospitality context, PSE is a multidimensional, reflective-formative second-order construct, in which the three factors (Hedonics & Novelty, Recognition and Peace of Mind) are the first-order components**.** In achieving the second objective, the results indicate that PSQ is a multi-dimensional, reflective-formative second-order construct which is formed by the four first-order dimensions (Hotel ambience & Bedroom, Employee, Food & Service & Reliability). In achieving the third objective, the results indicate that MIND is a multi-dimensional, reflective-formative second-order construct with the three first-order dimensions (Novelty seeking, Engagement & Novelty producing). The finding also supported that PSQ has a positive relationship with PSE, providing empirical evidence that PSQ and PSE are two distinct concepts, and thus the fourth objective is obtained. The path coefficients in this study found that Mindfulness has a positive relationship with customers' perceived service quality and with customers' perceived service experience, which helped to obtain the fifth objective.

According to the research results, the present study has made some contributions to the literature and to the managerial practice. The next section will explain these contributions more detailed.

6.2 Contributions of the research

6.2.1 Theoretical contributions of the research

Theoretically, the present study has made some theoretical contributions to the existing body of literature in service quality, service experience and mindfulness, specially:

First**,** the study has provided a better understanding of underlying factors that are not clearly delineated or identified in the existing literature of service experience (Kim *et al.*, 2011; Manhas & Tukamushaba, 2015) through the PSE scale with three dimensions (*Hedonics & novelty, Recognition and Peace of mind*). The development of PSE meets the calls for further research in enhancing the service experience by Ostrom *et al.* (2015).

All the three dimensions (Hedonics & Novelty, Recognition and Peace of mind) of hotel service experience are adequately supported by relevant theories and previous studies. These dimensions also show that service experience factors are not elusive abstracts, but rather specific and can be readily measured. Especially, "Hedonics and Novelty" was emerged as a new dimension of PSE and different from earlier related measures on service experience. This is a first step in the effort towards building a comprehensive framework for customer experience management in hospitality area.

The study has supported PSE as a formative second-order construct, identifying the important ranking of the three dimensions in separately forming PSE in the context of luxury hotels. According to Jarvis *et al.* (2003), the existing literature demonstrates that few studies focus on formative indicator measurement models, even though they should. This may be the case of service experience, especially in the luxury hotels setting, PSE should have approached as a formative model as Jarvis *et al.* (2003) recommended. Although recent studies used formative hierarchical models to measure service experience quality in some service contexts such as retail banking (Klaus & Maklan, 2012), mortgages, fuel and service station, utility (retail banking) & retailing of luxury lifestyle goods (Klaus & Maklan, 2013), in tourism (Fernandes & Cruz, 2016), in theme parks (Wu *et al.*, 2018), in golf service (Wu & Ai, 2016), there is no research using formative approach to PSE in the luxury hotel segment. Accordingly, this is the first study confirming the formative second-order construct of PSE in the luxury hotels.

The second contribution is that this study has developed and validated a scale measuring service quality perceived by customers in the context of first-class and luxury hotels. In spite of plethora of service quality research, no consensus exists on evaluation and measurement of service quality dimensions in the hospitality industry (Albacete-Sáez *et al.*, 2007; Clemes *et al.*, 2007; Lloyd *et al.*, 2011), especially the research that has addressed the structure of the concept is rather limited research in the luxury hotel segment (Wilkins *et al.*, 2007). Therefore, the scale responds to the limited research.

The study has extracted the four PSQ dimensions (Employee, Hotel ambience & Bedroom, Food & service, and Reliability), which are adequately supported by relevant theories and previous studies. The appearance of the “Hotel ambience & Bedroom” dimension is a new contribution of the research to the service quality literature in the luxury hotel segment as it was not explored in previous PSQ measures.

Developing the PSQ scale helps to update the understanding of how an ever-evolving customer-base perceives service quality in such a highly competitive environment of hotels (Rauch *et al.*, 2015), and is in line with the notion that numerous dimensions of service quality change over time (Dortyol *et al.*, 2014).

The study has found PSQ as a formative second-order construct, identifying the dimension important ranking in contributing to PSQ in the context of luxury hotels. The second-order (higher-order) models are said to outperform single-level multi-factor models when investigating complex consumer behaviours (Licata, Mowen, Harris, & Brown, 2003), and provide enhanced diagnostics for management. Moreover, modelling PSQ using the formative measurement, in one hand, it contributes to a better specification for the construct (Diamantopoulos, 2006), in the other hand, in combination with the second-order construct, it shows the identified dimensions are distinct

properties that capture different aspects of PSQ. Consumers are more likely to evaluate the lower-order service quality dimensions initially, before undertaking the higher-order which is also more global service quality evaluation (Dabholkar *et al.*, 2000). In the luxury hotel segment, no previous study has approached PSQ as a formative second-order.

The scale is also significant in the sense that it provides an opportunity for a comparative study of service quality with other studies of service quality in luxury hotels undertaken in different countries.

The third contribution of the study is the difference between service quality and service experience has been confirmed in the study in the hospitality setting. The study has empirically verified that the cognitive dimensions of service quality are distinct from its emotional dimensions. They are really two distinct, but complementary constructs according to customers' perception. Many researchers have agreed on the differences between the two constructs (Chang & Horng, 2010; Manhas & Tukamushaba, 2015; Otto & Ritchie, 1996; Rais *et al.*, 2016; Roy *et al.*, 2019), yet this is the first empirical study to investigate their differences by comparing dimensions in the same research in the context of luxury hotels. The finding is a respond to the call for more empirical research by Chang and Horng (2010).

Another contribution of the study is the mindfulness scale of Langer (LMS21) has been empirically tested and validated for the first time in the hospitality with three dimensions, which responds to the dearth of empirical research on mindfulness in the fields of marketing as Ndubisi (2012c) and Ndubisi (2014) call for.

From an abstract concept which was applied mostly in clinics and was not initially intended for on-site evaluation by its authors, MIND has been validated in the luxury hotel setting with a robust and replicable tri-dimensional factor structure. The study also supports MIND as a formative second-order construct, identifying the important ranking of the three dimensions (Novelty seeking, Engagement and Novelty producing) in contributing to MIND in the context of luxury hotels. This is a very important contribution of the research to the mindfulness literature since no previous research has tested and reported this finding before. The dimensions demonstrate that MIND factors are not elusive abstract, but specific and can be readily measured.

Most earlier studies on the Langer's Mindfulness scale (LMS) were carried out in western settings, this validation is one of very few studies in a non-western setting, which helps extend understanding of a relatively new concept to consumers' behaviour across borders. This may be an additional contribution of the current research when in reality, Asian-based theories and models are considered still limited (Lam *et al.*, 2015). And understanding more about customers is also an important factor to bring success to organizations.

Besides, the relationships between MIND with PSQ and PSE have been found significant. It is believed that there is a potential relevance of the mindfulness construct in a vast array of consumer behaviour issues, such as consumer decision making, marketing communication, persuasion, and so on. And this research has provided an empirical evidence that mindfulness influences both customers' cognitive and affective perception.

It can be seen that this is the first study modelling Mindfulness in relationships with very traditional marketing concepts like PSE and PSQ, bringing a new insight of customer behaviour. From a very abstract concept in psychology which is used to examine in clinics for health being and education, then later expanded into other fields like business management and marketing, the study examined and integrated Mindfulness into consumer behaviour in a context of hotel stay, making it more specific and closer to everyday life.

The findings strengthen the premise that Mindfulness is applicable not only in psychology or education as its original purpose, but in marketing and other daily contexts, and that the LMS can apply across countries and cultures, from Western countries to Eastern countries. Accordingly, this is an important contribution of the study to the mindfulness, service quality and service experience literature as well.

And finally, along with the other findings obtained by this study, the adapted/modified questionnaire itself is also a contribution of this study. The questionnaire developed through this study is suitable for use by managers in the hotels, so that they can confidently identify the action needed areas of services quality, service experience and design service strategies that create satisfied guests. And definitely they also understand how customers' mind work better.

6.2.2 Practical contributions of the research

The results of this study validated the scales measuring PSE, PSQ and MIND and supported that mindfulness positively influences customers' perceived service quality and perceived service experience. These findings have some practical implications for hotel practitioners in terms of maintaining current customers, attracting new ones and reaching sustainable development as follows.

First, the PSE finding of the current study helps practitioners understand more and implement better an experiential approach to customize service performance in the hotel industry. For example, guests of luxury hotels often demand feelings of hedonics (escapism, pleasure, happy, something new & different) and peace of mind (relaxation, peaceful) through their hotel stays, thus hoteliers need to give serious thought to design core hospitality products that stimulate and motivate these experiential needs. Clean and excellent furbished bedrooms with necessary and

creative amenities would be a prime way to deliver relaxation and pleasure. It is of importance for hotels to stage the lobby with pleasant scent, pleasing and harmonious music background, and original and elaborate architecture in order for guests to feel distant from daily routine and reality and perceive a kind of fantasy.

The success of the experiential approach also relies largely on the employees working in the hotels. Central to this stance is the guaranteed satisfaction of consistent and quality service given by the service providers. It would be imperative for them to instill a caring attitude and constantly remind guests that they are welcome all the time during their hotel stay, from the moment of check-in till check-out one time and forever. Employees are suggested to interact with guests in the way to elicit feelings of recognition.

Second, the finding conceptualizing PSQ as the formative second-order construct allows hoteliers conduct the service quality examination at several levels of abstraction. For example, if a manager wishes to do a comprehensive service quality analysis, the complete scale can be used both to determine an overall service quality assessment and to identify specific areas that are in need of attention. Hotel managers can use the scale as a diagnostic tool to improving either the overall service quality collectively and to tackle specific aspects of the service performance.

Third, based on the findings of mindfulness, hotel managers should understand that mindful customers have positive evaluations of hotel service quality and service experience. They search different sources to collect and analyze service information (including competing brands) before making their choice, as such hotel managers must carefully craft the information and service product cues accessible to consumers. These information and cues must be updated regularly, on the hotel website, hotel booklets, hospitality magazines or online forums, to capture service improvements, prevailing market conditions, and current environmental trends as these consumers are continuously updating and evaluating such information.

Mindful customers also, according to Langer (1989 b), are more open and more sensitive to surrounding environment, paying greater attention to details, having greater skills in cognitive categorization and more aware of multiple perspective in solving problems (Langer, 1989 b). Together with the experiential approach above, these characters once more consolidate the notion that hotel managers should pay more attention to the environmental layout and design details of the hotel. For example, the overall ambience can reflect a theme in the architecture style and furniture layout such as Buddhism themed hotels, Green themed hotels, etc. The hotel servicescape can adopt a pleasant background, relaxing music, scent, lights, elegant colors, etc. Mindful customers can be easily attracted to such physical elements, positively evaluating them and enhancing their hotel stay experience.

Besides, hotel practitioners should fully engage with mindful consumers in the process of value co-creation, and in their hotel stay process. Previous research has shown that mindful consumers can and do generate novel ideas, are open to new ways of doing things, seek to learn new things, make many novel contributions, are very creative, think of new ways of doing things, create new and effective ideas, are alert to new developments, can recognize the distinctiveness and uniqueness of different contexts and are original thinkers (Langer, 1989 b). Thus, if hoteliers can exploit these qualities of mindful customers, they will gain relevant privileged information from them about their new service products or service development. For example, customers can share information on emerging or latent consumer needs and innovative ways to meet their needs. This information, in one hand, may help hotel marketers adjust and develop more effective product offerings as well as promotion programmes, thus improving the enjoyment as well as memoires of hotel stay experience for guests. In other hand, it is continuous innovation pursued by hoteliers which is regarded as an effective strategy for sustainable competitive advantage.

Another important character of mindful customers, according to extant literature, they tend to see the bigger picture and show greater empathy (Beitel *et al.*, 2005; Ndubisi, 2014). Together with open mindedness, these qualities can be useful for hoteliers in dealing with cases of conflicts or service failures to reach a fair and satisfactory resolution. The success of conflict handling is certainly dependent on some degree of understanding and empathizing that relevant parties are willing to compromise and resolve (Ndubisi, 2003). Customers who are mindful tend to see the bigger picture and are more willing to make sacrifices, thus, hotel managers may more easily to resolve conflicts with them satisfactorily. Numerous prior studies have found that a well-resolved conflict can lead to even better relationship and relationship outcomes and can turn an aggravated customer into a satisfied loyal evangelist for the same hotel.

And finally, hotel practitioners can take advantage of information communication technologies (ICTs) and smart technologies to facilitate customer mindfulness, instead of blaming it for the disadvantage that cause automatic or routine behaviours or mindlessness. The study of Diamond *et al.* (2017) has discovered that technology could enhance mindfulness. In luxury hospitality, hoteliers can offer mobile phone applications or provide other mindfulness-related devices to their guests. There are mobile apps which can bring customer awareness to the present moment, increase awareness of experiences, external surroundings, provide feedback or directions to support the interconnectedness between humans and nature (Diamond *et al.*, 2017; Van Gordon *et al.*, 2018). According to Factmr (2019) and Globalwellnesssummit (2019), currently, there are nearly 1,500 meditation and mindfulness applications available, among them, the two apps named Headspace and Calm, are most widely used and make up around 70 percent of the market share. Diamond *et al.* (2017) explains that in order to promote mindfulness, electronic devices often base

on simple time reminders, sensors that track body parameters and point to the level of a mindful state or changes to a user's environment to make them more conducive to mindfulness.

6.3 Limitations and recommendations for future research

Despite the interesting findings obtained in this study, there are some limitations to the research, details of which are explained below.

The first limitation relates to qualitative assessment. This is a quantitative study with generalizability and reliability as its core objectives. Such investigations, especially those made into essentially phenomenological topic areas, are bound to sacrifice depth in favour of breadth. It is recommended in the future research that the survey research into PSQ, PSE or Min complemented with qualitative research (e.g.: in-depth interviews, observation and focus groups) to uncover the nuances and idiosyncracies related to each concept.

Lacking in-depth interviews in the research also leads to the second limitation, that is the confirmation of the proposed definition of PSE, PSQ and Min as well as their dimensions identified in the literature, from a business perspective/practitioners (Bruhn, 2008). Although all the measurement items used in the questionnaire are derived from a careful review of extant literature and got an established face validity literature (Bagdare & Jain, 2013; Zhang *et al.*, 2017), future research with information confirmed from practitioners would help strengthen the content validity from the practical viewpoint.

On the other hand, lacking interview may result in that some aspects of service experience or service quality were not included in the measurement models. The list of service experience components and service quality components may not be exhaustive, rather the research has identified salient, generalizable, consistent group of components across contexts and consumers. This causes the third limitation, that is the error problem in formative constructs. The error is a disturbance term of the latent formative construct representing all causes not accounted for by the indicators and impacts the latent construct. Although the fact that in many cases researchers will be unable to detect all possible causes as there may be some which have neither been discussed in prior literature nor revealed by exploratory research (Diamantopoulos, Riefler, & Roth, 2008). And the fact that the error term to zero is suggested to be set or freely assessed (Diamantopoulos, 2006). Future research should consider interviews to continue to assess the extent to which other components may enhance a formative conceptualization of the constructs.

Another limitation is that the study was limited to a small sample size from one city from one country, thus it is hard to claim to be wholly conclusive. To able to generalize the findings for this

specific hotel segment, future research would include more luxury hotels in a variety of regional settings. Having access to a larger sample, either via a survey panel or through more access to customers, would allow for a better generalization of the findings. In addition, a study that could be extended to other segments of hospitality, such as mid-scale hotels, boutiques, breakfast motels, resorts, etc. to see if the same formative index reflects the view of other audience. Replicating the study may also look at whether the findings of this research differ by countries.

Also due to the sample sufficiency, the research has done CFA/SEM using PLS-SEM rather than AMOS as PLS can work with small sample sizes, for example, 100 observations can be sufficient to achieve acceptable levels of statistical power given a certain quality of the measurement model (Reinartz *et al.*, 2009).

The questionnaire used in this study has a limitation of sample bias, that is the sample of respondents in this study was dominated by female (75.5%) and married (73%) guests. The respondent bias due to demographic differences could have been created. Such a bias was reported in earlier studies, for example, the study of Barber and Deale (2014) revealed that highly mindful guests in hotels tended to be female. Future research should pay attention to this point to gain equal representation of such respondents.

It can be easily seen that the study comprises the data from domestic guests only, while foreign guests make up a larger portion of the total guests of luxury hotels. It can be possible that foreign guests have different meaning of service experience, service quality and mindfulness than domestic guests, so future research could be extended to examine the two groups of foreign and domestic guests in research to see differences between them, or in a separate research.

And the last limitation is about Self-report methodology. Data in the research were collected using self-reported measures that are generally subjective in nature and are exposed to social desirability bias (Dhandra & Park, 2018). For example, the case of the LMS relies on self-report methodology. Despite its wide use, there is a growing discontent with subjective assessment methods in the scientific community for concepts like mindfulness in general and the LMS in particular (Grossman, 2011; Sauer *et al.*, 2013). One of reasons for this discontent is the priming nature of some items, which may increase bias related to social desirability, as people could be eager to report that they are open, curious and engaged in their lives (He *et al.*, 2014). Thus, future research should examine objective measurements of mindfulness (e.g., external observers' report using a prepared checklist of mindful-related activities/product offerings such as room sensors, recycling bins, booklets of hotel, etc.). It would be interesting to compare the predictive value of such objective measurement of mindfulness in their bedroom with self-report scores. Such comparisons may help to supplement the subjective measurement of mindfulness with objective one. Or the future research would divide respondents into different groups according to their mindfulness levels such as highly mindful

guests, moderate mindful guests and low mindful guests to see how different research findings between such groups.

6.4 Conclusion

In spite of the limitations, the study has contributed to the area of consumer behaviour research by empirically investigating the effect of mindfulness on service quality and service experience and has brought out customers' perception of service quality and service experience in a novel way in the hospitality industry. From supported findings, the research objectives have been obtained, that is about the positive impact of Min on PSQ and PSE, and the significant relationship between PSQ and PSE. All the hypotheses are supported. The research questions are answered.

The scale measuring perceive service quality has identified four factors, in which the dimensions of Hotel ambience & Bedroom is most important, followed by Employee. Customers in the four-star and five-star hotel segment put particular emphasis on the hotel ambience. This finding is consistent with the holiday purpose of hotel stay in the study makes up more than 60% from the total of respondents, and also supports the experiential approach to customize service performance in the hotel industry, that is, **h**otels do not just offer shelter with a clean bed or a nice meal, but experiences also accompany these functional benefits. Positive experiences are the reason why guests pay many times more for the same clean, secure, and comfortable bed. Guests of luxury hotels often demand escapism, pleasure, something new & different and relaxation through their hotel stays. The scale measuring service experience quality perceived by guests is really useful for hotel manager understand more guests' affective responses from the experiential approach.

Whereas the concept of mindfulness has been considered as a useful tool for managing tourists' experiences at the destination, empirical research on mindfulness in marketing in general and in consumer behaviour in particular, especially in hospitality is sparse. As one of the pioneering empirical attempts to integrate the mindfulness concept from the psychology into consumer behaviour research, the research offers useful insights to theory advancement and marketing practice, although it was really challenging.

Truly, there have been a lot of challenges from the whole research process, from a broad knowledge to narrow it down and to identify research gaps and research objectives as well. Challenge appeared to the data collection as conducting survey at luxury hotels is very sensitive and difficult, and challenge turned up to the data analysis when the sample size was limited. The whole research process was full of challenges, which appeared at every stage as if they just wanted to bury me. But the only thought of not giving up and keep being persistent has helped me to come to the end of the process. And that is a very precious thing I have learnt from my PhD journey.

Everyday during the whole process, I have tried to do something relevant to my research, learning from previous studies, screening and synthesizing knowledge, and repeating that job. Synthesizing knowledge is another important thing I have learnt from my research, which has been very helpful for me to complete the research and the job later as well./.

Reference list

Akan, P. (1995). Dimensions of service quality: A study in Istanbul. *Managing Service Quality, 5*(6), 39. doi:10.1108/09604529510796575

Akbaba, A. (2006). Measuring service quality in the hotel industry: A study in a business hotel in Turkey. *International Journal of Hospitality Management, 25*(2), 170-192. doi:https://doi.org/10.1016/j.ijhm.2005.08.006

Albacete-Sáez, C. A., Mar Fuentes-Fuentes, M., & Javier Lloréns-Montes, F. (2007). Service quality measurement in rural accommodation. *Annals of Tourism Research, 34*(1), 45-65. doi:https://doi.org/10.1016/j.annals.2006.06.010

Akaka, M., Vargo, S., & Schau, H. (2015). The context of experience. *Journal of Service Management, 26*(2), 206-223.

Ali, F., & Ryu, K. (2015). Bringing them back to spend more: student foodservice experiences to satisfy their taste buds. *Young Consumers, 16*(2), 235-248.

Amin, M., Yahya, Z., Ismayatim, W. F. A., Nasharuddin, S. Z., & Kassim, E. (2013). Service Quality Dimension and Customer Satisfaction: An Empirical Study in the Malaysian Hotel Industry. *Services Marketing Quarterly, 34*(2), 115-125. doi:10.1080/15332969.2013.770665

Amel, E. L., Manning, C. M., & Scott, B. A. (2009). Mindfulness and sustainable behavior: pondering attention and awareness as means for increasing green behavior. *Ecopsychology, 1*.

Andreev, P., Heart, T., Maoz, H., & Pliskin, N. (2009). *Validating formative partial least square (PLS) models: Methodolgoical review and empirical illustration.* Paper presented at the 13th ICIS 2009 Proceedings, Arizona.

Anh, H. N. (2020). What hope is there for luxury business hotels in Vietnam?

Antoni, S.-C., José, R.-C., & Fabiana, S. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. *Spanish Journal of Marketing-ESIC, 22*(2), 142-162.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin 103*(3).

Anderson, S. T., & Smith, J. S. (2016). An empirical examination of the impact of tri-dyadic fit on the service experience. *Journal of Service Management, 27*(3).

Armstrong, R., Mok, C., Go, F., & Chan , A. (1997). The Importance of Cross-Cultural Expectations in the Measurement of Service Quality Perceptions in the Hotel Industry. . *International Journal of Hospitality Management 16*, 181–190.

Arnett, D. B., Laverie, D. A., & Meiers, A. (2003). Developing parsimonious retailer equity indexes using partial least squares analysis: a method and applications. *Journal of Retailing, 79*(3), 161-170.

Arnould, E., & Price, L. (1993). River magic: extraordinary experience and the extended service encounter. *Journal of Consumer Research, 20* (1), 24-45.

Ashton, A. S., Scott, N., Solnet, D., & Breakey, N. (2010). Hotel restaurant dining: The relationship between perceived value and intention to purchase. *Tourism and Hospitality Research 10*(3).

Babin, B., Darden, W., & Griffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping. *Journal of Consumer Research, 20*(4), 644. doi:10.1086/209376

Babin, B., & Attaway, J. (2000). Atmospheric Affect as a Tool for Creating Value and Gaining Share of Customer. *Journal of Business Research, 49*(2), 91-99. doi:https://doi.org/10.1016/S0148-2963(99)00011-9

Babin, B. J. (2011). *Consumer Behaviour* (3rd ed.. ed.). Mason, Ohio : Andover: Mason, Ohio : South-Western Andover : Cengage Learning distributor.

Babbie, E. (2013). *The basics of social research,* . Canada: Cengage Learning.

Babbie, E. (2019). *The practice of social research* (Fifteenth edition.. ed.). Boston, MA: Cengage.

Babakus, E., & Boller, G. W. (1992). An empirical assessment of SERVQUAL scale. *Journal of Business Research, 24*.

Bahia, K., Paulin, M., & Perrien, J. (2000). Reconciliating literature about client satisfaction and perceived service quality. *Journal of Professional Service Marketing, 21*(2), 27–41.

Bahl, S., Milne, G. R., Ross, S. M., Mick, D. G., Grier, S. A., Chugani, S. K., . . . Boesen-Mariani, S. (2016). Mindfulness: Its Transformative Potential for Consumer, Societal, and Environmental Well-Being. *Journal of public policy & marketing, 35*(2), 198-210. doi:10.1509/jppm.15.139

Bagdare, S., & Jain, R. (2013). Measuring retail customer experience. *International Journal of Retail & Distribution Management, 41*(10), 790-804. doi:10.1108/IJRDM-08-2012-0084

Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the Academy ofMarketing Science, 27*(2).

Bagozzi, R. P. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error: A Comment. *Journal of Marketing Research, 18*(3), 375-381. doi:10.1177/002224378101800312

Bakar, J. A., Clemes, M., & Bicknell, K. (2017). A comprehensive hierarchical model of retail banking. *International Journal of Bank Marketing, 35*(4), 662-684. doi:10.1108/IJBM-03-2016-0041

Barber, N. A., & Deale, C. (2014). Tapping mindfulness to shape hotel guests' sustainable behavior. *Cornell Hospitality Quarterly, 55*(1), 100-114. doi:10.1177/1938965513496315

Baron, R. M., & Kenny , D. A. (1986). The Moderator - Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal ofPersonality and Social Psychology, 51*(6), 1173-1182.

Barsky, J., & Nash, L. (2002). Evoking emotion: affective keys to hotel loyalty. *Cornell Hotel and Restaurant Administration Quarterly, 43*(1), 39-46. doi:10.1016/S0010-8804(02)80007-6

Barsky, J., & Nash, L. (2010). What is more important than location in selecting a hotel? .

Barbaro, N., & Pickett, S. M. (2016). Mindfully green: Examining the effect of connectedness to nature on the relationship between mindfulness and engagement in pro-environmental behavior. *Personality and Individual Differences, 93*, 137-142. doi:10.1016/j.paid.2015.05.026

Bargh, J. (2006). What have we been priming all these years? On the development, mechanism, and ecology of nonconscious social behavior. *European Journal of Social Psychology, 36* (2), 147-168.

Bargh, J., & Williams, E. L. (2006). The automaticity of social life. *Current Directions in Psychological Science, 15*(1), 1-4.

Batra, R., & Ahtola, O. T. (1990). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters, Vol. 2*.

Baxter, R. (2009). Reflective and formative metrics of relationship value: A commentary essay. *Journal ofBusiness Research, 62*(12).

Beltagui, A., Darler, W., & Candi, M. (2015). Measuring the Deliverable and Impressible Dimensions of Service Experience. *Creativity and innovation management, 24*(3), 478-492. doi:10.1111/caim.12130

Bendapudi, N., & Berry, L. L. (1997). Customers' motivations for maintaining relationships with service providers. *Journal of Retailing, 73*, 15-37.

Bebko, C., & Sciulli, L. (2009). The spillover affect' of perceived quality of employees on predictions of provider service quality. *The Journal of American Academy of Business 14* (2), 1–7.

Behara, R. S., Fisher, W. W., & Lemmink, J. G. A. M. (2002). Modeling and Evaluating Service Quality Measurement Using Neural Networks. *International Journal of Operations & Production Management, 22*(10), 1162-1185. doi:10.1108/01443570210446360

Beitel, M., Ferrer, E., & Cecero, J. J. (2005). Psychological mindedness and awareness of self and others. *Journal of Clinical Psychology, 61*(6), 739-750. doi:10.1002/jclp.20095

Beltagui, A., Darler, W., & Candi, M. (2015). Measuring the Deliverable and Impressible Dimensions of Service Experience. *Creativity and innovation management, 24*(3), 478-492. doi:10.1111/caim.12130

Bercovitz, K., Pagnini, F., Phillips, D., & Langer, E. (2017). Utilizing a creative task to assess Langerian mindfulness. . *Creativity research journal, 29*, 194–199.

Bernstein, L. (1999). Luxury and the Hotel Brand: Art, Science, or Fiction? *The Cornell hotel and restaurant administration quarterly, 40*(1), 47-53. doi:10.1177/001088049904000122

Berry, L. L. (1980). Services Marketing Is Different. *Business, , 30 (May-June)*, pp.24-28.

Berry, L. L., Carbone, L. P., & Haeckel, S. H. (2002). Managing the total customer experience. . *MIT Sloan Management Review, 43*(3), 85–89.

Berthon, P., Pitt, L., Parent, M., & Berthon, J.-P. (2009). Aesthetics and Ephemerality: Observing and Preserving the Luxury Brand. *California management review, 52*(1), 45-66. doi:10.1525/cmr.2009.52.1.45

Bigné, J. E., Anna, S., Mattila, A. S., & Andreu, L. (2008). The impact of experiential consumption cognitions and emotions on behavioral intentions. *Journal of Service Marketing, 22* (4), 303–315.

Bitner, M. J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing, 56*(2), 57. doi:10.2307/1252042

Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). "The Service Encounter: Diagnosing Favorable and Unfavorable Incidents ". *Journal of Marketing Vol. 54 (1)*, pp. 71-84

Bitner, M. J., & Hubbert, A. R. (1994). Encounter satisfaction versus overall satisfaction versus quality. In *In M. J. Bitner and A. R. Hubbert (eds.), Service Quality: New Directions in Theory and Practice* (pp. 72–94.). Thousand Oaks, CA: Sage Publications, .

Bodner, T., & Langer, E. (2001). *"Individual differences in mindfulness: the mindfulness/mindlessness scale," in Poster Presented* Paper presented at the the 13th Annual American Psychological Society Conference, Toronto, ON.

Bollen, K. A., & Bauldry, S. (2011). Three cs in measurement models: Causal indicators, composite indicators, and covariates (english). . *Psychological Methods, 16*(3).

Bollen, K. A., & Lennox, R. D. (1991). Conventional wisdom on measurement: A structural equation perspective. *Psychological Bulletin, 110*(2).

Bolton, R., & Drew, J. (1991). A Multistage Model of Customers' Assessments of Service Quality and Value. *Journal of Consumer Research, 17*(4), 375. doi:10.1086/208564

Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of Marketing Research, 30*(1), 7-27. doi:10.2307/3172510

Bowen, J. (1990). "Development ofa Taxonomy ofServices to Gain Strategic Marketing Insights". *Journal ofthe Academy ofMarketing Science, , 18 (1),* , pp. 4349.

Bowling, A. (2009). *Research Methods in Health. Investigating Health and Health Services*. England: McGraw-Hill.

Bowling, A. (2014). *Research methods in health : investigating health and health services* (Fourth edition.. ed.): Maidenhead, Berkshire, England : Open University Press.

Brady, M. K., & Cronin, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing, 65*(3), 34-49. doi:10.1509/jmkg.65.3.34.18334

Brady, M. K., Cronin, J. J., & Brand, R. R. (2002). Performance-only measurement of service quality: a replication and extension. *Journal of Business Research, 55*(1), 17-31. doi:10.1016/S0148-2963(00)00171-5

Brakus, J., Schmitt, B., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing, 73*(3), 52-68. doi:10.1509/jmkg.73.3.52

Brislin, R. W. (1970). Back-translation for cross-cultural research. *Journal ofCross-Cultural Psychology, 1*(3), 185-216.

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research. *Journal of Service Research, 14*(3), 252-271.

Brown, K. W., Ryan, R., & Creswell, J. D. (2007). Mindfulness: Theoretical Foundations and Evidence for its Salutary Effects. *Psychological Inquiry, 18*(4), 211-237. doi:10.1080/10478400701598298

Brown, K. W., & Ryan, R. M. (2003). The Benefits of Being Present: Mindfulness and Its Role in Psychological Well-Being. *Journal of Personality and Social Psychology, 84*(4), 822-848. doi:10.1037/0022-3514.84.4.822

Brown, T. J., Churchill, G. A., & Peter, J. P. (1993). Research note: improving the measurement of service quality. *Journal of Retailing, 69* (1), 127-139.

Bruhn, M. (2008). Customer equity management as formative second-order construct. *Journal of Business Research, 61* doi:info:doi/

Bryman, A., & Bell, E. (2015). *Busines Research Methods* (4th ed.). USA: Oxford University Press.
Burgoon, J. K., & Langer, E. J. (1996). Language, fallacies, and mindlessness-mindfulness in social interaction. *Communication Yearbook, 18*, 105–132.
Butler, D., Oswald, S., & Turner, D. (1996). The effects of demographics on determinants of perceived health-care service quality: The case of users and observers. *Journal of Management in Medicine, 10*(5).
Buttle, F. (1996). SERVQUAL: review, critique, research agenda. *European Journal of Marketing, 30* (1), 8-32.
Buzzell, R. D., & Gale, B. T. (1987). *The PIMS Principles*. New York: The Free Press.
Cambra, J., Melero, I., & Sese, F. J. (2016). Can complaint-handling efforts promote customer engagement? *Service Business, 10*(4), 847-866.
Carman, J. M. (1990). Consumer perceptions of service quality: an assessment of the SERVQUAL dimensions. (includes bibliography). *Journal of Retailing, 66*(1), 33.
Caro, L. M., & Garcia, J. A. M. (2007). Measuring perceived service quality in urgent transport service. *Journal of Retailing and Consumer Services, 14*(1), 60-72.
Caro, L. M., & García, J. A. M. (2008). Developing a multi-dimensional and hierarchical service quality model for the travel agency industry. *Tourism Management, 29*, 706-720.
Carbone, L. P., & Haeckel, S. H. (1994). Engineering customer experience. *Marketing Management, 3*(3), 8-19.
Carson, S. H., & Langer, E. J. (2006). Mindfulness and self-acceptance: Mindfulness and self-acceptance, Part 2. *Journal of rational-emotive and cognitive-behavior therapy, 24*(1), 29-43.
Carù, A., & Cova, B. (2003). Revisiting Consumption Experience: A More Humble but Complete View of the Concept. *Marketing theory, 3*(2), 267-286. doi:10.1177/14705931030032004
Carrillat, F. A., Jaramillo, F., & Mulki, J. P. (2007). The validity of the SERVQUAL and SERVPERF scales-a meta-analytic view of 17 years of research across five continents. *International Journal of Service Industry Management, 18*(5), 472-490.
Cassel, C., Hackl, P., & Westlund, A. H. (2000). On measurement of intangible assets: a study of robustness of partial least squares. *Total Quality Management, 11*(7).
Cenfetelli, R. T., & Bassellier, G. (2009). Interpretation of formative measurement in information systems research. *MIS Quarterly, 33*(4), 689-707.
Cetin, G., & Dincer, F. I. (2014). Influence of customer experience on loyalty and word-of-mouth in hospitality operations. *Anatolia : an international journal of tourism and hospitality research, 25*(2), 181-194. doi:10.1080/13032917.2013.841094
Chan, J. K. L., & Baum, T. (2007). Eco-tourists' perception of ecotourism experience in lower Kinabatangan, Sabah, Malaysia. *Journal of Sustainable Tourism, 15*(5), 574–590.
Chan Tze, L., & Amran, R. (2013). Investigation of the Langer's Mindfulness Scale from an Industry Perspective and an Examination of the Relationship Between the Variables. In: Unpublished.
Chan, E. Y. (2019). Mindfulness promotes sustainable tourism: the case of Uluru. *Current Issues in Tourism, 22*(13), 1526-1530. doi:10.1080/13683500.2018.1455647
Chang, T., & Horng, S. (2010). Conceptualizing and measuring experience quality: the customer's perspective. *Service Industrial Journal, 30*(14), 2401–2419.
Chen, A., Peng, N., & Hung, K. P. (2015). The effects of luxury restaurant environments on diners' emotions and loyalty: incorporating diner expectations into an extended mehrabian-russell model. *International Journal of Contemporary Hospitality Management, , 27*(2), 236–260.
Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management, 31*(1), 29-35. doi:https://doi.org/10.1016/j.tourman.2009.02.008
Chen, L. L., Scott, N., & Benckendorff, P. (2017). Mindful tourist experiences: A Buddhist perspective. *Annals of Tourism Research, 64*. doi:https://doi.org/10.1016/j.annals.2017.01.013
Chebat, J. C., Filiatrault, P., Gelinas-Chebat, C., & Vaninsky, A. (1995). Impact of waiting attribution and consumer's mood on perceived quality. *Journal of Business Research, 34* (3), 191-196.
Chee-Chuong, S., Yang-Sang, L., Hays, J. M., & Hill, A. V. (2002). Modeling the Effects of a Service Guarantee on Perceived Service Quality Using Alternating Conditional Expectations (ACE).

Decision Sciences, 33(3), 347-383. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=8748851&authtype=shib&site=ehost-live&scope=site

Cheung, C. M. K., Shen, X.-L., Lee, Z. W. Y., & Chan, T. K. H. (2015). Promoting sales of online games through customer engagement. *Electronic commerce research and applications, 14*(4), 241-250. doi:10.1016/j.elerap.2015.03.001

Chin, W. W. (2010). How to write up and report PLS analyses. In *Handbook of Partial Least Square, Spinger Handbooks of Computational Statistics*. Berlin: Spinger-Verlag

Choe, Y., Lee, S.-M., & Kim, D.-K. (2014). Understanding the exhibition attendees' evaluation of their experiences: a comparison between high versus low mindful visitors. *Journal of Travel & Tourism Marketing, 31*.

Choi, T. Y., & Chu, R. (2001). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *International Journal of Hospitality Management, 20*(3), 277-297. doi:https://doi.org/10.1016/S0278-4319(01)00006-8

Chowdhury, M. H. K., & Sultan, P. (2005). Determinants of perceived service quality: an empirical study. *Journal of Business Administration, 31* (1 & 2), 179-188.

Chu, Y., Tang, L., & Luo, Y. (2016). Two Decades of Research on Luxury Hotels: A Review and Research Agenda. *Journal of Quality Assurance in Hospitality & Tourism, 17*(2), 151-162. doi:10.1080/1528008X.2015.1047076

Churchill, G. A. (1979). A Paradigm for Developing Better Measures of Marketing Constructs. *Journal of Marketing Research, 16*(1), 64-73. doi:10.2307/3150876

Clemes, M., Cohen, D. A., & Wang, Y. (2013). Understanding Chinese university students' experiences: An empirical analysis. *Asia Pacific Journal of Marketing and Logistics, 25*(3), 391-427. doi:10.1108/APJML-07-2012-0068

Clemes, M., Gan, C., & Kao, T.-H. (2007). University Student Satisfaction: An Empirical Analysis. *Journal of marketing for higher education, 17*(2), 292-325. doi:10.1080/08841240801912831

Clemes, M., Gan, C., & Ren, M. (2011). Synthesizing the Effects of Service Quality, Value, and Customer Satisfaction on Behavioral Intentions in the Motel Industry: An Empirical Analysis. *Journal of hospitality & tourism research (Washington, D.C.), 35*(4), 530-568. doi:10.1177/1096348010382239

Clemes, M., Brush, G. J., & Collins, M. J. (2011). Analysing the professional sport experience: A hierarchical approach. *Sport management review, 14*(4), 370-388. doi:10.1016/j.smr.2010.12.004

Clemes, M., Wu, H.-C., Hu, B.-D., & Gan, C. (2009). An empirical study of behavioral intentions in the Taiwan hotel industry. *Innovative marketing, 5*(3).

Clemes, M., Gan, C., Kao, T.-H., & Choong, M. (2008). An empirical analysis of customer satisfaction in international air travel. *Innovative marketing, 4*(2).

Clow, K. E., Kurtz, D. L., Ozment, J., & Soo Ong, B. (1997). The antecedents of consumer expectations of services: an empirical study across four industries. *The Journal of services marketing, 11*(4), 230-248. doi:10.1108/08876049710171704

Cole, S. T., & Chancellor, H. C. (2009). Examining the festival attributes that impact visitor experience, satisfaction and re-visit intention. *Journal of Vacation Marketing, 15*(4), 323-333. doi:10.1177/1356766709335831

Cole, S. T., & Scott, D. (2004). Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences. *Journal of Travel & Tourism Marketing, 16*(1), 79-90. doi:10.1300/J073v16n01_08

Collins, J., & Hussey, R. (2003). *Business Research: a practical guide for undergraduate and postgraduate students*. New York: Paigrave Macmillan.

Collis, J. (2014). *Business research : a practical guide for undergraduate & postgraduate students* (Fourth edition.. ed.): Houndmills, Basingstoke, Hampshire New York, NY : Palgrave Macmillan.

Colwell, S. R., Aung, M., Kanetkar, V., & Holden, A. L. (2008). Toward a measure of service convenience: multiple-item scale development and empirical test. *Journal of Services Marketing, 22*(2), 160-169.

Coulthard, L. J. M. (2004). Measuring service quality- A review and critique of research using SERVQUAL. *International Journal of Market Research, 46*(4), 479–497.

Cowell, D. (1984). *The Marketing ofServices*. McMillan, Heinemann: London.
Creswell, J., W. , & Creswell, J. D. (2018). *Research design : qualitative, quantitative, and mixed method approaches* (5 ed.). Los Angeles SAGE.
Creswell J. W., & VL., P. C. (2011). *Designing and conducting mixed methods research*. Thousand Oaks, CA: Sage.
Crick, P. A., & Spencer, A. (2011). Hospitality quality: new directions and new challenges. *International Journal of Contemporary Hospitality Management, 23*(4), 463-478. doi:10.1108/09596111111129986
Cronin, & Taylor, S. A. (1992). Measuring Service Quality: A Reexamination and Extension. *Journal of Marketing, 56*(3), 55-68. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&AuthType=cookie,ip,shib,uid&db=buh&AN=9211164404&site=ehost-live&scope=site
Cronin, & Taylor, S. A. (1994). SERVPERF VERSUS SERVQUAL - RECONCILING PERFORMANCE-BASED AND PERCEPTIONS-MINUS-EXPECTATIONS MEASUREMENT OF SERVICE QUALITY. *Journal of Marketing, 58*(1), 125-131.
Crotty, M. (1998). *The foundations of social research: Meaning and perspective in the research process*. Thousand Oak, CA: Sage.
Dabholkar, P. A., & Bagozzi, R. (2002). An attitudinal model of technology-based self-service: Moderating effects of consumer traits and situational factors. *Journal of the Academy of Marketing Science, 30*(3), 184-201. doi:10.1177/0092070302303001
Dabholkar, P. A., Shepherd, C. D., & Thorpe, D. I. (2000). A comprehensive framework for service quality: an investigation of critical conceptual and measurement issues through a longitudinal study. *Journal of Retailing, 76*(2), 139-173.
Dabholkar, P. A., Thorpe, D. I., & Rentz, J. O. (1996). A measure of service quality for retail stores: Scale development and validation. *Journal of the Academy of Marketing Science, 24*(1), 3-16.
Dabholkar, P. A. (1995). A contingency framework for predicting casualty between customer satisfaction and service quality. *Advances in Customer Research, 22*, 101–108.
Dagger, T. S., Sweeney, J. C., & Johnson, L. W. (2007). A Hierarchical Model of Health Service Quality: Scale Development and Investigation of an Integrated Model. *Journal of service research : JSR, 10*(2), 123-142. doi:10.1177/1094670507309594
Davison, A. C., & Hinkley, D. V. (1997). *Bootstrap Methods and Their Application*. Cambridge.: Cambridge University Press.
Dao, L. (2020). Khách hàng số một của khách sạn 4-5 sao ở Việt Nam là ai?
De Vaus, D. A. (2014). *Surveys in social research* (6th ed.). Sydney: Allen & Unwi.
DeVellis, R. F. (2016). *Scale Development: Theoryand Applications*. Thousand Oaks: Sage publications.
de Rojas, C., & Camarero, C. (2008). Visitors' experience, mood and satisfaction in a heritage context: Evidence from an interpretation center. *Tourism management (1982), 29*(3), 525-537. doi:10.1016/j.tourman.2007.06.004
De Vries, N. J., & Carlson, J. (2014). Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. *Journal of Brand Management 21*, 495–515.
Deng, W. J., Yeh, M. L., & Sung, M. L. (2013). A customer satisfaction index model for international tourist hotels: Integrating consumption emotions into the American Customer Satisfaction Index. *International Journal of Hospitality Management, 35*, 133-140. doi:10.1016/j.ijhm.2013.05.010
Devlin, J. F., Gwynne, A. L., & Ennew, C. T. (2002). The Antecedents of Service Expectations. *The Service Industries Journal, 22*(4), 117-152.
Dhandra, T. K., & Park, H. J. (2018). Mindfulness and gender differences in ethical beliefs. *Social Responsibility Journal, 14*(2), 274-286. doi:10.1108/SRJ-05-2016-0067
Diamantopoulos, A. (2006). The error term in formative measurement models: interpretation and modeling implications. *Journal of Modelling in Management, 1*(1), 7-17. doi:10.1108/17465660610667775

Diamantopoulos, A., & Winklhofer, H. M. (2001). Index Construction with Formative Indicators: An Alternative to Scale Development. *Journal of Marketing Research, 38*(2), 269-277. doi:10.1509/jmkr.38.2.269.18845

Diamantopoulos, A., Riefler, P., & Roth, K. P. (2008). Advancing formative measurement models. *Journal ofBusiness Research, 61*(12).

Diamantopoulos, A. (2008). Formative indicators: Introduction to the special issue. *Journal of Business Research, 61*(12), 1201-1202. doi:10.1016/j.jbusres.2008.01.008

Diamond, M., Zheng, P., & Zoogman, S. (2017). *"Mindfulness and technology", in Zerbo, E. et al. (Eds),* . Arlingon: American Psychiatric Association Publishing.

Dillman, D. A. (2000). *Mail and Internet Surveys: The Tailored Design Method* (2nd ed.). New York: John Wiley.

Dodeen, H. M. (2003). Effectiveness of Valid Mean Substitution in Treating Missing Data in Attitude Assessment. *Assessment and evaluation in higher education, 28*(5), 505-513. doi:10.1080/02602930301674

Dong, W., & Brunel, F. F. (2006). The role of mindfulness in consumer behavior. In (Vol. 33, pp. 276-278).

Dortyol, I. T., Varinli, I., & Kitapci, O. (2014). How do international tourists perceive hotel quality? - An exploratory study of service quality in Antalya tourism region. *International Journal of Contemporary Hospitality Management, Vol. 26* (No. 3).

Driver, B. L., & Cooksey, R. W. (1977). *Preferred psychological outcomes of recreational fishing. Paper presented at* Paper presented at the the Catch and Release Fishing as a Management Tool: A National Sportfishing Symposium, , Humbolt State University, Arcata, CA.

Dube, A., & Helkkula, A. (2015). Service experiences beyond the direct use: indirect customer use experiences of smartphone apps. . *Journal of Service Management, 26*(2).

Duman, T., & Mattila, A. S. (2005). The role of affective factors on perceived cruise vacation value. *Tourism management (1982), 26*(3), 311-323. doi:10.1016/j.tourman.2003.11.014

Dutt, C., & Ninov, I. (2016). Tourists' Experiences of Mindfulness in Dubai, United Arab Emirates (UAE). *Journal of Travel & Tourism Marketing, 33*(8), 1195-1212. doi:10.1080/10548408.2015.1107521

Dweck, C. S., & Leggett, E. L. (1988). A social-cognitive approach to motivation and personality. *Psychological Review, 95*(2), 256–273.

Easley, R. W., Madden, C. S., & Dunn, M. G. (2000). Conducting marketing science: The role of replication in the research process. *Journal of Business Research, 48*(1), 83-92. doi:10.1016/S0148-2963(98)00079-4

Easterby-Smith, M. (2018). *Management & business research* (6th edition.. ed.): Los Angeles : SAGE.

Edvardsson, B., Enquist, B., & Johnston, R. (2005). Cocreating Customer Value Through Hyperreality in the Prepurchase Service Experience. *Journal of service research : JSR, 8*(2), 149-161. doi:10.1177/1094670505279729

Edvardsson, B., Enquist, B., & Johnston, R. (2010). Design dimensions of experience rooms for service test drives: case studies in several service contexts. *Managing Service Quality, 20*(4), 312-327.

Efron, B., & Tibshirani, R. J. (1993). *An Introduction to the Bootstrap,* . N. Y.: Chapman Hall, New York.

Ekinci, Y., Riley, M., & Fife-Schaw, C. (1998). Which school of thought? The dimensions of resort hotel quality. *International Journal of Contemporary Hospitality Management, 10*(2), 63-67. doi:10.1108/09596119810207200

Ekinci, Y., & Riley, M. (1998). A critique of the issues and theoretical assumptions in service quality measurement in the lodging industry: time to move the goal-posts *Hospitality Management, 17* (4), 349-362.

Ekinci, Y. (1999). *An examination of generic service quality dimensions for the evaluation of hotels. Unpublished doctoral dissertation*. University of Surrey. Guildford, England, United Kingdom.

Ekinci, Y., Prokopaki, P., & Cobanoglu, C. (2003). Service quality in Cretan accommodations: marketing strategies for the UK holiday market. *International Journal of Hospitality Management, 22*(1), 47-66. doi:10.1016/s0278-4319(02)00072-5

Ekinci, Y. (2002). A Review of Theoretical Debates on the Measurement of Service Quality: Implications for Hospitality Research. *Journal of Hospitality & Tourism Research, 26*(3), 199-216. doi:10.1177/1096348002026003001

Essén, A., & Wikström, S. (2008). The role of emotion in service evaluation: Senior citizens' assessment of long-term care services. *Managing Service Quality, 18*(2), 147-162. doi:10.1108/09604520810859201

Evans, J. (2008). Dual-processing accounts of reasoning, judgement, and social cognition. *Annual Review of Psychology, 59*, 255-278.

Evans, J., & Curtis-Holmes, J. (2005). Rapid responding increases belief bias: evidence for the dual-process theory of reasoning. *Thinking and Reasoning, 11*(4), 382-389.

EVBN, E.-V. B. N. (2018). Research Report - the UK-ASEAN Business Council.

Fabrigar, L. R., Wegener, D. T., Maccalum, R. C., & Strahan, E. J. (1999). Evaluating the use of exploratory factor analysis in psychological research. *Psychological Methods, 4*(3), 272-299.

FactMR. (2019). Mindfulness meditation apps market forecast, trend analysis & competition tracking global market insights 2018 to 2028 *available at: www.factmr.com/report/3075/mindfulness-meditationapps-market (accessed October 2021).*

Farber, M. E., & Hall, T. E. (2007). Emotion and Environment: Visitors' Extraordinary Experiences along the Dalton Highway in Alaska. *Journal of leisure research, 39*(2), 248-270. doi:10.1080/00222216.2007.11950107

Fernandes, T., & Cruz, M. (2016). Dimensions and outcomes of experience quality in tourism: The case of Port wine cellars. *Journal of Retailing and Consumer Services, 31*, 371-379.

Fedler, A. J., & Ditton, R. B. (1986). A framework for understanding the consumptive orientation of recreational fishermen. . *Environmental Management, 10*(2), 221–227.

Fern, Y. S., Fong, S. W. L., Ling, G. M., Soon, J. L. M., Huat, T. S., & Choon, T. A. (2012). Customer satisfaction towards service quality in the hotel industry in Melaka. *Current Issues in Hospitality and Tourism Research and Innovations – Zainal et al (eds)*

Fick, G. R., & Ritchie, J. R. (1991). Measuring Service Quality in the Travel and Tourism Industry. *Journal of Travel Research, 30*(2), 2-9. doi:10.1177/004728759103000201

Fiol, C. M., & O'Connor, E. J. (2003). Waking up! Mindfulness in the face of bandwagons. *Academy of Management Review, 28*(1), 54. doi:10.2307/30040689

Fischer, D., Stanszus, L., Geiger, S., Grossman, P., & Schrader, U. (2017). Mindfulness and sustainable consumption: A systematic literature review of research approaches and findings. *Journal of Cleaner Production, 162*, 544-558. doi:https://doi.org/10.1016/j.jclepro.2017.06.007

Fornell, C., & Larcker, D., F. . (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research, 18*(1), 39-50. doi:10.1177/002224378101800104

Fowler, F. J. (2014). The Problem with Survey Research. In *Contemp Sociol* (Vol. 43, pp. 660-662). Los Angeles, CA: Los Angeles, CA: SAGE Publications.

Frazer, L., & Lawley, M. (2000). *Questionnaire design & administration : a practical guide*. Brisbane: Brisbane : Wiley.

Frauman, E., & Norman, W. C. (2004). Mindfulness as a Tool for Managing Visitors to Tourism Destinations. *Journal of Travel Research, 42*(4), 381-389. doi:10.1177/0047287504263033

Frazer, L., & Lawley, M. (2000). *Questionnaire design & administration : a practical guide*. Brisbane: Brisbane : Wiley.

Frias, D. M., Rodriguez, M. A., & Castaneda, A. (2008). Internet vs. travel agencies on pre-visit destination image formation: An information processing view. *Tourism management (1982), 29*(1), 163-179. doi:10.1016/j.tourman.2007.02.020

Frochot, I. (2001). ‘‘Measurement of service quality’’, in Drummond, S. and Yeoman, I. (Eds), . In *Quality Issues in Heritage Visitor Attractions,* (pp. 154-171.). Oxford: Butterworth-Heinemann.

Frochot, I., & Hughes, H. (2000). HISTOQUAL: the development of a historic houses assessment scale. *Tourism Management, 21*, 157-167.

Funk, D., Ridinger, L., & Moorman, A. (2004). Exploring Origins of Involvement: Understanding the Relationship Between Consumer Motives and Involvement with Professional Sport Teams. *Leisure Sciences, 26*(1), 35-61. doi:10.1080/01490400490272440

Furrer, O., Liu, B. S., & Sudharshan, D. (2000). The relationships between culture and service quality perceptions. *Journal of Service Research, 2* (4), 355-371.

Garg, R., Rahman, Z., & Qureshi, M. N. (2014). Measuring customer experience in banks: scale development and validation. *Journal of Modelling in Management, 9*(1), 87-117. doi:10.1108/JM2-07-2012-0023

Garg, S., & Dhar, R. L. (2014). Effects of stress, LMX and perceived organizational support on service quality: Mediating effects of organizational commitment. *Journal of Hospitality and Tourism Management, 21*, 64-75.

Ganesan-Lim, C., Russell-Bennett, R., & Dagger, T. (2008). The impact of service contact type and demographic characteristics on service quality perceptions. *Journal of Services Marketing, 22*(7), 550-561.

Getty, J., & Thompson, K. (1994). A Procedure for Scaling Perceptions of Lodging Quality. *Hospitality Research Journal 18*(2), 75–96.

Getty, J. M., & Getty, R. L. (2003). Lodging quality index (LQI): Assessing customers' perceptions of quality delivery. *International Journal of Contemporary Hospitality Management, 15*(2), 94-104. doi:10.1108/09596110310462940

Gilmore, J., & Pine, B. (2002). Customer experience places: the new offering frontier. *Strategy Leadership, 30* (4), 4–11.

Gilmore, J., & Pine, B. (2002). Differentiating Hospitality Operations via Experiences: Why Selling Services Is Not Enough. *Cornell Hotel and Restaurant Administration Quarterly, 43*(3), 87-96. doi:10.1177/0010880402433009

Giovanis, A., Athanasopoulou, P., & Tsoukatos, E. (2015). The role of service fairness in the service quality – relationship quality – customer loyalty chain. *Journal of Service Theory and Practice, 25*(6), 744-776.

Giovanis, A., Athanasopoulou, P., & Tsoukatos, E. (2016). The role of corporate image and switching barriers in the service evaluation process: Evidence from the mobile telecommunications industry. *EuroMed Journal of Business, 11*(1), 132-158. doi:10.1108/EMJB-01-2015-0002

GlobalWellnessSummit. (2019). 2019 Wellness trends, from global wellness summit.

Gounaris, S. P., Stathakopoulos, V., & Athanassopoulos, A. D. (2003). Antecedents to perceived service quality: an exploratory study in the banking industry. *International Journal of Bank Marketing, 21*(4), 168-190.

Gracia, E., Bakker, A., & Grau, R. (2011). Positive Emotions: The Connection between Customer Quality Evaluations and Loyalty. *Cornell Hospitality Quarterly, 52*(4), 458-465. doi:10.1177/1938965510395379

Graefe, A. R., & Fedler, A. J. (1986). Situational and subjective determinants of satisfaction in marine recreational fishing. *Leisure Sciences, 8*(3), 275–295.

Grant Thornton, V. N. (2017). Hotel survey-2017.

Grant Thornton, V. N. (2018). Hotel survey - 2018.

Grant Thornton, V. N. (2019). Tóm tắt báo cáo Khảo sát ngành Dịch vụ Khách sạn năm 2019.

Grant Thornton, V. N. (2020). Hotel survey - 2020.

Gray, D. E. (2004). *Doing research in the real world*. Thousand Oaks, CA: SAGE Publications Ltd.

Gronroos, C. (1993). Toward a third phase in service quality research: challenges and future directions. *Advances in Services Marketing and Management, 2*, 49-64.

Grönroos, C. (1984). A Service Quality Model and its Marketing Implications. *European Journal of Marketing, 18*(4), 36-44.

Grossman, P. (2011). Defining mindfulness by how poorly I think I pay attention during everyday awareness and other intractable problems for psychology's (re)invention of mindfulness: Comment on Brown et al. (2011). *Psychological Assessment, 23*, 1034–1040.

Grossman, P., Niemann, L., Schmidt, S., & Walach, H. (2004). Mindfulness-based stress reduction and health benefits-A meta-analysis. *Journal of Psychosomatic Research, 57*(1), 35–43. .

GSO. (2016). Result of the Vietnam household living standards survey 2016.

Gummesson, E. (1991). "Service quality: a holistic view". In *in Brown, S.W., Gummesson, E., Edvardsson, B. and Gustavsson, B. (Eds), Service Quality: Multidisciplinary and Multinational Perspectives* (pp. 3-22.). New York, NY: Lexington Books.

Gupta, S., & Vajic, M. (2000). *The contextual and dialectical nature of experiences*. Thousand Oaks, CA: Sage.
Gürbüz, E. (2008). Retail store branding in Turkey: Its effect on perceived quality, satisfaction and loyalty. *EuroMed Journal of Business, 3*(3), 286-304. doi:10.1108/14502190810906446
Gursoy, D., & Gavcar, E. (2003). International leisure tourists' involvement profile. *Annals of Tourism Research, 30*(4), 906-926. doi:https://doi.org/10.1016/S0160-7383(03)00059-8

Hair, J. F., Black, C. W., Babin, B., & Anderson, R. E. (2010). *Multivariate data analysis : a global perspective* (7th ed., Global ed.. ed.). Upper Saddle River, N.J., London: Pearson Education, Inc.
Hair, J. F., Black, C. W., Babin, J., Anderson, R. E., & Tatham, L. R. (2006). *Multivariate Data Analysis* (6th ed., ed.). Upper Saddle River, NJ.; London: Pearson.
Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of marketing theory and practice, 19*(2), 139-152. doi:10.2753/mtp1069-6679190202
Hair, J. F., Hult, G. M., Ringle, C. M., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equations Modeling (PLS-SEM)*: SAGE Publications.
Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). USA: Sage.
Hair, J. F., Williams, C. B., Barry, J. B., & Anderson, R. E. (2019). *Multivariate data analysis* (Eighth edition.. ed.): Australia : Cengage.
Haller, C. S. (2015). Mindful creativity scale (MCS): Validation of a German version of the Langer Mindfulness Scale with patients with severe TBI and controls. *Brain Injury, 29*(4).
Han, H., & Jeong, C. (2013). Multi-dimensions of patrons' emotional experiences in upscale restaurants and their role in loyalty formation: emotion scale improvement. *Interntaional journal of Hospitality Management, 32*, 59–70.
Han, H., Back, K., & Barrett, B. (2010). A consumption emotion measurement development: a full-service restaurant setting. *Service Industries Journal 30*(2), 299–320.
Hanks, L., Line, N., & Kim, W. G. (2017). The impact of the social servicescape, density, and restaurant type on perceptions of interpersonal service quality. *International Journal of Hospitality Management, 61*, 35-44. doi:https://doi.org/10.1016/j.ijhm.2016.10.009
Harrigan, P., Evers, U., Miles, M., & Dalu, T. (2017). Customer engagement with tourism social media brands. *Tourism Management, 59*(April), 597-609.
Haigh, E. A. P., Moore, M. T., Kashdan, T. B., & Fresco, D. M. (2011). Examination of the factor structure and concurrent validity of the Langer Mindfulness/Mindlessness Scale. *Assessment, 18*(1), 11.
Hafenbrack, A. C., Kinias, Z., & Barsade, S. G. (2014). Debiasing the Mind Through Meditation: Mindfulness and the Sunk-Cost Bias. *Psychological science, 25*(2), 369-376. doi:10.1177/0956797613503853
Hart, R., Ivtzan, I., & Hart, D. (2013). Mind the gap in mindfulness research: A comparative account of the leading schools of thought. *Review of General Psychology, 17*, 453–466. .
Hartline, M. D., & Jones, K. C. (1996). Employee performance cues in a hotel service environment: Influence on perceived service quality, value, and word-of-mouth intentions. *Journal of Business Research, 35*(3), 207-215.
Hau, K. T., & Marsh, H. W. (2004). The Use of Item Parcels in Structural Equation Modelling: Non-Normal Data and Small Sample Sizes. *British Journal of Mathematical Statistical Psychology, 57* (2).
He, J., Van de Vijver, F. J. R., Dominguez, E. A., Abubakar, A., Dimitrova, R., Adams, B. G., & Villieux, A. (2014). Socially desirable responding: Enhancement and Denial in 20 countries. *Cross-Cultural Research, 49*, 227–249.
Helkkula, A. (2011). Characterising the concept of service experience. *Journal of Service Management, 22*(3), 367-389. doi:10.1108/09564231111136872
Helkkula, A., Kelleher, C., & Pihlström, M. (2012). Characterizing value as an experience: implications for service researchers and managers. *Journal of Service Research, 15*(1), 57-59.
Hellén, K., & Sääksjärvi, M. (2011). Happiness as a predictor of service quality and commitment for utilitarian and hedonic services. *Psychology and Marketing, 28*(9), 934-957.

Hemmington, N. (2007). From Service to Experience: Understanding and Defining the Hospitality Business. *The Service Industries Journal, 27*(6), 747-755. doi:10.1080/02642060701453221
Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The Use of Partial Least Squares Path Modeling in International Marketing. *Advances in International Marketing, 20*.
Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., . . . Calantone, R. J. (2014). Common Beliefs and Reality About PLS. Comments on Rönkkö and Evermann (2013). *Organizational research methods, 17*(2), 182-209. doi:10.1177/1094428114526928
Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science, 43*(1), 115-135. doi:10.1007/s11747-014-0403-8
Hinkin, T. R. (1995). A review of scale development practices in the study of organizations. *Journal of Management, 21*(5), 967-988. doi:10.1016/0149-2063(95)90050-0
Hinkin, T. R. (1998). A Brief Tutorial on the Development of Measures for Use in Survey Questionnaires. *The Scholarly Commons, School of Hotel Administration Collection*.
Hinkin, T. R., Tracey, J. B., & Enz, C. A. (1997). Scale construction: developing reliable and valid measurement instruments. *Journal of Hospitality & Tourism Research, 21*(1).
Hirschman, E. C. (1984). Experience seeking: A subjectivist perspective of consumption. *Journal of Business Research, 12*(1), 115-136. doi:10.1016/0148-2963(84)90042-0
Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing, 46*(3), 92-101.
Ho, S. H., & Chuang, S. T. (2012). The influence of lay theories of F eng S hui on consumers' peace of mind: The role of regulatory fit. *Asian Journal of Social Psychology, 15*(4), 304-313. doi:10.1111/j.1467-839X.2012.01385.x
Holbrook, M. B., & Hirschman, E. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research, 9*(2), 132. doi:10.1086/208906
Holbrook, M. B. (1996). Special session summary: customer value-a framework for analysis and research. *Advances In Consumer Research, 23*(2), 138–142.
Holbrook, M. B. (2000). The millennial consumer in the texts of our times: Experience and entertainment. *Journal of Macromarketing, 20*(2), 178–192.
Holbrook, M. B., & Hirschman, E. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research, 9*(2), 132. doi:10.1086/208906
Hollyoake, M. (2009). The four pillars: Developing a 'bonded' business-to-business customer experience. *Journal of Database Marketing & Customer Strategy Management, 16*(2), 132–158.
Hosany, S., & Gilbert, D. (2009). Measuring Tourists' Emotional Experiences toward Hedonic Holiday Destinations. *Journal of Travel Research, 49*(4), 513-526. doi:10.1177/0047287509349267
Howard, J. A., & Sheth, J. N. (1969). *The Theory ofBuyer Behavior*. New York: John Wiley and Sons.
Hsieh, L.-F., Lin, L.-H., & Lin, Y.-Y. (2007). A Service Quality Measurement Architecture for Hot Spring Hotels in Taiwan. *Tourism Management, 29*(3), 429-438.
Hunt, S. D., Sparkman, R. D., & Wilcox, J. J. B. (1982). The Pretest in Survey Research: Issues and Preliminary Findings. *Journal of Marketing Research, 19*(The Pretest in Survey Research: Issues and Preliminary Findings).
Hussein, A. S. (2018). Revisiting the importance of casual dining experience quality: an empirical study. *International Journal of Quality and Service Sciences, 10*(3), 233-252. doi:10.1108/IJQSS-04-2017-0041
Hussein, A. S., Hapsari, R. D. V., & Yulianti, I. (2018). Experience quality and hotel boutique customer loyalty: Mediating role of hotel image and perceived value. *Journal of Quality Assurance in Hospitality & Tourism, 19*(4), 442-459. doi:10.1080/1528008X.2018.1429981

Hwang, J., & Seo, S. (2016). A critical review of research on customer experience management - Theoretical, methodological and cultural perspectives. *International Journal of Contemporary Hospitality Management, 28* (10).
Iacobucci, D. (2008). *Mediation Analysis*. CA: Sage: Thousand Oaks.

Iacobucci, D., Saldanha, N., & Xiayan, D. (2007). A Meditation on Mediation: Evidence that Structural Equations Models Perform better than Regressions. *Journal of Consumer Psychology, 17*(2), 140-154.

Ismail, A., Abdullah, M. M. B., & Francis, S. K. (2009). Exploring the relationships among service quality features, perceived value and customer satisfaction. *Journal of industrial engineering and management, 2*(1), 230. doi:10.3926/jiem.2009.v2n1.p230-250

Ismail, A. R. (2011). Experience Marketing: An Empirical Investigation. *Journal of Relationship Marketing, 10*(3), 167-201.

Jaakkola, E., & Alexander, M. (2014). The role of customer engagement behavior in value co-creation: a service system perspective. *Journal of Service Research, 17*(3), 247-261.

Jaakkola, E., Helkkula, A., & Aarikka-Stenroos, L. (2015). Service experience co-creation: conceptualization, implications, and future research directions. *Journal of Service Management, 26*(2), 182-205. doi:10.1108/JOSM-12-2014-0323

Jain, R., Aagja, J., & Bagdare, S. (2017). Customer experience - a review and research agenda. *Journal of Service Theory and Practice, 27*(3), 642-662. doi:10.1108/JSTP-03-2015-0064

Jain, R., & Bagdare, S. (2009). Determinants of customer experience in new format retail stores. *Journal of Marketing and Communication, 5*(2), 34-44.

Jamshidi, D., Keshavarz, Y., Kazemi, F., & Mohammadian, M. (2018). Mobile banking behavior and flow experience: An integration of utilitarian features, hedonic features and trust. *International Journal of Social Economics, 45*(1), 57-81. doi:10.1108/IJSE-10-2016-0283

Jarvis, C. B., MacKenzie, S. B., & Podsakoff, P. M. (2003). A Critical Review of Construct Indicators and Measurement Model Misspecification in Marketing and Consumer Research. *The Journal of consumer research, 30*(2), 199-218. doi:10.1086/376806

Jang, S. S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioural intentions: application of an extended Mehrabian-Russell model to restaurants. *Journal of Business Research, 62*(4), 451-460.

Jin, N. P., Lee, S., & Lee, H. (2015). The Effect of Experience Quality on Perceived Value, Satisfaction, Image and Behavioral Intention of Water Park Patrons: New versus Repeat Visitors: The Effect of Experience Quality. *The international journal of tourism research, 17*(1), 82-95. doi:10.1002/jtr.1968

Jin, B., & Sternquist, B. (2004). Shopping is truly a joy. *The Service Industries Journal, 24*(6), 1-18.

Johnston, R., & Kong, X. (2011). The customer experience: a roadmap for improvement. . *Managing Service Quality, 21*(1), 5–24.

Jonavan, B. (2017). *Measuring service quality in the low-cost Airline industry.* University of Stirling,

José Alberto Castañeda, G., Andrea Del Valle, G., & Rocío Martínez, S. (2018). The effect of online and offline experiential marketing on brand equity in the hotel sector. *Spanish Journal of Marketing-ESIC, 22*(1), 22-41.

Jun, J., Kang, J., & Hyun, S. S. (2017). Effects of third-party certification on patrons' service quality evaluation in the luxury-restaurant industry. *British Food Journal, 119*(4), 771-789.

Jüttner, U., Schaffner, D., Windler, K., & Maklan, S. (2013). Customer service experiences: Developing and applying a sequentialincident laddering technique. *European Journal of Marketing, 47*(5/6), 738–769.

Juwaheer, D. T. (2004). Exploring international tourists' perceptions of hotel operations by using a modified SERVQUAL approach – a case study of Mauritius. *Managing Service Quality, 14*(5), 350-364. doi:10.1108/09604520410557967

Kabat-Zinn, J. (2003). Mindfulness-based interventions in context: Past, present, and future. *Clinical psychology (New York, N.Y.), 10*(2), 144-156. doi:10.1093/clipsy/bpg016

Kabat-Zinn, J. (2005). *Wherever you go, there you are : mindfulness meditation in everyday life*. New York: New York : Hyperion.

Kabat-Zinn, J. (2009). *Full catastrophe living : using the wisdom of your body and mind to face stress, pain, and illness* (Delta trade pbk. reissue.. ed.). New York, N.Y.: New York, N.Y. : Delta Trade Paperbacks.

Kahn, W. A. (1990). Psychological conditions of personal engagement and disengagement at work. *Academy of Management Journal, 33*, 692–724.
Kang, M., & Gretzel, U. (2012). Effects of podcast tours on tourist experiences in a national park. . *Tourism Management, 33*.
Kang, G.-D., & James, J. (2004). Service quality dimensions: an examination of Grönroos's service quality model. *Managing Service Quality: An International Journal, 14*(4), 266-277.
Kao, Y.-F., Huang, L.-S., & Wu, C.-H. (2008). Effects of Theatrical Elements on Experiential Quality and Loyalty Intentions for Theme Parks. *Asia Pacific journal of tourism research, 13*(2), 163-174. doi:10.1080/10941660802048480
Karatepe, O. M., & Avci, T. (2002). Measuring Service Quality in the Hotel Industry: Evidences from Northern Cyprus. *Anatolia : an international journal of tourism and hospitality research, 13*(1), 19-32. doi:10.1080/13032917.2002.9687012
Kaplan, D. M., Raison, C. L., Milek, A., Tackman, A. M., Pace, T. W., & Mehl, M. R. (2018). Dispositional mindfulness in daily life: A naturalistic observation study. . *PLoS ONE, 13*.
Kashdan, T. B., Rose, P., & Fincham, F. D. (2004). Curiosity and exploration: Facilitating positive subjective experiences and personal growth opportunities. *Journal of Personality Assessment, 82*, 291-305.
Kashif, M., Awang, Z., Walsh, J., & Altaf, U. (2015). I'm loving it but hating US Understanding consumer emotions and perceived service quality of US fast food brands. *British Food Journal, 117*(9), 2344-2360. doi:10.1108/BFJ-01-2015-0040
Kasiri, L. A., Guan Cheng, K. T., Sambasivan, M., & Sidin, S. M. (2017). Integration of standardization and customization: Impact on service quality, customer satisfaction, and loyalty. *Journal of Retailing and Consumer Services, 35*(C), 91-97. doi:10.1016/j.jretconser.2016.11.007
Keat, R. (1981). *The politics ofsocial theory.* . Oxford: Blackwell.
Keith, N. K., & Simmers, C. S. (2011). Measuring Service Quality Perceptions of Restaurant Experiences: The Disparity Between Comment Cards and DINESERV. *Journal of foodservice business research, 14*(1), 20-32. doi:10.1080/15378020.2011.548209
Khan, M. (2003). ECOSERV: Ecotourists' Quality Expectations. *Annals of Tourism Research, 30*(1), 109-124. doi:https://doi.org/10.1016/S0160-7383(02)00032-4
Khan, I., Garg, R., & Rahman, Z. (2015). Customer Service Experience in Hotel Operations: An Empirical Analysis. *Procedia - Social and Behavioral Sciences, 189*, 266-274. doi:https://doi.org/10.1016/j.sbspro.2015.03.222
Khan, I., & Rahman, Z. (2017). Development of a scale to measure hotel brand experiences. *International Journal of Contemporary Hospitality Management, 29*(1), 268-287. doi:10.1108/IJCHM-08-2015-0439
Khudri, M. M., & Sultana, S. (2015). Determinants of service quality and impact of service quality and consumer characteristics on channel selection. *British Food Journal, 117*(8), 2078-2097. doi:10.1108/BFJ-12-2014-0431
Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a Scale to Measure Memorable Tourism Experiences. *Journal of Travel Research, 51*(1), 12-25. doi:10.1177/0047287510385467
Kim, S., Cha, J., Knutson, B. J., & Beck, J. A. (2011). Development and testing of the Consumer Experience Index (CEI). *Managing Service Quality: An International Journal, 21*(2), 112-132. doi:10.1108/09604521111113429
Kiken, L. G., & Shook, N. J. (2011). Looking Up: Mindfulness Increases Positive Judgments and Reduces Negativity Bias. *Social Psychological and Personality Science, 2*(4), 425-431. doi:10.1177/1948550610396585
Kim, H. J. (2011). Service Orientation, Service Quality, Customer Satisfaction, and Customer Loyalty: Testing a Structural Model. *Journal of Hospitality Marketing & Management, 20*(6), 619-637.
Klarner, P., Sarstedt, M., Hoeck, M., & Ringle, C. M. (2013). Disentangling the effects of team competences, team adaptability, and client communication on the performance of management consulting teams. *Long Range Planning*.
Klaus, P., & Maklan, S. (2012). EXQ: a multiple-item scale for assessing service experience. *Journal of Service Management, 23*(1), 5-33. doi:10.1108/09564231211208952

Klaus, P. (2014). *Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies*. London: Palgrave Macmillan.
Klaus, P., & Maklan, S. (2007). The role of brands in a service dominated world. *Journal of Brand Management, 15*(22), 115-122.
Klaus, P., & Maklan, S. (2013). Towards a better measure of customer experience. *International Journal of Market Research, 55*(2).
Kline, R. B. (2011). *Principles and Practice of Structural Equation Modeling* (3rd ed.). USA: The Guilford Press.
Knutson, B. J., Beck, J. A., Kim, S., & Cha, J. (2007). Identifying the Dimensions of the Experience Construct. *Journal of Hospitality & Leisure Marketing, 15*(3), 31-47. doi:10.1300/J150v15n03_03
Knutson, B. J., Beck, J. A., Kim, S., & Cha, J. (2009). Identifying the Dimensions of the Guest's Hotel Experience. *Cornell Hospitality Quarterly, 50*(1), 44-55. doi:10.1177/1938965508326305
Knutson, B. J., Stevens, P., Patton, M., & Thompson, C. (1992). Consumers' expectations for service quality in economy, mid-priced and luxury hotels. *Journal of Hospitality and Leisure Management, 1*(2), 27-43.
Knutson, B. J., Stevens, P., Wullaert, C., Patton, M., & Yokoyama, F. (1990). LODGSERV: a service quality index for the lodging industry. *Hospitality Research Journal, Vol. 14* (2,), 227-284.
Kumar, A., & Lim, H. (2008). Age differences in mobile service perceptions: comparison of Generation Y and baby boomers. *Journal of Services Marketing, 22*(7), 568-577. doi:10.1108/08876040810909695
Kumar, A., & Oliver, R. L. (1997). Cognitive Appraisals, Consumer Emotions, and Consumer Response. *Advances In Consumer Research, 24*, 17.
Kwortnik, R. J. (2008). Shipscape influence on the leisure cruise experience. *International Journal of Culture, Tourism and Hospitality Research, 2*(4), 289-311.
Ladhari, R. (2008). Alternative measures of service quality: A review. *Managing Service Quality, 18*(1), 65-86. doi:10.1108/09604520810842849
Ladhari, R. (2009). Assessment of the psychometric properties of SERVQUAL in the Canadian banking industry. *Journal of Financial Services Marketing, 14*.
Ladhari, R. (2009). A review of twenty years of SERVQUAL research. *International Journal of Quality & Service Sciences, 1*(2), 27.
Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioural intentions A study in the hotel industry. *Managing Service Quality, 19*(3), 308-331. doi:10.1108/09604520910955320
Ladhari, R. (2012). The lodging quality index: An independent assessment of validity and dimensions. *International Journal of Contemporary Hospitality Management, 24*(4), 628-652. doi:10.1108/09596111211217914
Ladhari, R., Souiden, N., & Dufour, B. (2017). The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions. *Journal of Retailing and Consumer Services, 34*, 10-18. doi:10.1016/j.jretconser.2016.09.005
Langer, E. (1989 b). Minding matters: The consequences of mindlessness - mindfulness. *Advances in Experimental Social Psychology,, 22*.
Langer, E. (1989 a). *Minfulness*. MA: Addison-Wesley: Reading.
Langer, E. (1992). Matters of mind: Mindfulness/mindlessness in perspective. . *Consciousness and Cognition, 1*.
Langer, E., & Moldoveanu, M. (2000). The Construct of Mindfulness. *Journal of Social Issues, 56*(1), 1-9. doi:10.1111/0022-4537.00148
Langer, E. (2000). Mindful Learning. *Current Directions in Psychological Science, 9*(6), 220–223. http://dx.doi.org/210.1111/1467-8721.00099.
Langer, E., & Bodner, T. E. (2001). *Individual differences in mindfulness: The Mindfulness/Mindlessness Scale*. Paper presented at the Poster presented at the 13th annual American Psychological Society Conference, Ontario, Canada.
Langer, E. (2004). *Langer Mindfulness Scale (LMS)*: Worthington, OH: IDS Publishing.
Langer, E., & Beard, A. (2014). Mindfulness in the age of complexity. *Harvard Business Review*(MARCH).

Lai, K.-H., Cheng, T. E., & Yeung , A. C. (2004). An Empirical Taxonomy for Logistics Service Providers *Maritime Economics & Logistics, 6*, 199–219.

Lam, C., Ho, G. K. S., & Law, R. (2015). How can Asian hotel companies remain internationally competitive? *International Journal of Contemporary Hospitality Management, 27*(5), 827-852. doi:10.1108/IJCHM-05-2013-0226

Lan, P. (2017). Cạnh tranh ngày càng gay gắt trong dịch vụ lưu trú.

LaSalle, D., & Britton, T. A. (2003). *Priceless: Turning Ordinary Products into Extra-Ordinary Experiences*. Boston, MA: Harvard Business School Press.

Law, K. S., Chi-Sum, W., & Mobley, W. M. (1998). Toward a taxonomy of multidimensional constructs. . *Academy ofManagement Review, 23*(4).

Law, R., Buhalis, D., & Cobanoglu, C. (2014). Progress on information and communication technologies in hospitality and tourism. *International Journal of Contemporary Hospitality Management, 26*(5), 727-750. doi:10.1108/IJCHM-08-2013-0367

Lazarus, R. S. (1991). *Emotion and Adaptation*. New York: Oxford University Press.

Le, V. H., Pham, T. H. N., Pham, L., & Berry, R. (2019). Technology readiness and satisfaction in Vietnam's luxury hotels *International Journal of Management and Decision Making, 18*(2).

Le, N. T. C., & Quy, V. T. (2020). Personal Values of Luxury Services Consumption: A Confucian Culture Perspective. *Journal of International Consumer Marketing, 32*(4), 300-312. doi:10.1080/08961530.2020.1712292

Leary, M. R., & Tate, E. B. (2007). The Multi-Faceted Nature of Mindfulness. *Psychological Inquiry, 18*(4), 251-255. doi:10.1080/10478400701598355

Lee, J., Hsu, L., Han, H., & Kim, Y. (2010). Understanding how consumers view green hotels: how a hotel's green image can influence behavioral intentions. *Journal of Sustainable Tourism 18* (7), 901–914.

Lee, S., Chua, B.-L., & Han, H. (2016). Role of service encounter and physical environment performances, novelty, satisfaction, and affective commitment in generating cruise passenger loyalty. *Asia Pacific journal of tourism research, 22*(2), 131-146. doi:10.1080/10941665.2016.1182039

Lee, Y.-K., Chang, C.-T., Lin, Y., & Cheng, Z.-H. (2014). The dark side of smartphone usage: Psychological traits, compulsive behavior and technostress. *Computers in Human Behavior, 31*(1), 373-383. doi:10.1016/j.chb.2013.10.047

Lehtinen, U., & Lehtinen, J. R. (1991). "Two Approaches to Service Quality Dimensions",. *The Service Industries Journal,, 11 (3 July)*, pp. 287-303.

Lemke, F., Clark, M., & Wilson, H. (2011). Customer experience quality: an exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science, 39*(6), 846-869. doi:10.1007/s11747-010-0219-0

Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing, 80*(6), 69-96. doi:10.1509/jm.15.0420

Leong, C.-T., & Rasli, A. (2013). Investigation of the Langer's Mindfulness Scale from an Industry Perspective and an Examination of the Relationship between the Variables *American Journal of Economics 3*.

Levitt, T. (1981). "Marketing Intangible products and Product Intangibles". *Harvard Business Review, , 81*, p.94 - 102.

Lewis, R., & Booms, B. (1984). *The Marketing Aspects of Service Quality.* Paper presented at the In Proceedings of the A.M.A.: Emerging Perspectives on Services Marketing, Chicago.

Lewis, R. C., & Chambers, R. E. (2000). *Marketing leadership in hospitality*. New York: Wiley.

Li, J., Hudson, S., & So, K. K. F. (2019). Exploring the customer experience with Airbnb. *International Journal of Culture, Tourism and Hospitality Research, 13*(4), 410-429.

Lian Chan, J. K., & Baum, T. (2007). Ecotourists' Perception of Ecotourism Experience in Lower Kinabatangan, Sabah, Malaysia. *Journal of Sustainable Tourism, 15*(5), 574-590. doi:10.2167/jost679.0

Licata, J. W., Mowen, J. C., Harris, E. G., & Brown, T. J. (2003). On the trait antecedents and outcomes of service worker job resourcefulness: A hierarchical approach. *Journal of the Academy of Marketing Science, 31*(3), 256–271.

Lincohn, Y. S., Lynham, S. A., & Guba, E. G. (2011). Paradigmatic controversies, contradictions, and emerging confluences revisited. In N. K. Denzin & Y. S. Lincohn (Eds.), *The SAGE handbook of qualitative research* (4th ed., pp. 97-128). Thousand Oaks, CA: Sage.

Lin, J.-S. C., & Hsieh, P.-L. (2007). The influence of technology readiness on satisfaction and behavioral intentions toward self-service technologies. *Computers in Human Behavior, 23*(3), 1597-1615. doi:10.1016/j.chb.2005.07.006

Lin, Z., & Bennett, D. (2014). Examining retail customer experience and the moderation effect of loyalty programmes. *International Journal of Retail & Distribution Management, 42*(10), 929-947. doi:10.1108/IJRDM-11-2013-0208

Lipkin, M. (2016). Customer experience formation in today's service landscape. *Journal of Service Management, 27*(5), 678-703. doi:10.1108/JOSM-06-2015-0180

Littlejohn, D. (2003). The international hospitality industry: Structure, characteristics and issues. In *Hotels. In B. Brotherton (Ed.),* (pp. 5–29). Oxford, England: Elsevier Butterworth-Heinemann.

Liu, B. S.-C., Sudharshan, D., & Hamer, L. O. (2000). After-service response in service quality assessment: a real-time updating model approach. *Journal of Services Marketing, 14* (2).

Liu, Y., & Jang, S. S. (2009). The effects of dining atmospherics: an extended Mehrabian-Russell model. *International Journal ofHospitality Management, 28* (4), 494-503.

Liu, Y., Segev, S., & Villar, M. E. (2017). Comparing two mechanisms for green consumption: cognitive-affect behavior vs theory of reasoned action. *The Journal of consumer marketing, 34*(5), 442-454. doi:10.1108/JCM-01-2016-1688

Lloyd, A. E., Yip, L. S. C., & Luk, S. T. K. (2011). An Examination of the Differences in Retail Service Evaluation between Domestic and Tourist Shoppers in Hong Kong. *Tourism Management, 32*(3), 520-533.

Lo, A., Wu, C., & Tsai, H. (2015). The Impact of Service Quality on Positive Consumption Emotions in Resort and Hotel Spa Experiences. *Journal of Hospitality Marketing & Management, 24*(2), 155-179. doi:10.1080/19368623.2014.885872

Lockyer, T. (2002). Business guests' accommodation selection: the view from both sides. *International Journal of Contemporary Hospitality Management, 14*(6), 294-300. doi:10.1108/09596110210436832

Lockyer, T. (2000). A New Zealand investigation into the factors influencing consumers' selection of business hotel accommodation. *Australian Journal of Hospitality Management, 7* (2), 11-20.

Lovelock, C. H. (1983). Classifying services to gain strategic marketing insights. *Journal of Marketing, 47*(3).

Lu, L., Chi, C. G., & Liu, Y. (2015). Authenticity, involvement, and image: Evaluating tourist experiences at historic districts. *Tourism Management, 50*, 85-96. doi:https://doi.org/10.1016/j.tourman.2015.01.026

Lu, C., Berchoux, C., Marek, M. W., & Chen, B. (2015). Service quality and customer satisfaction: qualitative research implications for luxury hotels. *International Journal of Culture, Tourism and Hospitality Research, 9*(2), 168-182. doi:10.1108/IJCTHR-10-2014-0087

Luk, S. T. K. (1997). An examination of the role of marketing culture in service quality. *International Journal of Contemporary Hospitality Management, 9*(1), 13-20. doi:10.1108/09596119710157522

Luoh, H.-F., & Tsaur, S.-H. (2007). Gender Stereotypes and Service Quality in Customer-Waitperson Encounters. *Total Quality Management & Business Excellence, 18*(9), 1035-1054. doi:10.1080/14783360701594360

Luoh, H.-F., & Tsaur, S.-H. (2011). Customers' perceptions of service quality: Do servers' age stereotypes matter? *International Journal of Hospitality Management, 30*(2), 283-289.

Ma, J. Y., & Niehm, L. S. (2006). Service expectations of older generation Y customers: An examination of apparel retail settings. *Managing Service Quality, 16*(6), 620-640. doi:10.1108/09604520610711936

MacKenzie, S. B., Podsakoff, P. M., & Jarvis, C. B. (2005). The Problem of Measurement Model Misspecification in Behavioral and Organizational Research and Some Recommended Solutions. *Journal of applied psychology, 90*(4), 710-730. doi:10.1037/0021-9010.90.4.710

Machleit, K. A., & Eroglu, S. A. (2000). Describing and measuring emotional response to shopping experience. *Journal of Business Research,, 49*, 101-111.
MacKay, K., & Vogt, C. (2012). Information technology in everyday and vacation contexts. *Annals of Tourism Research, 39*(3), 1380-1401. doi:10.1016/j.annals.2012.02.001
Magnini, V. (2017). Designing tourism services in an Era of information overload. In *In D. R. Fesenmaier, & Z. Xiang (Eds.), Design science in tourism,* . Cham: Springer.
Mai, N. K., & Nguyen, M. T. (2018). Factors Affecting Repurchase Intention towards Luxury Hotels - A Mediation Analysis of Guest Satisfaction. *Journal of Economics, Business and Management, 6*(3).
Mai, N. K., & Tran, H. G. (2014). The Effects of Service Innovation on Perceived Value and Guest's Return Intention - A Study of Luxury Hotels in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance, 5*(6).
Maklan, S., & Klaus, P. (2011). Customer Experience: Are We Measuring the Right Things? *International Journal of Market Research, 53*(6), 771-772. doi:10.2501/IJMR-53-6-771-792
Malhotra, N. K., Lee, O. F., & Uslay, C. (2012). Mind the gap. *International Journal of Quality & Reliability Management, 29*(6), 607-625. doi:10.1108/02656711211245629
Mangiameli, P. (2012). Reliability, mindfulness, and managing healthcare: Introduction. *Journal of Business Research, 65*, 535–536.
Manhas, P. S., & Tukamushaba, E. K. (2015). Understanding service experience and its impact on brand image in hospitality sector. *International Journal of Hospitality Management, 45*, 77-87. doi:https://doi.org/10.1016/j.ijhm.2014.11.010
Marinakou, E., & Giousmpasoglou, C. (2019). Talent management and retention strategies in luxury hotels: evidence from four countries. *International Journal of Contemporary Hospitality Management, 31*(10), 3855-3878. doi:10.1108/IJCHM-10-2018-0862
Maslow, A. H. (1943). Maslow's Hierarchy of Needs. *Psychological Review 50*, 370-396.

Maynard, M. (1994). *Methods, practice and epistemology: the debate about feminism and research's Researching Women's Lives from a Feminist Perspective*. London: Taylor & Francis.
Mazzocchi, M. (2008). *Statistics for Marketing and Customer Research*. London: Sage.
McIntosh, A. J. (1999). Into the Tourist's Mind: Understanding the Value of the Heritage Experience. *Journal of Travel & Tourism Marketing, 8*(1), 41-64. doi:10.1300/j073v08n01_03
McIntosh, A. J., & Siggs, A. (2005). An Exploration of the Experiential Nature of Boutique Accommodation. *Journal of Travel Research, 44*(1), 74-81. doi:10.1177/0047287505276593
McMullan, R. (2005). A multiple-item scale for measuring loyalty development. *Journal of Services Marketing, 19*(7), 470-481.
Mei, A. W. O., Dean, A. M., & White, C. J. (1999). Analysing service quality in the hospitality industry. *Managing Service Quality, 9*(2), 136-146. doi:10.1108/09604529910257920
Medlin, B., & Green, K. W. (2009). Enhancing performance through goal setting, engagement and optimism. *Industrial Management & Data Systems, 109*(7), 943-956.
Mertens, D. M. (2010). *Research and evaluation in education and psychology: Integrating diversity with quantitative, qualitative, and mixed methods*. Thousand Oaks, CA: Sage.
Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard Business Review, 85*(2), 116-+.

Mittal, S., Gera, R., & Batra, D. K. (2015). An evaluation of an integrated perspective of perceived service quality for retail banking services in India. *International Journal of Bank Marketing, 33*(3), 330-350.
Millard, N. (2006). Learning from the 'wow' factor—How to engage customers through the design of effective affective customer experiences. *BT Technology Journal, 24*(1), 11–16.

Moafian, F., Khoshsima, H., Fadardi, J. S., & Pagnini, F. (2019). Langerian mindfulness and language learning. *Cogent psychology, 6*(1). doi:10.1080/23311908.2019.1609242
Moafian, F., Pagnini, F., & Khoshsima, H. (2017). Validation of the Persian Version of the Langer Mindfulness Scale. *Frontiers in Psychology*. doi:10.3389/fpsyg.2017.00468

Moeller, S. (2000). Characteristics of services – a new approach uncovers their value. *Journal of Services Marketing, 24*.

Mohsin, A. (2003). Service quality assessment of restaurants in Darwin, NT Australia. *Journal of Hospitality and Tourism Management, 10* (1), 23-34.

Mohsin, A., & Ryan, C. (2005). Service quality assessment of 4-star hotels in Darwin, Northern Territory. *Australia Journal of Hospitality and Tourism Management, 12*(1), 25-36.

Mohsin, A., & Lengler, J. (2015). Service experience through the eyes of budget hotel guests: Do factors of importance influence performance dimensions? . *Journal of Hospitality and Tourism Management, 23*, 23–34.

Mohsin, A., & Lockyer, T. (2010). Customer perceptions of service quality in luxury hotels in New Delhi, India: An exploratory study. *International Journal of Contemporary Hospitality Management, 22*(2), 160-173. doi:10.1108/09596111011018160

MOJ. (2007). Holidays and Observances in Vietnam in 2007.

Monkhouse, L. L., Barnes, B. R., & Stephan, U. (2012). The influence of face and group orientation on the perception of luxury goods: a four market study of East Asian consumers. *International Marketing Review, 29*(6), 647-672.

Moscardo, G. (1992). *A Mindfulness/Mindlessness Model of the Museum Visitor Experience.* (PhD). Unpublised doctoral dissertation, James Cook Univesity, Australia.

Moscardo, G. (1996). Mindful visitors: Heritage and tourism. *Annals of Tourism Research, 23*(2), 376-397. doi:10.1016/0160-7383(95)00068-2

Moscardo, G., & Woods, B. (1998). *Managing tourism in the wet tropics world heritage area: Interpretation and the experience of visitors on Skyrail*. New York: Continuum.

Moscardo, G. (1999). *Making visitors mindful: Principles for creating sustainable visitor experiences through effective communication*. Illinois: Sagamore Publishhing.

Moscardo, G. (2009). *Understanding tourist experience through mindfulness theory*.

Moscardo, G. (2017). Exploring mindfulness and stories in tourist experiences. *International Journal of Culture, Tourism and Hospitality Research, 11*(2), 111-124. doi:10.1108/IJCTHR-11-2016-0108

Moscardo, G., Woods, B., & Saltzer, R. (2004). The role of interpretation in wildlife tourism. In *Wildlife Tourism: impacts, management and planning* (In: Higginbottom, Karen, (ed.) ed.). Altona, VIC, Australia: Common Ground Publishing.

Mordorintelligence. (2018). HOSPITALITY INDUSTRY IN VIETNAM - GROWTH, TRENDS, COVID-19 IMPACT, AND FORECASTS (2021 - 2026).

Mossberg, L. (2007). A marketing approach to the tourist experience. *Scandinavian Journal of Hospitality and Tourism 7* (1), 59–74.

Muhammad Waleed Ayub, G., Linchen, T., & Muhammad Ali, H. (2021). Does Online Ratings Matter? An Integrated Framework to Explain Gratifications Needed for Continuance Shopping Intention in Pakistan. *Sustainability (Basel, Switzerland), 13*(9538), 9538. doi:10.3390/su13179538

Nadiri, H., & Hussain, K. (2005). Perceptions of service quality in North Cyprus hotels. *International Journal of Contemporary Hospitality Management, 17*(6), 469-480. doi:10.1108/09596110510612112

Nardi, P. M. (2013). *Doing survey research: A guide to quantitative methods*. Boston, United State: Pearson/Allyn & Bacon.

Ndubisi, N. O. (2003). The role of gender in conflict handling in the context ofoutsourcing service marketing. *Psychology & Marketing, 30*.

Ndubisi, N. O. (2012). Mindfulness, reliability, pre-emptive conflict handling, customer orientation and outcomes in Malaysia's healthcare sector. *Journal of Business Research, 65*, 537–546.

Ndubisi, N. O. (2012b). Relationship quality: Upshot of mindfulness-based marketing strategy in small organizations. *International Journal of Quality & Reliability Management, 29*, 626–641.

Ndubisi, N. O. (2012c). Mindfulness, quality and reliability in small and large firms. *International Journal of Quality & Reliability Management, 29*(6), 600-606. doi:10.1108/02656711211245683

Ndubisi, N. O. (2014). Consumer Mindfulness and Marketing Implications. *Psychology & Marketing, 31*(4), 237-250. Retrieved from http:https://doi.org/10.1002/mar.20691

Newman, W. L. (2014). *Social research methods: qualitative and quantitative approaches, Boston, Allyn & Bacon.* (7th ed ed.). Edinburgh Gate: Pearson Education Limited.

Ngo, L. V., Northey, G., Duffy, S., Thao, H. T. P., & Tam, L. T. H. (2016). Perceptions of others, mindfulness, and brand experience in retail service setting. *Journal of Retailing and Consumer Services, 33*(Supplement C), 43-52. doi:https://doi.org/10.1016/j.jretconser.2016.07.003

Nguyen, M. H., Ha, N. T., Anh, P. C., & Matsui, Y. (2015). Service Quality and Customer Satisfaction: A Case Study of Hotel Industry in Vietnam. *Asian Social Science, 11*(10).

Nitin, S., Deshmukh, S. G., & Prem, V. (2005). Service quality models: a review. *International Journal of Quality & Reliability Management, 22*(9), 913-949.

Nunnally, J. C. (2010). *Psychometric theory* (3rd ed.. ed.). New Dehli [India]: New Dehli India Tata McGraw-Hill.

Oberoi, U., & Hales, C. (1990). Assessing the Quality of the Conference Hotel Service Product: Towards an Empirically Based Model. *The Service Industries Journal, 10*(4), 700-721. doi:10.1080/02642069000000083

Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring Experience Economy Concepts: Tourism Applications. *Journal of Travel Research, 46*(2), 119-132. doi:10.1177/0047287507304039

Olsen, M. D., & Connolly, D. J. (2000). Experience-based travel: How technology is changing the hospitality industry. *The Cornell hotel and restaurant administration quarterly, 41*(1), 30-40. doi:10.1016/S0010-8804(00)88883-7

O'Neill, M., & Palmer, A. (2003). An exploratory study of the effects of experience on consumer perceptions of the service quality construct. *Managing Service Quality, 13*(3), 187.

Onkvisit, S., & Shaw, J. J. (1991). "Is Services Marketing "Really" Different?", . *Journal ofProfessional Services Marketing, , 7 (2),*, pp. 3-17.

Otto, J. E., & Richie, J. R. B. (1995). Exploring the quality of the service experience: a theoretical and empirical analysis. *Advances in Services Marketing and Management, 4*.

Otto, J. E., & Ritchie, J. R. B. (1996). The service experience in tourism. *Tourism Management, 17*(3), 165-174. doi:10.1016/0261-5177(96)00003-9

Oredo, J. O., & Njihia, J. M. (2015). Mindfulness and quality of innovation in cloud computing adoption. *International Journal of Business and Management, 10*(1).

Organization, I. L. (2018). Labour and Social Trends in Viet Nam 2012-2017.

Ostrom, A. L., Parasuraman, A., Bowen, D. E., Patrício, L., Voss, C. A., & Lemon, K. (2015). Service Research Priorities in a Rapidly Changing Context. *Journal of Service Research, 18*(2), 127-159. doi:10.1177/1094670515576315

Pachankis, J. E. (2007). The Psychological Implications of Concealing a Stigma: A Cognitive-Affective-Behavioral Model. *Psychological Bulletin, 133*(2), 328-345. doi:10.1037/0033-2909.133.2.328

Pagnini, F., Bercovitz, K. E., & Phillips, D. (2018). Langerian mindfulness, quality of life and psychological symptoms in a sample of Italian students. *Health and quality of life outcomes, 16*(1), 29-29. doi:10.1186/s12955-018-0856-4

Palmer, A. (1998). *"Principles ofServices Marketing"*. Maidenhead: McGrawHill.

Palmer, A. (2010). Customer experience management: a critical review of an emerging idea. *Journal of Services Marketing, 24*(3), 196–208.

Parasuraman, A., Zeithaml, V., & Berry, L. (1988). Servqual: A Multiple-Item Scale For Measuring Consumer Perc. *Journal of Retailing, 64*(1), 12.

Parasuraman, A., Zeithaml, V., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing (pre-1986), 49*(000004), 41. Retrieved from https://search.proquest.com/docview/209267557?accountid=12860 https://librarysearch.northumbria.ac.uk/openurl/44UON/44UON_SP?genre=article&atitle=A+Conceptual+Model+of+Service+Quality+and+Its+Implications+for+Future+Research&author=Parasuraman%2C+A&volume=49&issue=000004&spage=41&date=Fall+1985&rft.btitle=&rft.jtitle=Journal+of+Marketing+%28pre-1986%29&issn=0022-2429&isbn=&sid=ProQ%3Apsychology_

Parasuraman, A., Zeithaml, V., & Berry, L. L. (1994). Alternative scales for measuring service quality: A comparative assessment based on psychometric and diagnostic criteria. *Journal of Retailing, 70*(3), 201-230. doi:10.1016/0022-4359(94)90033-7

Parasuraman, A., Zeithaml, V., & Malhotra, A. (2005). E-S-QUAL: a multiple-item scale for assessing electronic service quality. *Journal ofService Research, 7* (3).

Patwardhan, H., & Balasubramanian, S. K. (2011). Brand romance: a complementary approach to explain emotional attachment toward brands. *Journal of Product and Brand Management, 20*(4), 297-308.

Peng, N., & Chen, A. H. (2015). Diners' loyalty toward luxury restaurants: The moderating role ofproduct knowledge. *Marketing Intelligence & Planning, 33*(2), 179–196. .

Peng, N., Chen, A., & Hung, K. P. (2017). The effects of teppanyaki restaurant stimuli on diners' emotions and loyalty. *International Journal of Hospitality Management, 60*, 1–12.

Peter, J. P. (1981). Construct validity: A review of basic issues and marketing practices *Journal of Marketing Research 18*(2), 133–145.

Petter, S., Straub, D., & Rai, A. (2007). Specifying formative constructs in information systems research. *MIS Quarterly, 31*(4).

Phillips, D., & Pagnini, F. (2014). "A Mindful Approach to Chronic Illness," In *in The Wiley-Blackwell Handbook of Mindfulness, eds A. Ie, C. T. Ngnoumen and E. J. Langer* (pp. 852–863.). Oxford: John Wiley & Sons, Ltd.

Pine, B., & Gilmore, J. (1998). Welcome to the experience economy. *Harvard Business Review, July - August,*, 97-105.

Pine, B., & Gilmore, J. (1999). The Experience Economy: Work is Theatre and Every Business a Stage. *Harvard Business School Press, Cambridge, MA., 76* (4).

Pirson, M., Langer, E., Zilcha, S., & Bodner, T. (2012). The Development and Validation of the Langer Mindfulness Scale The Development and Validation of the Langer Mindfulness Scale - enabling a socio-cognitive perspective of mindfulness in organizational contexts. *Fordham University Schools of Business Research Paper, 25*(3), 168-185. doi:10.1007/s10804-018-9282-4

Pirson, M., Langer, E., & Zilcha, S. (2018). Enabling a Socio-cognitive Perspective of Mindfulness: The Development and Validation of the Langer Mindfulness Scale. *Journal of Adult Development, 25*(3), 168-185. doi:10.1007/s10804-018-9282-4

Pizam, A. (2010). Creating memorable experiences. *International Journal of Hospitality Management, 29*(3), 343-343. doi:10.1016/j.ijhm.2010.04.003

Ple, L., & Chumpitaz Caceres, R. (2010). Not always co-creation: introducing interactional co-destruction of value in service-dominant logic. *The Journal of services marketing, 24*(6), 430-437. doi:10.1108/08876041011072546

Podsakoff, P. M., Mackenzie, S. B., Jeong-Yeon, L., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal ofApplied Psychology, 88*(5).

Poon, W. C., & Low, K. L. T. (2005). Are travellers satisfied with Malaysian hotels? *International Journal of Contemporary Hospitality Management, 17*(3), 217-227. doi:10.1108/09596110510591909

Poolthong, Y., & Mandhachitara, R. (2009). Customer expectations of CSR, perceived service quality and brand effect in Thai retail banking. *International Journal of Bank Marketing, 27*(6), 408-427.

Powpaka, S. (1996). The role of outcome quality as a determinant of overall service quality in different categories of services industries: an empirical investigation. *Journal of Services Marketing, 10*(2), 5-25. doi:10.1108/08876049610114230

Prayag, G., & Ryan, C. (2012). Antecedents of Tourists' Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction. *Journal of Travel Research, 51*(3), 342-356. doi:10.1177/0047287511410321

Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: the next practice in value creation. *Journal of Interactive Marketing, 18* (3), 5-14.

Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS Procedures for Estimating Indirect Effects in Simple Mediation Models. *Behavior Research Methods 36*(4), 717-731.

Prebensen, N. K., & Rosengren, S. (2016). Experience value as a function of hedonic and utilitarian dominant services. *International Journal of Contemporary Hospitality Management, 28*(1), 113-135. doi:10.1108/IJCHM-02-2014-0073

Presbury, R., Fitzgerald, A., & Chapman, R. (2005). Impediments to improvements in service quality in luxury hotels. *Managing Service Quality, 15*(4), 357–373.
Pugh, S. D. (2001). Service with a smile: Emotional contagion in the service encounter.(research information). *Academy of Management Journal, 44*(5), 1018. doi:10.2307/3069445
Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: an illustration from food experiences in tourism. *Tourism Management, 25*(3), 297–305.
Rais, N. M., Musa, R., & Muda, M. (2016). Reconceptualisation of Customer Experience Quality (CXQ) Measurement Scale. *Procedia economics and finance, 37*, 299-303. doi:10.1016/S2212-5671(16)30128-9
Raaijmakers, Q. (1999). Effectiveness of different missing data treatments in survey with Likert-type data: introducing the relative mean substitution approach. *Educational and Psychological Measurement, 59*, 725–748.
Ranaweera, C., & Sigala, M. (2015). From service quality to service theory and practice. *Journal of Service Theory and Practice, 25*(1), 2-9. doi:10.1108/JSTP-11-2014-0248
Ranjit, K. (2014). *Research Methodology* (4th ed.): Sage.
Rauch, D., Collins, M. D., Nale, R. D., & Barr, P. (2015). Measuring service quality in mid-scale hotels. *International Journal of Contemporary Hospitality Management, 27*(1), 87-106. doi:10.1108/IJCHM-06-2013-0254
Reimer, A., & Kuehn, R. (2005). The impact of servicescape on quality perception. *European Journal of Marketing, 39*(7/8), 785-808.
Reinartz, W., Haenlein, M., & Henseler, J. (2009). An empirical comparison of the efficacy of covariance-based and variance-based SEM. *International Journal of Research in Marketing, 26*(4), 332-344. doi:10.1016/j.ijresmar.2009.08.001
Ren, L., Qiu, H., Wang, P., & Lin, P. M. C. (2016). Exploring customer experience with budget hotels: Dimensionality and satisfaction. *International Journal of Hospitality Management, 52*, 13-23. doi:https://doi.org/10.1016/j.ijhm.2015.09.009
Rerup, C. (2005). Learning from past experience: Footnotes on mindfulness and habitual entrepreneurship. *Scandinavian Journal ofManagement, 21*, 451–572.
Rezaei, S., & Ghodsi, S. S. (2014). Does value matters in playing online game? An empirical study among massively multiplayer online role-playing games (MMORPGs). *Computers in Human Behavior, 35*.
Rezaei, S., Mazaheri, E., & Azadavar, R. (2017). Determinants of experienced tourists' satisfaction and actual spending behavior: a PLS path modelling approach. *International Journal of Culture, Tourism and Hospitality Research, 11*(2), 157-181.
Rich, B. L., Lepine, J. A., & Crawford, E. R. (2010). Job Engagement: Antecedents and Effects on Job Performance. *Academy of Management Journal, 53*(3), 617-635. doi:10.5465/amj.2010.51468988
Ringle, C. M., Sarstedt, M., & Straub, D. W. (2012). A Critical Look at the Use of PLS-SEM *MIS Quarterly, 36*(1).
Ribeiro, M. A., & Prayag, G. (2019). Perceived quality and service experience: mediating effects of positive and negative emotions. *Journal of Hospitality Marketing & Management, 28*(3), 285-305.
Ritchie, J. R. B., Tung, V. W. S., & Ritchie, R. J. B. (2011). Tourism experience management research Emergence, evolution and future directions. *International Journal of Contemporary Hospitality Management, 23*(4), 419-438. doi:10.1108/09596111111129968

Rojas-Me´ndez, J. I., Vasquez-Parraga, A. Z., Kara, A., & Cerda-Urrutia, A. (2009). Determinants of student loyalty in higher education: a tested relationship approach in Latin America. *Latin American Business Review, , 10*, 21-39.
Rodríguez, A. M., Capelleras, J. L., & Gimenez Garcia, V. M. (2014). Teaching performance: determinants of the student assessment. *Academia Revista Latinoamericana de Administración, 27*(3), 402-418.
Roest, H., & Pieters, R. (1997). The nomological net of perceived service quality. *International Journal of Service Industry Management, 8*(4), 336. doi:10.1108/09564239710174408
Rojas-Me´ndez, J. I., Vasquez-Parraga, A. Z., Kara, A., & Cerda-Urrutia, A. (2009). Determinants of student loyalty in higher education: a tested relationship approach in Latin America. *Latin American Business Review, , 10*, 21-39.

Roseman, I. J. (1984). “Cognitive determinants of emotion: a structural theory”, . In P. E. in Shaver (Ed.), *Review ofPersonality and Social Psychology*. Beverly Hills, CA: Sage.
Roy, S. (2018). Effects of customer experience across service types, customer types and time. *Journal of Services Marketing, 32*(4), 400-413. doi:10.1108/JSM-11-2016-0406
Roy, S., S, S., & Bhatia, S. (2019). Service quality versus service experience: An empirical examination of the consequential effects in B2B services. *Industrial Marketing Management, 82*, 52-69.
Roy, S. K., Lassar, W. M., & Shekhar, V. (2016). Convenience and satisfaction: mediation of fairness and quality. *The Service Industries Journal, 36*(5-6), 239-260. doi:10.1080/02642069.2016.1186657
Rust, R. T., & Oliver, R. L. (1994). “Service quality: insights and managerial implications from the frontier”. In *in Rust, R.T. and Oliver, R.T. (Eds), Service Quality: New Directions in Theory and Practice* (pp. 1-19.). Thousand Oaks, CA: Sage.
Ryu, K., Han, H., & Jang, S. S. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management, 22*(3), 416-432. doi:10.1108/09596111011035981
Ryu, K., & Jang, S. S. (2007). The Effect of Environmental Perceptions on Behavioral Intentions Through Emotions: The Case of Upscale Restaurants. *Journal of hospitality & tourism research (Washington, D.C.), 31*(1), 56-72. doi:10.1177/1096348006295506
Şahin, A., Kitapçi, H., Altindağ, E., & Gök, M. S. (2017). Investigating the Impacts of Brand Experience and Service Quality. *International Journal of Market Research, 59*(6), 707-724. doi:10.2501/IJMR-2017-051
Saleh, F., & Ryan, C. (1991). Analysing Service Quality in the Hospitality Industry Using the SERVQUAL Model. *The Service Industries Journal, 11*(3), 324-345. doi:10.1080/02642069100000049
Salmones, M., Crespo, A., & Bosque, I. (2005). Influence of Corporate Social Responsibility on Loyalty and Valuation of Services. *Journal of Business Ethics, 61*(4), 369-385.
Sandström, S., Edvardsson, B., Kristensson, P., & Magnusson, P. (2008). Value in use through service experience. *Managing Service Quality, 18* (2), 112-126.
Sarstedt, M., Hair, J. F., Cheah, J.-H., Becker, J. M., & Ringle, C. M. (2019). How to specify, estimate, and validate higher-order constructs in PLS-SEM. *Australasian Marketing Journal (AMJ), 27*(3), 197-211. doi:https://doi.org/10.1016/j.ausmj.2019.05.003
Sarstedt, M., Ringle, C. M., Henseler, J., & Hair, J. F. (2014). On the Emancipation of PLS-SEM: A Commentary on Rigdon (2012). *Long Range Planning, 47*(3), 154-160. doi:10.1016/j.lrp.2014.02.007
Sauer, S., Walach, H., Schmidt, S., Hinterberger, T., Lynch, S., Büssing, A., & Kohls, N. (2013). Assessment_of_Mindfulness_Review_on_State_of_the_Art. *Mindfulness, 4*(1).
Saunders, M. N. K., Lewis, P., & Thornhill, A. (2015). *Research Methods for Business Students*. Harlow, United Kingdom: Harlow, United Kingdom: Pearson Education UK.
Schembri, S. (2006). Rationalizing service logic, or understanding services as experience? *Marketing theory, 6* (3), 381-392.
Schembri, S., & Sandberg, J. (2003). *Understanding service quality through experience: unveiling the consumers' perspective.* . Paper presented at the The International Critical Management Studies Conference, Lancaster University.
Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management, 15*(1-3).
Schramm, M. E., & Hu, M. Y. (2014). The Moderating Role of Mindfulness in New Product Evaluation. *Atlantic Marketing Journal, 3*(3).
Schriesheim, C. A., Powers, K. J., Scandura, T. A., Gardiner, C. C., & Lankau, M. J. (1993). Improving construct measurement in management research: Comments and a quantitative approach for assessing the theoretical content adequacy of paper-andpencil survey-type instruments. *Journal of Management, 79*, 385-417.
Schulte, B. (2014). *Overwhelmed: How to Work, Love, and Play When No One Has the Time*. New York: Farrar, Straus & Giroux.
Schofield, P., & Katics, N. (2006). Swedish Hotel Service Quality and Loyalty Dimensions. *Advances in Hospitality and Leisure, 2*. Research Paradigms. *English Language Teaching, 5*.

Scotland, J. (2012). Exploring the Philosophical Underpinnings of Research: Relating Ontology and Epistemology to the Methodology and Methods of the Scientific, Interpretive, and Critical

Segal, Z. V., Teasdale, J. D., Williams, J. M., & Gemar, M. C. (2002). The mindfulness-based cognitive therapy adherence scale: interrater reliability, adherence to protocol and treatment distinctiveness. *Clinical Psychology & Psychotherapy, 9*.

Seiders, K., Voss, G. B., Godfrey, A. L., & Grewal, D. (2007). SERVCON: developing and validation of a multidimensional service convenience scale. *Journal of the Academy of Marketing Science, 35*(1), 144-156.

Sigala, M. (2017). Value co-destruction in service ecosystems: Findings from TripAdvisor,. In *In S. Marianna, & G. Ulrike (Eds.), Advances in social media for travel, tourism and hospitality* London: Routledge.

Smith, G., Smith, A., & Clarke, A. (2007). Evaluating service quality in universities: a service department perspective. *Quality Assurance in Education, 15*(3), 334-351.

Smith, J. B., & Colgate, M. (2007). Customer value creation: a practical framework. *The Journal ofMarketing Theory and Practice, 15*(1), 7-23.

Sharma, S. (2016). A study on the trend of luxury hotels. *International Journal ofAdvanced Research and Development, 1*(5), 118-121.

Sheth, J., Sethia, N., & Srinivas, S. (2011). Mindful consumption: a customer-centric approach to sustainability. *Journal of the Academy of Marketing Science, 39*(1), 21-39. doi:10.1007/s11747-010-0216-3

Slatten, T., Mehmetoglu, M., Svenson, G., & Svaeri, S. (2009). Atmospheric experiences that emotionally touch customers: a study from a winter park. *Managing Service Quality 19*(6), 721–746.

Smith, A. M. (1995). Measuring service quality: Is SERVQUAL now redundant? *Journal of Marketing Management, 11*, 257–276.

Smith, E. R., & DeCoster, J. (2000). Dual-process models in social and cognitive psychology: conceptual integration and links to underlying memory systems. *Personality and Social Psychology Review, 4* (2), 108-131.

Smith, G., Smith, A., & Clarke, A. (2007). Evaluating service quality in universities: a service department perspective. *Quality Assurance in Education, 15*(3), 334-351.

Smith, J. B., & Colgate, M. (2007). Customer value creation: a practical framework. *The Journal ofMarketing Theory and Practice, 15*(1), 7-23.

Snipes, R. L., Thomson, N. F., & Oswald, S. L. (2006). Gender bias in customer evaluations of service quality: an empirical investigation. *Journal of Services Marketing, 20*(4), 274-284.

Solomon, M. R. (2018). *Consumer behavior : buying, having, and being* (Twelfth edition, Global edition ed.): Essex : Pearson.

Soteriou, A. C., & Chase, R. B. (1998). Linking the customer contact model to service quality. *Journal of Operations Management, 16*(4), 495-508. doi:https://doi.org/10.1016/S0272-6963(98)00026-6

Sprott, D., Czellar, S., & Spangenberg, E. (2009). The importance of general measure of brand engagement on market behavior: development and validation of a scales. *Journal ofMarketing Research, 46* (1), 92-104.

Sternberg, R. J. (2000). Images of Mindfulness. *Journal of Social Issues, 56*(1), 11-26. doi:10.1111/0022-4537.00149

Stevens, P., Knutson, B., & Patton, M. (1995). DINESERV: A tool for measuring servicequality in restaurants. *Cornell Hospitality Quarterly, 36* (2), 56–60.

Stock, R. M. (2011). How does product program innovativeness affect customer satisfaction? A comparison of goods and services. *Journal of the Academy of Marketing Science, 39*(6), 813–827.

Stodnick, M., & Rogers, P. (2008). Using SERVQUAL to measure the quality of the classroom experience. *Decision Sciences Journal of Innovative Education, 6*(1), 115-133.

Sultan, P., & Tarafder, T. (2007). A model for quality assessment in higher education: implications for ODL Universities. *Malaysian Journal of Distance Education, 9* (2), 125-142.

Sultan, P., & Yin Wong, H. (2013). Antecedents and consequences of service quality in a higher education context. *Quality Assurance in Education, 21*(1), 70-95.

Sumaedi, S., Mahatma Yuda Bakti, G., & Metasari, N. (2012). An empirical study of state university students' perceived service quality. *Quality Assurance in Education, 20*(2), 164-183.

Sureshchandar, G. S., Rajendran, C., & Anantharaman, R. N. (2002 a). Determinants of customer-perceived service quality: a confirmatory factor analysis approach. *Journal of Services Marketing, 16*(1), 9-34.

Tabachnick, B., & Fidell, L. (2013). *Using multivariate statistics* (6th ed.). New York: Pearson Education, Inc.

Tarlow, P. (2011). The world of technology affects tourism industry immensely. doi:Retrieved from http://www.tourism-review.com/the-world-of-technology-affects-tourism-industry-immenselynews2757

Taylor, L. L., & Norman, W. C. (2019). The influence of mindfulness during the travel anticipation phase. *Tourism recreation research, 44*(1), 76-90. doi:10.1080/02508281.2018.1513627

Taylor, S., & Baker, T. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing, 70*(2), 163–178.

Teas, R. K. (1994). Expectations as a comparison standard in measuring service quality: an assessment of a reassessment. *Journal of Marketing, 58* (1), 132-139.

Teixeira, J., Patrício, L., Nunes, N. J., Nóbrega, L., Fisk, R. P., & Constantine, L. (2012). Customer experience modeling: from customer experience to service design. *Journal of Service Management, 23* (3), 362-376.

Tenenhaus, M., Vinzi, V. E., Chatelin, Y.-M., & Lauro, C. (2005). PLS path modeling. *Computational statistics & data analysis, 48*(1), 159-205. doi:10.1016/j.csda.2004.03.005

Thompson, B. L., & Waltz, J. (2007). Everyday mindfulness and mindfulness meditation: Overlapping constructs or not? *Personality and Individual Differences, 43*(7), 1875-1885. doi:https://doi.org/10.1016/j.paid.2007.06.017

Timmerman, C. E. (2002). The moderating effect of mindlessness/mindfulness upon media richness and social influence explanations of organizational media use. *Communication Monographs, 69*(2), 111–131.

Titz, K. (2008). *Experiential consumption: affect–emotions–hedonism* (In: Pizam, A., Oh, H. (Eds.), ed.). Oxford, UK: Butterworth Heinemann.

Toncar, M. F., Alon, I., & Misati, E. (2010). The importance of meeting price expectations: linking price to service quality. *Journal of Product & Brand Management, 19*(4), 295-305.

Tontini, G., Søilen, K. S., & Silveira, A. (2013). How do interactions of Kano model attributes affect customer satisfaction? An analysis based on psychological foundations. *Total Quality Management & Business Excellence, 24*(11−12), 1253–1271.

Torrance, E. P. (1966). *The Torrance Tests of Creative Thinking - norms - technical manual research edition: verbal tests, forms A and B - figural tests, forms A and B.* . Princeton NJ: Personnel Press.

Trinh, T. T., & Ryan, C. (2015). Heritage and cultural tourism: The role of the aesthetic when visiting Mỹ Sơn and Cham Museum, Vietnam. *Current Issues in Tourism, 1*(26).

Truong, Y., McColl, R., & Kitchen, P. J. (2010). Uncovering the relationships between aspirations and luxury brand preference. *The journal of product & brand management, 19*(5), 346-355. doi:10.1108/10610421011068586

Tsaur, S.-H., Chiu, Y.-C., & Huang, C.-H. (2002). Determinants of guest loyalty to international tourist hotels—a neural network approach. *Tourism Management, 23*(4), 397-405. doi:https://doi.org/10.1016/S0261-5177(01)00097-8

Tsaur, S.-H., & Lin, Y. (2004). Promoting Service Quality in Tourist Hotels: The Role of HRM Practices and Service Behavior. *Tourism Management, 25*, 471–481.

Tsaur, S.-H., Luoh, H.-F., & Syue, -. S.-S. (2015). Positive emotions and behavioral intentions of customers in full-service restaurants: Does aesthetic labor matter? . *International Journal of Hospitality Management, 51*(Supplement C), 115–126.

Tseng, M.-L. (2009). Using the Extension of DEMA TEL to Integrate Hotel Service quality Perceptions into a Cause-Effect Model in Uncertainty. *Expert systems with Applications, 36*(5), 9015-9023.

Tung, V. W. S., & Ritchie, J. R. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research, 38*(4), 1367–1386. .

Tynan, C., McKechnie, S., & Chhuon, C. (2010). Co-creating value for luxury brands. *Journal of Business Research, 63*(11), 1156-1163. doi:https://doi.org/10.1016/j.jbusres.2009.10.012

Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: theoretical foundations and research directions. *Journal of Service Research, 13*(3), 253-266.

Van Winkle, C. M., & Backman, K. (2009). Examining visitor mindfulness at a cultural event. *Event Management, 12*(3-4), 163-169. doi:10.3727/152599509789659731

Van Dyke, T. P., Prybutok, V. R., & Kappelman, L. A. (1999). Cautions on the use of the SERVQUAL measure to assess the quality of information systems services. *Decision Sciences, 30*(3), 877-891.

Van Gordon, W., Shonin, E., & Richardson, M. (2018). Mindfulness and Nature. *Mindfulness, 9*(5), 1655-1658. doi:10.1007/s12671-018-0883-6

Valliere, D., & Hassannezhad, Z. (2019). Mindfulness, Creativity, and Novelty Production of Entrepreneurs. *Kindai Management Review 7*.

Vargo, S., & Lusch, R. (2004). Evolving to a new dominant logic for marketing. . *Journal of Marketing, 68*, 1–17.

Vargo, S., & Lusch, R. (2008). From goods to service(s): divergences and convergences of logics. *Industrial Marketing Management 37* (3), 254–259.

Vasconcelos, A. M. d., Barichello, R., Lezana, Á., Forcellini, F. A., Ferreira, M. G. G., & Cauchick Miguel, P. A. (2015). Conceptualisation of the service experience by means of a literature review. *Benchmarking: An International Journal, 22*(7), 1301-1314. doi:10.1108/BIJ-08-2013-0078

Veal, A. J. (2011). *Research methods for leisure and tourism : a practical guide* (4th ed.. ed.). Harlow, Essex, England: Harlow.

Venkatesh, V., Thong, J. Y., & Xu, X. (2012). "Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology",. *MIS Quarterly, 36*(1), 157-178.

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer Experience Creation: Determinants, Dynamics and Management Strategies. *Journal of Retailing, 85*(1), 31-41. doi:10.1016/j.jretai.2008.11.001

Verifiedmarketresearch.com. (2019). Luxury Hotel Market Size And Forecast.

Veríssimo, M., & Costa, C. (2019). Unveiling the key features of a positive service experience at hostels. *International Journal of Contemporary Hospitality Management, 31*(11), 4276-4292.

Veronica, R. (2011). *A STUDY OF THE INFLUENCE OF INDIVIDUALLEVEL CULTURAL VALUE ORIENTATION ON THE FORMATION OF SERVICE QUALITY EXPECTATIONS.*

Vietnamtourism.com. (2020). Hệ thống cơ sở lưu trú du lịch ngày càng hiện đại, đẳng cấp góp phần nâng tầm thương hiệu du lịch Việt Nam.

Vigneron, F., & Lester, W. J. (1999). A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior *Academy of Marketing Science Review, , 1*.

Volo, S. (2009). Conceptualizing Experience: A Tourist Based Approach. *Journal of Hospitality Marketing & Management, 18*(2-3), 111-126. doi:10.1080/19368620802590134

Voss, K., Spangenberg, E., & Grohmann, B. (2003). Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *JMR, Journal of Marketing Research, 40*(3), 310-320. doi:10.1509/jmkr.40.3.310.19238

Wakefield, K. L., & Blodgett, J. G. (1999). Customer response to intangible and tangible service factors. *Psychology & Marketing, 16*(1), 51-68. doi:10.1002/(SICI)1520-6793(199901)16:1<51::AID-MAR4>3.0.CO2-0

Walter, U., Edvardsson, B., & Öström, Å. (2010). Drivers of customers' service experiences: a study in the restaurant industry. *Managing Service Quality: An International Journal, 20*(3), 236-258.

Walls, A. R., Okumus, F., Wang, Y., & Kwun, D. J.-W. (2011). An epistemological view of consumer experiences. *International Journal of Hospitality Management, 30*(1), 10-21. Retrieved from http://www.sciencedirect.com/science/article/pii/S0278431910000307

Walls, A. R. (2013). A cross-sectional examination of hotel consumer experience and relative effects on consumer values. *International Journal of Hospitality Management, 32*, 179-192. doi:https://doi.org/10.1016/j.ijhm.2012.04.009

Walls, A. R., Okumus, F., Wang, Y., & Kwun, D. J.-W. (2011). Understanding the Consumer Experience: An Exploratory Study of Luxury Hotels. *Journal of Hospitality Marketing & Management, 20*(2), 166-197. doi:10.1080/19368623.2011.536074

Wan, P. Y. K., & Cheng, E. I. M. (2011). Service quality of Macao's world heritage site. *International Journal of Culture, Tourism and Hospitality Research, 5*(1), 57-68. doi:10.1108/17506181111111762

Wang, N. (2002). The tourist as peak consumer. In *In: Dann, G.M.S. (Ed.), The Tourist as a Metaphor ofthe Social World* (pp. 281–295.). Wallingford, Oxon: CABI Publishing.

Wang, K. (2015). Determinants of mobile value-added service continuance: The mediating role of service experience. *Information & Management, 52*(3), 261-274. Retrieved from http://www.sciencedirect.com/science/article/pii/S0378720614001451

Wang, E. J., Berthon, P. R., & Bechwati, N. N. (2021). The effect of mindfulness on service encounter quality. *The Journal of services marketing, 35*(4), 453-472. doi:10.1108/JSM-05-2020-0170

Wang, K. (2015). Determinants of mobile value-added service continuance: The mediating role of service experience. *Information & Management, 52*(3), 261-274. Retrieved from http://www.sciencedirect.com/science/article/pii/S0378720614001451

Wang, Y., So, K. K. F., & Sparks, B. A. (2017). Technology Readiness and Customer Satisfaction with Travel Technologies: A Cross-Country Investigation. *Journal of Travel Research, 56*(5), 563-577. doi:10.1177/0047287516657891

Weick, K. E., & Sutcliffe, K. M. (2006). Mindfulness and the Quality of Organizational Attention. *Organization science (Providence, R.I.), 17*(4), 514-524. doi:10.1287/orsc.1060.0196

Wetzels, M., Odekerken-Schro¨der, G., & Van Oppen, C. (2009). Using PLS path modeling for assessing hierarchical construct models: guidelines and empirical illustration. *MIS Quarterly, 33*(1).

Wilcox, J. B., Howell, R. D., & Breivik, E. (2008). Questions about formative measurement. *Journal ofBusiness Research, 61*(12).

Wilkins, H. (2005). *A structural model ofsatisfaction and brand attitude in hotel. Unpublished doctoral dissertation,* . Griffith University. Queensland, Australia.

Wilkins, H., Merrilees, B., & Herington, C. (2007). Towards an understanding of total service quality in hotels. *International Journal of Hospitality Management, 26*(4), 840-853. doi:https://doi.org/10.1016/j.ijhm.2006.07.006

Wilkins, H. (2010). Using Importance-Performance Analysis to Appreciate Satisfaction in Hotels. *Journal of Hospitality Marketing & Management, 19*(8), 866-888. doi:10.1080/19368623.2010.514554

Williams, A. (2006). Tourism and hospitality marketing: Fantasy, feeling and fun. *International Journal of Contemporary Hospitality Management, 18*, 482-495.

Winning, A. P., & Boag, S. (2015). Does brief mindfulness training increase empathy? The role of personality. *Personality and Individual Differences, 86*, 492-498. doi:10.1016/j.paid.2015.07.011

Witta, E. L. (1994). *Are values missing randomly in survey research?* Paper presented at the paper presented to the Annual Conference of the Mid-South Educational Research Association, , Nashville, TN.

Woods, B., & Moscardo, G. (2003). Enhancing Wildlife Education Through Mindfulness. *Australian journal of environmental education, 19*, 97-108.

World-Bank. (2019). GDP growth (annual %) - Vietnam

Wu, C. H.-J., Liao, H.-C., Hung, K.-P., & Ho, Y.-H. (2012). Service guarantees in the hotel industry: Their effects on consumer risk and service quality perceptions. *International Journal of Hospitality Management, 31*(3), 757-763.

Wu, H.-C., & Ko, Y. J. (2013). Assessment of Service Quality in the Hotel Industry. *Journal of Quality Assurance in Hospitality & Tourism, 14*(3), 218-244. doi:10.1080/1528008X.2013.802557

Wu, S.-H., Huang, C.-T., & Chen, Y.-F. (2015). Leisure-service quality and hedonic experiences: Singing at a Karaoke House as a Form of Theatre. *Total Quality Management & Business Excellence, 26*(3-4), 298-311. doi:10.1080/14783363.2013.814290

Wu, H.-C., Li, T., & Li, M.-Y. (2016). A Study of Behavioral Intentions, Patient Satisfaction, Perceived Value, Patient Trust and Experiential Quality for Medical Tourists. *Journal of Quality Assurance in Hospitality & Tourism, 17*(2), 114-150. doi:10.1080/1528008X.2015.1042621

Wu, H.-C., & Ai, C.-H. (2016). Synthesizing the effects of experiential quality, excitement, equity, experiential satisfaction on experiential loyalty for the golf industry: The case of Hainan Island. *Journal of Hospitality and Tourism Management, 29*, 41-59. doi:10.1016/j.jhtm.2016.05.005

Wu, H.-C., & Li, T. (2017). A Study of Experiential Quality, Perceived Value, Heritage Image, Experiential Satisfaction, and Behavioral Intentions for Heritage Tourists. *Journal of hospitality & tourism research (Washington, D.C.), 41*(8), 904-944. doi:10.1177/1096348014525638

Wu, H.-C., Li, M.-Y., & Li, T. (2018). A Study of Experiential Quality, Experiential Value, Experiential Satisfaction, Theme Park Image, and Revisit Intention. *Journal of hospitality & tourism research (Washington, D.C.), 42*(1), 26-73. doi:10.1177/1096348014563396

Wuensch, K. L. (2015). Screening data. *Retrieved from http://core.ecu.edu/psyc/wuenschk/MV/Screening/Screen.docx*

Yang, W., & Mattila, A. (2016). Why do we buy luxury experiences? Measuring value perceptions of luxury hospitality services. *International Journal of Contemporary Hospitality Management, 28*(9), 1848-1867. doi:10.1108/IJCHM-11-2014-0579

Yang, W., Zhang, L., & Mattila, A. S. (2016). Luxe for Less: How Do Consumers React to Luxury Hotel Price Promotions? The Moderating Role of Consumers' Need for Status. *Cornell Hospitality Quarterly, 57*(1), 82-92. doi:10.1177/1938965515580133

Yang, W., & Mattila, A. S. (2017). The Impact of Status Seeking on Consumers' Word of Mouth and Product Preference—A Comparison Between Luxury Hospitality Services and Luxury Goods. *Journal of hospitality & tourism research (Washington, D.C.), 41*(1), 3-22. doi:10.1177/1096348013515920

Yuan, Y.-H. E., & Wu, C. K. (2008). Relationships among experiential marketing, experiential value, and customer satisfaction. *Journal of Hospitality & Tourism Research, 32*(3), 387–410.

Zeithaml, V. (1981). "How Consumers Evaluation Processes Differ Between Goods and Services", reprinted in Lovelock, C. (1991), 2nd edition. In *Services Marketing, .* Upper Saddle River, New Jersey: Prentice Hall.

Zeithaml, V. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing, 52*, 2-22.

Zeithaml, V., & Bitner, M. J. (1996). *Service Marketing*. Singapore: McGraw-Hill.

Zeithaml, V., & Bitner, M. J. (2003). *Services Marketing: Integrating Customer Focus across the Firm*. Boston, MA: Irwin McGraw-Hill.

Zeithaml, V., Parasuraman, A., & Berry, L. L. (1985). "Problems and Strategies in Services Marketing ". *Journal of Marketing Vol. 49, No. 2* pp. 33-46.

Zhang, M., Hu, M., Guo, L., & Liu, W. (2017). Understanding relationships among customer experience, engagement, and word-of-mouth intention on online brand communities. *Internet Research, 27*(4), 839-857. doi:10.1108/IntR-06-2016-0148

Zhao, X., John , G. L., Qimei, C., Deighton, J., & Fitzsimons, G. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *The Journal of consumer research, 37*(2), 197-206. doi:10.1086/651257

Zhou, L. (2004). A dimension-specific analysis of performance-only measurement of service quality and satisfaction in China's retail banking. *Journal of Service Marketing, 18*, 534-546.

Appendix 2.1 - Antecedents of Perceived service quality (PSQ)

Antecedents/Factors		Studies
Provider-driven factors	Physical environment (physical surrounding, atmospherics, designs, social service-scape, etc.)	Bitner (1992), Wakefield and Blodgett (1999), Brady and Cronin (2001), Sureshchandar *et al.* (2002 a), Wu *et al.* (2015), Hanks *et al.* (2017), Bakar *et al.* (2017)
	Employee (employee style, employee performance/service, courtesy, empathy, responsiveness, accessibility, attitude, etc.)	Bolton and Drew (1991), Pugh (2001), Brady and Cronin (2001), Chee-Chuong *et al.* (2002), Gounaris *et al.* (2003), Ryu and Jang (2007), Luoh and Tsaur (2007), Bebko and Sciulli (2009), Luoh and Tsaur (2011), Kim (2011), Khudri and Sultana (2015), Rodríguez *et al.* (2014), Wu *et al.* (2015),
	Core service	Behara *et al.* (2002), Sureshchandar *et al.* (2002 a), Rodríguez *et al.* (2014), Wu *et al.* (2015),
	Policies of provider (organizational commitment, discount pricing, service orientation, service guarantee, customer contact, policy and problem solving, (etc.)	Hartline and Jones (1996), Luk (1997), Soteriou and Chase (1998), Liu *et al.* (2000), Brady and Cronin (2001), Chee-Chuong *et al.* (2002), Kim (2011), Wu *et al.* (2012), Sultan and Yin Wong (2013), Garg and Dhar (2014), Giovanis *et al.* (2015), Khudri and Sultana (2015), Roy *et al.* (2016), Kasiri *et al.* (2017),
	Intangible factors (corporate image, branding, social responsibility, corporate reputation)	Sureshchandar *et al.* (2002 a), Salmones *et al.* (2005), Gürbüz (2008), Poolthong and Mandhachitara (2009), Giovanis *et al.* (2016)
Customer-driven factors	Demographic-cultural factors	Butler *et al.* (1996), Snipes *et al.* (2006), Kumar and Lim (2008), Clemes *et al.* (2008) Ganesan-Lim *et al.* (2008), Clemes, A. Cohen, *et al.* (2013), Sumaedi *et al.* (2012)
	Past experience	O'neill and Palmer (2003), Sultan and Yin Wong (2013), Rodríguez *et al.* (2014)
	Expectation	Boulding *et al.* (1993), Liu *et al.* (2000), Devlin *et al.* (2002), Toncar *et al.* (2010), Luoh and Tsaur (2011),
	Emotional factors	Pugh (2001), Essén and Wikström (2008), Hellén and Sääksjärvi (2011), Kashif *et al.* (2015)
	Outcome valence	Powpaka (1996), Rodríguez *et al.* (2014),
Third party-driven factors	Worth of mouth/ Third-party certificate/ Social media reviews	Hartline and Jones (1996), Gounaris *et al.* (2003), Kashif *et al.* (2015), Jun *et al.* (2017)

Appendix 3.1 - Attributes measured by service experience studies

Attributes	Authors	Attributes	Authors
Hedonics (fun, joy, pleasure, thrilling, feeling of escape, memorable, adventure, new & different)	Babin et al. (1994), Otto and Ritchie (1995), Otto and Ritchie (1996), Chan and Baum (2007), Kao et al. (2008), Hosany and Gilbert (2009), Ryu et al. (2010), Kim et al. (2012), Bagdare and Jain (2013), Jin et al. (2015), Prebensen and Rosengren (2016), Yang and Mattila (2016), Babin and Attaway (2000), Voss *et al.* (2003), Jin and Sternquist (2004), Duman and Mattila (2005)	Peace of mind (ease, confident, look after)	Chen and Chen (2010), Klaus and Maklan (2012), Khan et al. (2015), Ho and Chuang (2012)
Fantasies, feelings & fun	Holbrook and Hirschman (1982)	Comfortable	Otto and Ritchie (1995), Barsky and Nash (2002), Chan and Baum (2007
Fun	Kao et al. (2008), Jin et al. (2015)	Relaxed	Pine and Gilmore (1998), Barsky and Nash (2002), Jain and Bagdare (2009)
Excited/exciting	Barsky and Nash (2002), Farber and Hall (2007)	Satisfied/satisfying	
Escapism	Pine and Gilmore (1999), Oh et al. (20070	Content	Barsky and Nash (2002)
Arousal	Pine and Gilmore (1999), Oh et al. (2007)	Safety & security (security of stranger)	Barsky and Nash (2002), Chan and Baum (2007), Hemmington (2007)
Inspired	Barsky and Nash (2002)	Personalised	Mcintosh and Siggs (2005)
Entertainment	Pine and Gilmore (1999), Barsky and Nash (2002), Cole and Scott (2004), Oh et al. (2007), Cole and Chancellor (2009), Fernandes and Cruz (2016)	Meaningfulness	Kim et al., (2012)
Pleasure	Holbrook and Hirschman (1982), Babin et al. (1994), Jin and Sternquist (2004), Farber and Hall (2007), Patwardhan and Balasubramanian (2011)	Trust	Knutson *et al.* (2007), Kim *et al.* (2011), Ferandes and Cruz (2016)
Memory	Pine and Gilmore (1998), Pine and Gilmore (1999), Oh et al. (2007), Jain and Bagdare (2009)	Pampered	Barsky and Nash (2002)
Joy	Machleit and Eroglu (2000), Hosany and Gilbert (2009), Bagdare and Jain (2013)	Hip (cool)	Barsky and Nash (2002),
Mood	Bagdare and Jain (2013)	Involvement	Otto and Ritchie (1996), Chen and Chen (2010), Kim et al. (2012), Prayag and Ryan (2012)
Leisure	Bagdare and Jain (2013	Immersion	Kao et al. (208)

Aesthetics	Pine and Gilmore (1999), Oh et al. 92007)	Engaging	Pine and Gilmore (1998)
Lots of little surprise/ sparking moments	Hemmington (2007)	Participation	Kao et al. (2008), Jin et al. 92015)
Generosity	Hemmington (2007)	**Recognition** (feeling of being important, taken seriously)	Otto and Ritchie (1996),
Love	Farber and Hall (2007), Hosany and Gilbert (2009)	Important	Barsky and Nash (2002)
Surprise/ Positive surprise	Machleit and Eroglu (2000), Farber and Hall (2007), Kao et al. (2008), Kim et al. (2012), Hosany and Gilbert (2009), Jin et al. (2015)	Respected	Barsky and Nash (2002)
Refreshment	Pine and Gilmore (1998), Kim et al. (2012), Jain and Bagdare (2009)	Welcome	Barsky and Nash (2002)
Novelty	Otto and Ritchie (1995), Otto and Ritchie (1996), Chan and Baum (2007), Kim et al. (2012), Duman and Mattila (2005),	Distinctive	Bagdare and Jain (2013)
Peace of mind (comfortable, safe, secure, relaxed, privacy)	Otto and Ritchie (1995), Otto and Ritchie (1996), Chan and Baum (2007),	Social value	Walls (2013), Prebensen and Rosengren (2016)
Emotive (pleasure, relaxed, enjoyment, positive feelings, satisfied, comfortable)	Walls (2013)	Elegant	Barsky and Nash (2002)
Emotive value	Prebensen and Rosengren (2016)	Extravagant	Barsky and Nash (2002)
Symbolic	Holbrook and Hirschman (1982), Tynan *et al.* (2010), Yang and Mattila (2016)		

Appendix 3.2 - Attributes measured by hotel service quality studies

Attributes	Authors	Attributes	Authors
Tangibles	Knutson et al. (1990), Oberoi and Hales (1990), Akan (1995), Mei et al., (1999), Ekinci et al. (1998), Karatepe and Avci (2002), Tsaur et al. (2002), Nadiri and Hussain (2005), Akbaba (2006), Ladhari (2012), Dortyol et al. (2014), Getty and Getty (2003), Ekinci *et al.* (2003),	Communication	Getty and Getty (2003), Ladhari (2012)
Hotel ambience and staff courtesy	Mohsin and Lockyer (2010), Amin et al. (2013)	Knowing & understanding the customer	Akan (1995)
Hotel surrounding & environment	Juwaheer (2004)	**Service product**	Rauch et la. (2015)
Environmental quality	Wu & Ko (2013), Clemes et al. (2011)	Food & beverage (quality food & beverage)	Wilkin et al. (2007)
Physical quality	Clemes et al. (2011)	Food and beverage product and service quality	Mohsin and Lockyer (2010), Amin et al. (2013)
Service environment	Schofield and Katics (2006), Rauch et la. (2015)	Meal service	Tsaur et al. (2002)
Physical quality	Clemes et al. (2011)	Food and service related factors,	Juwaheer (2004)
Room quality	Choi and Chu (2001)	Food quality and reliability	Dortyol et al. (2014)
Room amenities	Dortyol et al. (2014)	Business services	Tsaur et al. (2002), Choi and Chu (2001)
Extra room amenities,	Juwaheer (2004)	Technical SQ	Schofield and Katics (2006)
Room attractiveness and décor	Juwaheer (2004)	Technological convenience	Schofield and Katics (2006)
General amenities,	Choi and Chu (2001)	Intangibles	Ekinci et al. (1998), Karatepe and Avci (2002), Oberoi and Hales (1990), Nadiri and Hussain (2005)
IDD facilities	Choi and Chu (2001)	Technological product attributes	Schofield and Katics (2006)
Physical product (stylish comfort, room quality, added extras)	Wilkin et al. (2007)	Adequacy in service supply	Akbaba (2006),
Employees	Mei et al., (1999),	Entertainment opportunities	Dortyol et al. (2014)
Friendly, courteous and helpful employees	Dortyol et al. (2014)	Outcome quality	Wu & Ko (2013), Clemes et al. (2011)

Staff SQ	Choi and Chu (2001)	**Reliability**	Knutson et al. (1990), Mei et al. (1999), Tsaur et al (2002), Juwaheer (2004), Ladhari (2012) Getty and Getty (2003)
Staff communication and additional amenities sought,	Juwaheer (2004)	Accuracy & speed of service	Akan (1995)
Staff outlook and accuracy	Juwaheer (2004)	Solutions to problems	Akan (1995)
Staff presentation and knowledge	Mohsin and Lockyer (2010), Amin et al. (2013)	Accuracy of hotel reservations	Akan (1995)
Understanding & caring	Akbaba (2006)	Security	Dortyol et al. (2014), Choi and Chu (2001)
Interaction quality	Wu and Ko (2013), Clemes et al. (2011)	Confidence	Getty and Getty (2003), Ladhari (2012)
Service experience (quality staff, personalization & speedy service)	Wilkin et al. (2007)	Functional SQ	Schofield and Katics (2006)
Assurance	Knutson et al. (1990), Juwaheer (2004) , Akbaba (2006)	Service delivery	Rauch et la. (2015)
Responsiveness	Knutson et al. (1990), Tsaur et al. (2002), Getty and Getty (2003), Ladhari (2012)	**Value**	Choi and Chu (2001)
Empathy	Knutson et al. (1990), Juwaheer (2004)	Overall value for money	Mohsin and Lockyer (2010), Amin et al. (2013)
Conviviality	Salen and Ryan (1991)	Level of prices	Dortyol et al. (2014)
Avoid sarcrasm	Salen and Ryan (1991)	**Reservation services** - (Added extras)	Mohsin and Lockyer (2010), Amin et al. (2013)
Courtesy & competence of the personnel	Akan (1995)	Location	Tsaur et al. (2002)
Communication & transactions	Akan (1995)	Reputation	Tsaur et al. (2002)
Climate and hygiene	Dortyol et al. (2014)	Convenience	Akbaba (2006)
Transportation	Dortyol et al. (2014)		

Appendix 3.3 - QUESTIONNAIRE

(the designed version with factors grouped in English)

Hello and welcome to my survey!

I really need your help!

As part of a research project to measure impact of “Mindfulness” on the perception of service quality and service experience of customers at luxury hotels in Hanoi, I would like to invite you to reply the following survey. The survey would take you around 12 - 15 minutes to complete. Thank you in advance for your patience.

All data collected from this survey will be treated with the highest confidentiality and will be strictly used for my research purpose only at Northumbria University (UK).

For any questions or comments, please email me at: hao.thi.dao@northumbria.ac.uk or haohvtc.01@gmail.com.

Thank you for your cooperation.

I highly appreciate it!

Your sincerely,

Hao Dao Thi

Northumbria University

Newcastle Upon Tyne

United Kingdom

This questionnaire consists of **four parts**. Please complete all these **four parts**.

Part 1: Items measuring perception of service quality

Please select **one response only** to each following statement using the below rating scale:

(1) Strongly disagree; (2) Disagree; (3) Slightly disagree; (4) Neutral; (5) Slightly agree; (6) Agree; (7) Strongly agree

The following items are about "Employees" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Employees of the hotel look neat and professional in their appearance.							
Employees of the hotel are polite and courteous.							
Employees of the hotel are always willing to help.							
Employees of the hotel have good knowledge of services in order to answer guests' questions.							
Employees of the hotel have appropriate occupational skills to perform services.							
Employees of the hotel deal with guests in a caring fashion.							
Employees of the hotel anticipate every customer's needs.							
Employees of the hotel deal with complaints satisfactorily.							
Employees of the hotel give prompt service.							
The following items are about "Tangibles" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Equipment, fixtures and fittings of the hotel are modern looking and up-to-date.							
Facilities of the hotel are visually appealing.							
The ambience of the hotel is relaxing.							
The hotel has attractive public areas (lobby, pools, bars, …)							
The hotel provides fitness/sports facilities; swimming pools; spa/sauna/whirlpool and other recreational facilities.							
The following items are about "Bedroom" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Rooms have deluxe appliances/décor and are well furnished.							
There is a good range of luxurious branded toiletries available in the bathroom (e.g.: soap, shampoo, sheets,…).							
The following items are about "Food" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The hotel has a provision of a sumptuous buffet breakfast.							
The hotel has a provision of a fine dining restaurant.							

The hotel has a variety of items on the menu and healthy menus (e.g: menu for allergic people, …)							
Food presentation is excellent.							
The following items are about "Reliability" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The hotel shows dependability in handling service problems.							
Service is always provided correctly right the first time.							
The hotel promises to provide a service and keep their promises.							
The following items are about "Reservation" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Making reservation is straightforward/easy.							
Reservation staff are polite, helpful and enthusiastic.							
The following items are about "Added extras" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
The hotel has a floor concierge.							
The hotel has regular shuttle buses to/from the airport							

Part 2: Items measuring service experience

Please select **one response only** to each following statement using the below rating scale:

(1) Strongly disagree; (2) Disagree; (3) Slightly disagree; (4) Neutral; (5) Slightly agree; (6) Agree; (7) Strongly agree

The following items are about "Hedonics"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
My hotel-stay experience is memorable.							
My hotel-stay experience is thrilling.							
My hotel-stay truly gives me a feeling of escape.							
Staying in this hotel is something I really like to do.							
My hotel-stay experience makes me feel like I am having happy and fun.							
My hotel-stay experience makes me feel that I am doing something new and different.							
My hotel-stay experience makes me feel like I am on an adventure.							
My hotel-stay is like a 'once in a lifetime' experience.							
The following items are about "Peace of mind"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
My hotel-stay experience makes me feel physically comfortable.							
My hotel-stay experience makes me feel relaxed.							
My hotel-stay experience makes me feel peaceful.							

While staying in the hotel, I am able to forget my problems.							
The whole experience with the hotel is easy.							
During my hotel-stay experience I feel that my privacy is assured.							
During my hotel-stay experience, I feel safe and secure.							
The following items are about "<u>Involvement</u>"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
There are a variety of activities during my hotel-stay experience for me to participate in.							
I am always kept informed about service performance during my hotel-stay.							
There is a sense of co-operation from staff during my hotel-stay experience.							
The following items are about "<u>Rocognition & Personalisation</u>"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
I feel that I am being taken seriously during my hotel-stay.							
I feel that I am treated as a **VIP** during my hotel-stay.							
I feel that I am warmly welcomed/respected during my hotel-stay experience.							
The following items are about "<u>Symbolic</u>"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Staying in the luxury hotel helps me to express myself.							
Staying in the luxury hotel helps me to communicate my self-identity.							
Staying in the luxury hotel is considered a symbol of social status for me.							

Part 3: Items measuring mindfulness of customers

Please select **<u>one response only</u>** to each following statement using the below rating scale:

(1) Strongly disagree; (2) Disagree; (3) Slightly disagree; (4) Neutral; (5) Slightly agree; (6) Agree; (7) Strongly agree

"Aspects/things" in the following items are understood as "facilities or services offered by the hotel or any interaction you may have during your hotel stay.

The following items are about "<u>Novelty seeking</u>"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
When staying in the hotel, I like to investigate aspects of the hotel (i.e.: its facilities or services).							
When staying in the hotel, I like to figure out how aspects of the hotel or its functions work.							
I like to be challenged intellectually.							
I do not actively seek to learn new things about the hotel or its services/facilities. - R							
When staying in the hotel I am very interested in aspects of the hotel (i.e.: its facilities or services).							

When staying in the hotel, I avoid thought-provoking conversations about the hotel or its facilities/services.							
The following items are about "<u>Novelty producing</u>"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
When staying in the hotel, I try to think of new ways of enjoying services.							
I generate few novel ideas about the hotel or its facilities/services. - R							
I find it easy to create new and effective ideas about the hotel or its facilities/services.							
I am not an original thinker and therefore appreciate a standard hotel service.							
I make many novel contributions about the hotel or its facilities/services.							
I am very creative and appreciate hotel services that are more individualised.							
The following items are about "<u>Engagement</u>"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
When staying in the hotel, I am rarely aware of changes to its services/facilities. - R							
When staying in the hotel, I get "involved" in almost every service I experience.							
When staying in the hotel, I seldom notice what other guests are up to.							
When staying in the hotel, I tend to focus on the "big picture" of the hotel.							
When staying in the hotel, I am rarely aware of its new developments or new furnishings. - R							
The following items are about "<u>Flexibility</u>"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
When staying in the hotel, I am always open to new ways of using hotel facilities/services.							
When staying in the hotel, I stay with the old tried and tested ways of using hotel facilities/services.							
When staying in the hotel, I can behave in many different ways for a given situation.							
When staying in the hotel, I have an open-mind about every service, even services that challenge my core beliefs, e.g: gender neutral toilet,…							

Section 4 - Demographics details

Part A - Would you please provide **<u>one response only</u>** to each following question?

1. What is your age?

18 - < 24 25 - < 34 35 - < 44 45 - < 54 55 - < 64 > 65

2. What is your gender

Female Male

3. What is your marital status?

Single Married Divorced If others, please state ……

4. What is your highest education level?

High school Vocational education Bachelor/ College Master & higher degrees

5. What is your current occupation?

Employed Self-employed Home duties Retired If others, please state ……

6. How much is your monthly income in VND (after paying income tax)?

(If your income is earned in USD, please use the currency rate: 1USD = 23.000 VND)

< 10 tr 10 - < 32 tr 32 - < 80 tr > 80 tr

Part B - Would you please provide **<u>one response only</u>** to each following question based on this hotel stay?

1. What was the primary purpose of your stay at this visit?

Leisure/holiday Business trip Combine business with holiday Visiting friends/family If others, please state …….

2. How often have you been to this hotel on average per year?

once a year 2 - 4 times a year ≥ 5 times a year

3. How many nights did you stay in this hotel at the last visit?

1 2 - 4 5 - 7 8 +

4. If “Yes”, how long have you been the customer of this hotel?

< 1 year 1 - < 2 years 2 - < 3 years 3 years +

5. Who paid for your hotel stay at the last visit?

Personally paid Someone else paid Complimentary

6. How many adults were there in your party (including you at the last visit)?

Only you 2 - 3 4 - 6 7 +

7. How many children were there in your party at the last visit?

0 1 2 - 3 4 - 6 7 +

Appendix 3.4 - PHIẾU KHẢO SÁT ĐÁNH GIÁ CHẤT LƯỢNG DỊCH VỤ KHÁCH SẠN

(Bản Khảo sát với các nhóm yếu tố được phân loại)

Xin chào Anh/Chị,

Tôi rất cần sự giúp đỡ của Anh/Chị!

Là một phần cấu thành trong Dự án nghiên cứu đo lường tác động của yếu tố "Tập trung" tới nhận thức chất lượng và trải nghiệm dịch vụ của khách hàng tại các khách sạn sang trọng tại Hà Nội, xin Anh/Chị vui lòng trả lời Bảng hỏi dưới đây. Thời gian hoàn thành trả lời bảng câu hỏi có thể từ 12 - 15 phút, xin cảm ơn Anh/Chị vì sự kiên nhân để trả lời cho đến hết câu hỏi cuối cùng.

Các thông tin thu thập từ bảng khảo sát này sẽ được bảo mật chặt chẽ và sử dụng duy nhất cho mục đích nghiên cứu cá nhân của tôi tại trường Đại học Northumbria (Anh).

Nếu có bất cứ câu hỏi hay bình luận góp ý gì, mong Anh/Chị vui lòng gửi thư tới:

hao.thi.dao@northumbria.ac.uk hoặc haohvtc.01@gmail.com.

Rất cảm ơn vì sự hợp tác của Anh/Chị.

Đào Thị Hảo

Northumbria University

Newcastle Upon Tyne,

United Kingdom

Phiếu khảo sát gồm **4 phần**. Xin Anh/Chị vui lòng trả lời câu hỏi ở **cả 4 phần** như sau:

Phần 1 - Đánh giá về chất lượng dịch vụ của khách sạn

Xin Anh/Chị vui lòng cho biết mức độ đồng tình của mình với mỗi nhận định bằng cách **tích vào một ô** trong những ô dưới đây. Ý nghĩa của các ô như sau:

(1) Hoàn toàn không đồng tình; (2) Không đồng tình; (3) Không đồng tình lắm; (4) Trung lập; (5) Hơi đồng tình; (6) Đồng tình; (7) Hoàn toàn đồng tình

The following items are about "Employees" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Tác phong nhân viên khách sạn gọn gàng và chuyên nghiệp.							
Nhân viên khách sạn lịch sự và nhã nhặn.							
Nhân viên khách sạn luôn sẵn sàng, vui vẻ giúp đỡ khách.							
Nhân viên khách sạn am hiểu về các dịch vụ để trả lời mọi thắc mắc của khách.							
Nhân viên khách sạn có các kỹ năng nghề nghiệp phù hợp khi cung cấp dịch vụ.							
Nhân viên khách sạn chu đáo với khách.							
Nhân viên khách sạn đoán trước được những yêu cầu của khách.							
Nhân viên khách sạn giải quyết phàn nàn của khách một cách hợp lý.							
Nhân viên khách sạn phục vụ mau lẹ/nhanh gọn.							
The following items are about "Tangibles" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Trang thiết bị và đồ nội thất của khách sạn tiện nghi và hiện đại.							
Phòng ốc/các tiện ích của khách sạn đẹp và thu hút.							
Không gian của khách sạn đẹp và phong cách.							
Khách sạn có các khu vực công cộng đẹp (như bể bơi, sảnh, bar, …).							
Khách sạn cung cấp các tiện ích như tập thể dục, bể bơi, xông hơi/bể xục và những tiện ích giải trí khác.							
The following items are about "Bedroom" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Phòng ngủ được trang bị nội thất đẹp và tiện nghi đầy đủ.							
Phòng tắm có nhiều vật dụng từ thương hiệu nổi tiếng (như xà phòng, bề sục…).							
The following items are about "Food" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Khách sạn phục vụ buffet sáng đắt tiền.							
Khách sạn có nhà hàng sang trọng, cao cấp.							

Thực đơn trong khách sạn bao gồm những món ăn đa dạng và bổ dưỡng.							
Món ăn được trình bày đẹp mắt.							
The following items are about "Reliability" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Khách sạn cho thấy sự tin cậy trong xử lý các vấn đề dịch vụ.							
Khách sạn cung cấp dịch vụ chuẩn xác ngay từ lần đầu.							
Khách sạn cung cấp dịch vụ đúng như đã cam kết.							
The following items are about "Reservation" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Việc đặt phòng khách sạn dễ dàng, thuận tiện.							
Nhân viên đặt phòng lịch sự, nhã nhặn và nhiệt tình.							
The following items are about "Added extras" of the hotel	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Khách sạn có nhân viên hỗ trợ ở các tầng.							
Khách sạn có xe buýt đưa đón khách từ sân bay về khách sạn và chiều ngược lại							

Phần 2 - Đánh giá về chất lượng trải nghiệm dịch vụ

Xin Anh/Chị vui lòng cho biết mức độ đồng tình của mình với mỗi nhận định bằng cách **tích vào một ô** trong những ô dưới đây. Ý nghĩa của các ô như sau:

(1) Hoàn toàn không đồng tình; (2) Không đồng tình; (3) Không đồng tình lắm; (4) Trung lập; (5) Hơi đồng tình; (6) Đồng tình; (7) Hoàn toàn đồng tình

The following items are about "Hedonics"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Trải nghiệm tại khách sạn mà tôi ở đáng nhớ đối với tôi.							
Trải nghiệm tại khách sạn mà tôi ở thật tuyệt vời.							
Ở khách sạn này thực sự cho tôi cảm giác như thoát khỏi cuộc sống hàng ngày.							
Tôi thực sự thích ở khách sạn này.							
Trải nghiệm ở khách sạn mang đến cho tôi nhiều niềm vui.							
Trải nghiệm ở khách sạn khiến tôi cảm thấy tôi đang làm một điều gì mới mẻ và khác biệt.							
Trải nghiệm ở khách sạn làm cho tôi cảm thấy như tôi đang trong một hành trình khám phá.							
Thời gian ở khách sạn vừa qua là một trải nghiệm lớn trong đời.							
The following items are about "Peace of mind"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Trải nghiệm tại khách sạn mà tôi ở khiến tôi cảm thấy thoải mái về thể chất.							

Khi ở khách sạn, tôi cảm thấy thư giãn.							
Khi ở khách sạn, tôi cảm thấy thanh bình.							
Khi ở khách sạn, tôi có thể quên mọi ưu phiền.							
Toàn bộ quá trình trải nghiệm ở khách sạn của tôi diễn ra một cách dễ dàng.							
Khi ở khách sạn, tôi cảm thấy sự riêng tư được bảo đảm.							
Khi ở khách sạn, tôi có cảm giác an toàn.							
The following items are about "Involvement"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Có nhiều hoạt động, dịch vụ ở khách sạn để tôi có thể tham gia.							
Tôi luôn được thông báo, cập nhật về các dịch vụ trong thời gian ở khách sạn.							
Tôi có cảm giác được hỗ trợ trong thời gian ở khách sạn này.							
The following items are about "Rocognition & Personalisation"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Khi ở khách sạn, tôi cảm thấy được quan tâm đặc biệt.							
Khi ởkhách sạn, tôi cảm thấy tôi được phục vụ như là người rất quan trọng.							
Khi ở khách sạn, tôi cảm thấy tôi được chào đón nồng nhiệt.							
The following items are about "Symbolic"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Việc ở khách sạn sang trọng giúp tôi được là chính mình.							
Việc ở khách sạn sang trọng giúp tôi thể hiện đẳng cấp của mình.							
Việc ở khách sạn sang trọng thể hiện vị thế xã hội của tôi.							

Phần 3 - Đánh giá về mức độ tập trung

Xin Anh/Chị vui lòng cho biết mức độ đồng tình của mình với mỗi nhận định bằng cách **tích vào một ô** trong những ô dưới đây. Ý nghĩa của các ô như sau:

(1) Hoàn toàn không đồng tình; (2) Không đồng tình; (3) Không đồng tình lắm; (4) Trung lập; (5) Hơi đồng tình; (6) Đồng tình; (7) Hoàn toàn đồng tình

The following items are about "Novelty seeking"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Tôi thích tìm hiểu mọi thứ (như các dịch vụ, tiện ích, ...) tại khách sạn mà tôi ở.							
Tôi không chủ động tìm hiểu các dịch vụ, tiện ích tại khách sạn mà tôi ở. - R							
Tôi tránh nói những chuyện về khách sạn, dịch vụ, tiện ích, ... khiến tôi khó chịu.							
Tôi bị thu hút, tò mò về mọi thứ tại khách sạn mà tôi ở.							

Tôi thích tự mình tìm câu trả lời cho những thắc mắc về dịch vụ, tiện ích, ... tại khách sạn mà tôi ở.							
Tôi thích hiểu mọi thứ ở khách sạn hoạt động như thế nào.							
The following items are about "<u>Novelty producing</u>"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Tôi hầu như không có ý kiến mới gì về các dịch vụ, tiện ích, ... tại khách sạn mà tôi ở. - R							
Tôi có nhiều ý kiến mới về các dịch vụ, tiện ích, ... tại khách sạn mà tôi ở.							
Tôi là người rất sáng tạo, do vậy tôi đánh giá cao những dịch vụ, tiện ích,... hướng tới khách hàng.							
Tôi luôn nghĩ những cách mới để tận hưởng các dịch vụ, tiện ích, ... tại khách sạn mà tôi ở.							
Tôi dễ dàng đưa ra những ý kiến mới và hiệu quả về các dịch vụ, tiện ích, ... tại khách sạn mà tôi ở.							
Tôi không phải là người luôn có những ý tưởng/suy nghĩ mới lạ, do vậy, tôi đánh giá cao những dịch vụ tiêu chuẩn.							
The following items are about "<u>Engagement</u>"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Tôi để tâm trí vào việc tận hưởng các dịch vụ tại khách sạn mà tôi ở.							
Tôi ít khi để ý đến việc riêng tư của người khác. - R							
Tôi đánh giá mọi việc theo "bức tranh tổng thể", chứ không dựa theo một vài chi tiết nhỏ.							
Tôi ít khi nhận thấy sự thay đổi về các dịch vụ, tiện ích,... tại khách sạn mà tôi ở. - R							
Tôi ít khi nhận ra sự thay đổi về sự phát triển mới tại khách sạn mà tôi ở. - R							
The following items are about "<u>Flexibility</u>"	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Tôi luôn cởi mở với những cách sử dụng mới đối với các dịch vụ, tiện ích tại khách sạn mà tôi ở.							
Tôi sử dụng các dịch vụ, tiện ích tại khách sạn theo cách thức cũ.							
Tôi có thể hành xử theo nhiều cách khác nhau trong cùng một tình huống.							
Tôi có quan điểm cởi mở về các dịch vụ, thậm chí là các dịch vụ thách thức niềm tin cốt lõi của tôi, như: sử dụng nhà vệ sinh dành cho cả nam và nữ, ...							

Phần 4 - Những câu hỏi về thông tin cá nhân

Phần A - Xin Anh/Chị vui lòng cho biết một số thông tin cá nhân bằng cách "**<u>khoanh tròn</u>"** hoặc "**<u>tích</u>" vào một ô** cho những câu hỏi dưới đây.

7. Độ tuổi của Anh/Chị là bao nhiêu?

18 - < 24 25 - < 34 35 - < 44 45 - < 54 55 - < 64 > 65

8. Giới tính của Anh/Chị?

Nam Nữ

9. Tình trạng hôn nhân của Anh/Chị?

Độc thân Kết hôn Ly hôn Hoặc là: ……..

10. Trình độ học vấn cao nhất của Anh/Chị?

Phổ thông trung học Trung cấp nghề Đại học/Cao đẳng Thạc sỹ/Tiến sĩ

11. Nghề nghiệp của Anh/Chị?

Người làm công Tự kinh doanh Nội trợ Nghỉ hưu Hoặc là: ……..

12. Thu nhập hàng tháng của Anh/Chị tính theo đơn vị đồng (sau khi trừ thuế thu nhập)? (Nếu thu nhập của Anh/Chị là USD, xin tính theo tỷ giá: 1USD = 21.000 VND)

< 10 tr 11 - < 32 tr 32 - < 80 tr > 80 tr

Phần B - Xin Anh/Chị vui lòng cho biết một số thông tin về việc ở khách sạn lần này bằng cách "**khoanh tròn**" hoặc **"tích" vào một ô** cho những câu hỏi dưới đây.

8. Mục đích chính ở khách sạn lần này của Anh/Chị là gì?

Đi du lịch Đi công tác Đi công tác kết hợp với du lịch Thăm gia đình/bạn bè Hoặc là: ……

9. Anh/Chị thường ở khách sạn này trung bình bao nhiêu lần/năm?

1 lần/năm 2 - 4 lần/năm ≥ 5 lần/năm

10. Lần này, Anh/Chị ở bao lâu?

1 đêm 2 - 4 đêm 5 - 7 đêm 8 đêm +

11. Anh/Chị là khách hàng của khách sạn được bao lâu?

< 1 năm 1 - < 2 năm 2 - < 3 năm 3 năm +

12. Ai trả tiền ở khách sạn cho Anh/Chị lần này?

Anh/Chị tự trả Được người khác trả Được thưởng

13. Có bao nhiêu người lớn đi cùng Anh/Chị trong lần ở khách sạn này? (bao gồm cả Anh/Chị)?

Chỉ có Anh/Chị 2 - 3 4 - 6 7 +

14. Có bao nhiêu trẻ em đi cùng Anh/Chị trong lần ở khách sạn này?

0 1 2 - 3 4 - 6 7 +

Appendix 3.5 - Survey Participation Invitation Letter

Dear Customer Relationship Manager,

My name is Hao Dao Thi. I am a PhD student at Northumbria University. I am kindly requesting your participation in my research study titled “An assessment of how mindfulness affect service quality and service experience in Vietnam’s luxury hotels”. The research is useful for hoteliers in updating and understanding hotel guests’ evaluation of service quality, service experience as well as their mind during hotel-stay, from that hoteliers can develop more effective marketing programmes or activities.

The survey participation is completely voluntary and all survey questionnaire is completely anonymous, therefore, it does not require guests to provide their name or any other identifying information.

If you are interested in the survey, please respond this letter, and then arrange the participation soon. Your survey participation will be of great importance to academic and practical meanings.

Thank you for your attention.

I look forward to your response soon.

Your sincerely,

Hao Dao Thi

PhD student

Northumbria University

Appendix 3.6 – The survey guidance notes

Target guests	- Age: over 18 years of age, - Domestic guests - Having stayed in the hotel on the previous day -> To ensure the homogenousity of the surveyees
Approach	- When they are about to leave, or right after their hotel stay and asked whether they would be willing to participate in the survey -> approach to guests as close as possible to the completion of the hotel-stay to facilitate their recollection of actual emotions experienced and perception of the hotel's service quality. - If guest agrees to participate -> give the questionnaire for them to fill in in accompaniment of the survey assistant/surveyor. - The completed questionnaire is put in the drop box at the front-desk reception area when guests check out. - It takes around 15 minutes to complete the survey. - Guests do not provide personal information (name, phone number, email, home address, etc.) - Guests can contact the researcher at any time during the survey. - If guest does not agree to participate the survey -> thank them.

Appendix 3.7 - QUESTIONNAIRE

(The sent-out version)

Hello and welcome to my survey!

I really need your help!

As part of a research project to measure impact of “Mindfulness” on the perception of service quality and service experience of customers at luxury hotels in Hanoi, I would like to invite you to reply the following survey. The survey would take you around 12 - 15 minutes to complete. Thank you in advance for your patience.

All data collected from this survey will be treated with the highest confidentiality and will be strictly used for my research purpose only at Northumbria University (UK).

For any questions or comments, please email me at: hao.thi.dao@northumbria.ac.uk or haohvtc.01@gmail.com.

Thank you for your cooperation.

I highly appreciate it!

Your sincerely,

Hao Dao Thi

Northumbria University

Newcastle Upon Tyne,

United Kingdom

This questionnaire consists of **four parts**. Please complete all these **four parts**.

Part 1: Items measuring perception of service quality

Please select **one response only** to each following statement using the below rating scale:

(1) Strongly disagree; (2) Disagree; (3) Slightly disagree; (4) Neutral; (5) Slightly agree; (6) Agree; (7) Strongly agree

	1	2	3	4	5	6	7
Employees of the hotel look neat and professional in their appearance.							
Rooms have deluxe appliances/décor and are well furnished.							
The hotel has a provision of a fine dining restaurant.							
Employees of the hotel anticipate every customer's needs.							
Employees of the hotel are always willing to help.							
Employees of the hotel are polite and courteous.							
Employees of the hotel deal with complaints satisfactorily.							
Employees of the hotel deal with guests in a caring fashion.							
Employees of the hotel give prompt service.							
Employees of the hotel have appropriate occupational skills to perform services.							
Employees of the hotel have good knowledge of services in order to answer guests' questions.							
Equipment, fixtures and fittings of the hotel are modern looking and up-to-date.							
Facilities of the hotel are visually appealing.							
Food presentation is excellent.							
Making reservation is straightforward/easy.							
Reservation staff are polite, helpful and enthusiastic.							
Service is always provided correctly right the first time.							
The ambience of the hotel is relaxing.							
The hotel has a floor concierge.							
The hotel has a provision of a sumptuous buffet breakfast.							
The hotel has a variety of items on the menu and healthy menus (e.g: menu for allergic people, …)							
The hotel has attractive public areas (lobby, pools, bars, …)							

The hotel has regular shuttle buses to/from the airport							
The hotel promises to provide a service and keep their promises.							
The hotel provides fitness/sports facilities; swimming pools; spa/sauna/whirlpool and other recreational facilities.							
The hotel shows dependability in handling service problems.							
There is a good range of luxurious branded toiletries available in the bathroom (e.g.: soap, shampoo, sheets,…).							

Part 2: Items measuring service experience

Please select **one response only** to each following statement using the below rating scale:

(1) Strongly disagree; (2) Disagree; (3) Slightly disagree; (4) Neutral; (5) Slightly agree; (6) Agree; (7) Strongly agree

	1	2	3	4	5	6	7
My hotel-stay experience is memorable.							
During my hotel-stay experience I feel that my privacy is assured.							
During my hotel-stay experience, I feel safe and secure.							
I am always kept informed about service performance during my hotel-stay.							
I feel that I am being taken seriously during my hotel-stay.							
I feel that I am treated as a VIP during my hotel-stay.							
I feel that I am warmly welcomed/respected during my hotel-stay experience.							
There are a variety of activities during my hotel-stay experience for me to participate in.							
My hotel-stay experience is thrilling.							
My hotel-stay experience makes me feel like I am having happy and fun.							
My hotel-stay experience makes me feel like I am on an adventure.							
My hotel-stay experience makes me feel peaceful.							
My hotel-stay experience makes me feel physically comfortable.							
My hotel-stay experience makes me feel relaxed.							
My hotel-stay experience makes me feel that I am doing something new and different.							
My hotel-stay is like a 'once in a lifetime' experience.							
My hotel-stay truly gives me a feeling of escape.							

Staying in the luxury hotel helps me to communicate my self-identity.							
Staying in the luxury hotel helps me to express myself.							
Staying in the luxury hotel is considered a symbol of social status for me.							
Staying in this hotel is something I really like to do.							
The whole experience with the hotel is easy.							
There is a sense of co-operation from staff during my hotel-stay experience.							
While staying in the hotel, I am able to forget my problems.							

Part 3: Items measuring mindfulness of customers

Please select **<u>one response only</u>** to each following statement using the below rating scale:

(1) Strongly disagree; (2) Disagree; (3) Slightly disagree; (4) Neutral; (5) Slightly agree; (6) Agree; (7) Strongly agree

"Aspects/things" in the following items are understood as "facilities or services offered by the hotel or any interaction you may have during your hotel stay.

	1	2	3	4	5	6	7
When staying in the hotel, I like to investigate aspects of the hotel (i.e.: its facilities or services).							
I am not an original thinker and therefore appreciate a standard hotel service.							
I am very creative and appreciate hotel services that are more individualised.							
I do not actively seek to learn new things about the hotel or its services/facilities. - R							
I find it easy to create new and effective ideas about the hotel or its facilities/services.							
I generate few novel ideas about the hotel or its facilities/services. - R							
I like to be challenged intellectually.							
I make many novel contributions about the hotel or its facilities/services.							
When staying in the hotel I am very interested in aspects of the hotel (i.e.: its facilities or services).							
When staying in the hotel, I am always open to new ways of using hotel facilities/services.							
When staying in the hotel, I am rarely aware of changes to its services/facilities. - R							
When staying in the hotel, I am rarely aware of its new developments or new furnishings. - R							

When staying in the hotel, I avoid thought-provoking conversations about the hotel or its facilities/services.							
When staying in the hotel, I can behave in many different ways for a given situation.							
When staying in the hotel, I get “involved” in almost every service I experience.							
When staying in the hotel, I have an open-mind about every service, even services that challenge my core beliefs, e.g: gender neutral toilet,…							
When staying in the hotel, I like to figure out how aspects of the hotel or its functions work.							
When staying in the hotel, I seldom notice what other guests are up to.							
When staying in the hotel, I stay with the old tried and tested ways of using hotel facilities/services.							
When staying in the hotel, I tend to focus on the “big picture” of the hotel.							
When staying in the hotel, I try to think of new ways of enjoying services.							

Section 4 - Demographics details

Part A - Would you please provide **<u>one response only</u>** to each following question?

13. What is your age?

18 - < 24 25 - < 34 35 - < 44 45 - < 54 55 - < 64 > 65

14. What is your gender

Female Male

15. What is your marital status?

Single Married Divorced If others, please state ……

16. What is your highest education level?

High school Vocational education Bachelor/ College Master & higher degrees

17. What is your current occupation?

Employed Self-employed Home duties Retired If others, please state ……

18. How much is your monthly income in VND (after paying income tax)?

(If your income is earned in USD, please use the currency rate: 1USD = 23.000 VND)

< 10 tr 12 - < 32 tr 32 - < 80 tr > 80 tr

Part B - Would you please provide **<u>one response only</u>** to each following question based on this hotel stay?

15. What was the primary purpose of your stay at this visit?

Leisure/holiday Business trip Combine business with holiday Visiting friends/family If others, please state …….

16. How often have you been to this hotel on average per year?

once a year 2 - 4 times a year ≥ 5 times a year

17. How many nights did you stay in this hotel at the last visit?

1 2 - 4 5 - 7 8 +

18. If “Yes”, how long have you been the customer of this hotel?

< 1 year 1 - < 2 years 2 - < 3 years 3 years +

19. Who paid for your hotel stay at the last visit?

Personally paid Someone else paid Complimentary

20. How many adults were there in your party (including you at the last visit)?

Only you 2 - 3 4 - 6 7 +

21. How many children were there in your party at the last visit?

0 1 2 - 3 4 - 6 7 +

Appendix 3.8 - PHIẾU KHẢO SÁT ĐÁNH GIÁ CHẤT LƯỢNG DỊCH VỤ KHÁCH SẠN

(The sent-out version)

Xin chào Anh/Chị,

Tôi rất cần sự giúp đỡ của Anh/Chị!

Là một phần cấu thành trong Dự án nghiên cứu đo lường tác động của yếu tố "Tập trung" tới nhận thức chất lượng và trải nghiệm dịch vụ của khách hàng tại các khách sạn sang trọng tại Hà Nội, xin Anh/Chị vui lòng trả lời Bảng hỏi dưới đây. Thời gian hoàn thành trả lời bảng câu hỏi có thể từ 12 - 15 phút, xin cảm ơn Anh/Chị vì sự kiên nhân để trả lời cho đến hết câu hỏi cuối cùng.

Các thông tin thu thập từ bảng khảo sát này sẽ được bảo mật chặt chẽ và sử dụng duy nhất cho mục đích nghiên cứu cá nhân của tôi tại trường Đại học Northumbria (Anh).

Nếu có bất cứ câu hỏi hay bình luận góp ý gì, mong Anh/Chị vui lòng gửi thư tới:

hao.thi.dao@northumbria.ac.uk hoặc haohvtc.01@gmail.com.

Rất cảm ơn vì sự hợp tác của Anh/Chị.

Đào Thị Hảo

Northumbria University

Newcastle Upon Tyne,

United Kingdom

Phiếu khảo sát gồm **4 phần**. Xin Anh/Chị vui lòng trả lời câu hỏi ở **cả 4 phần** như sau:

Phần 1 - Đánh giá về chất lượng dịch vụ của khách sạn

Xin Anh/Chị vui lòng cho biết mức độ đồng tình của mình với mỗi nhận định bằng cách **tích vào một ô** trong những ô dưới đây. Ý nghĩa của các ô như sau:

(1) Hoàn toàn không đồng tình; (2) Không đồng tình; (3) Không đồng tình lắm; (4) Trung lập; (5) Hơi đồng tình; (6) Đồng tình; (7) Hoàn toàn đồng tình

Tác phong nhân viên khách sạn gọn gàng và chuyên nghiệp.							
Phòng ngủ được trang bị nội thất đẹp và tiện nghi đầy đủ.							
Khách sạn có nhà hàng sang trọng, cao cấp.							
Nhân viên khách sạn đoán trước được những yêu cầu của khách.							
Nhân viên khách sạn luôn sẵn sàng, vui vẻ giúp đỡ khách.							
Nhân viên khách sạn lịch sự và nhã nhặn.							
Nhân viên khách sạn giải quyết phàn nàn của khách một cách hợp lý.							
Nhân viên khách sạn chu đáo với khách.							
Nhân viên khách sạn phục vụ mau lẹ/nhanh gọn.							
Nhân viên khách sạn có các kỹ năng nghề nghiệp phù hợp khi cung cấp dịch vụ.							
Nhân viên khách sạn am hiểu về các dịch vụ để trả lời mọi thắc mắc của khách.							
Trang thiết bị và đồ nội thất của khách sạn tiện nghi và hiện đại.							
Phòng ốc/các tiện ích của khách sạn đẹp và thu hút.							
Món ăn được trình bày đẹp mắt.							
Việc đặt phòng khách sạn dễ dàng, thuận tiện.							
Nhân viên đặt phòng lịch sự, nhã nhặn và nhiệt tình.							
Khách sạn cung cấp dịch vụ chuẩn xác ngay từ lần đầu.							
Không gian của khách sạn đẹp và phong cách.							
Khách sạn có nhân viên hỗ trợ ở các tầng.							
Khách sạn phục vụ buffet sáng đắt tiền.							
Thực đơn trong khách sạn bao gồm những món ăn đa dạng và bổ dưỡng.							
Khách sạn có các khu vực công cộng đẹp (như bể bơi, sảnh, bar, …).							

Khách sạn có xe buýt đưa đón khách từ sân bay về khách sạn và chiều ngược lại.							
Khách sạn cung cấp dịch vụ đúng như đã cam kết.							
Khách sạn cung cấp các tiện ích như tập thể dục, bể bơi, xông hơi/bể xục và những tiện ích giải trí khác.							
Khách sạn cho thấy sự tin cậy trong xử lý các vấn đề dịch vụ.							
Phòng tắm có nhiều vật dụng từ thương hiệu nổi tiếng (như xà phòng, bề sục…).							

Phần 2 - Đánh giá về chất lượng trải nghiệm dịch vụ

Xin Anh/Chị vui lòng cho biết mức độ đồng tình của mình với mỗi nhận định bằng cách **tích vào một ô** trong những ô dưới đây. Ý nghĩa của các ô như sau:

(1) Hoàn toàn không đồng tình; (2) Không đồng tình; (3) Không đồng tình lắm; (4) Trung lập; (5) Hơi đồng tình; (6) Đồng tình; (7) Hoàn toàn đồng tình

	1	2	3	4	5	6	7
Trải nghiệm tại khách sạn mà tôi ở đáng nhớ đối với tôi.							
Khi ở khách sạn, tôi cảm thấy sự riêng tư được bảo đảm.							
Khi ở khách sạn, tôi có cảm giác an toàn.							
Tôi luôn được thông báo, cập nhật về các dịch vụ trong thời gian ở khách sạn.							
Khi ở khách sạn, tôi cảm thấy được quan tâm đặc biệt.							
Khi ởkhách sạn, tôi cảm thấy tôi được phục vụ như là người rất quan trọng.							
Khi ở khách sạn, tôi cảm thấy tôi được chào đón nồng nhiệt.							
Có nhiều hoạt động, dịch vụ ở khách sạn để tôi có thể tham gia.							
Trải nghiệm tại khách sạn mà tôi ở thật tuyệt vời.							
Trải nghiệm ở khách sạn mang đến cho tôi nhiều niềm vui.							
Trải nghiệm ở khách sạn làm cho tôi cảm thấy như tôi đang trong một hành trình khám phá.							
Khi ở khách sạn, tôi cảm thấy thanh bình.							
Trải nghiệm tại khách sạn mà tôi ở khiến tôi cảm thấy thoải mái về thể chất.							
Khi ở khách sạn, tôi cảm thấy thư giãn.							
Trải nghiệm ở khách sạn khiến tôi cảm thấy tôi đang làm một điều gì mới mẻ và khác biệt.							
Thời gian ở khách sạn vừa qua là một trải nghiệm lớn trong đời.							

Ở khách sạn này thực sự cho tôi cảm giác như thoát khỏi cuộc sống hàng ngày.							
Việc ở khách sạn sang trọng thể hiện vị thế xã hội của tôi.							
Việc ở khách sạn sang trọng giúp tôi được là chính mình.							
Việc ở khách sạn sang trọng giúp tôi thể hiện đẳng cấp của mình.							
Tôi thực sự thích ở khách sạn này.							
Toàn bộ quá trình trải nghiệm ở khách sạn của tôi diễn ra một cách dễ dàng.							
Tôi có cảm giác được hỗ trợ trong thời gian ở khách sạn này.							
Khi ở khách sạn, tôi có thể quên mọi ưu phiền.							

Phần 3 - Đánh giá về mức độ tập trung

Xin Anh/Chị vui lòng cho biết mức độ đồng tình của mình với mỗi nhận định bằng cách **tích vào một ô** trong những ô dưới đây. Ý nghĩa của các ô như sau:

(1) Hoàn toàn không đồng tình; (2) Không đồng tình; (3) Không đồng tình lắm; (4) Trung lập; (5) Hơi đồng tình; (6) Đồng tình; (7) Hoàn toàn đồng tình

	1	2	3	4	5	6	7
Tôi thích tìm hiểu mọi thứ (như các dịch vụ, tiện ích, ...) tại khách sạn mà tôi ở.							
Tôi không phải là người luôn có những ý tưởng/suy nghĩ mới lạ, do vậy, tôi đánh giá cao những dịch vụ tiêu chuẩn.							
Tôi là người rất sáng tạo, do vậy tôi đánh giá cao những dịch vụ, tiện ích,... hướng tới khách hàng.							
Tôi không chủ động tìm hiểu các dịch vụ, tiện ích tại khách sạn mà tôi ở. - R							
Tôi dễ dàng đưa ra những ý kiến mới và hiệu quả về các dịch vụ, tiện ích, ... tại khách sạn mà tôi ở.							
Tôi hầu như không có ý kiến mới gì về các dịch vụ, tiện ích, ... tại khách sạn mà tôi ở. - R							
Tôi bị thu hút, tò mò về mọi thứ tại khách sạn mà tôi ở.							
Tôi có nhiều ý kiến mới về các dịch vụ, tiện ích, ... tại khách sạn mà tôi ở.							
Tôi thích hiểu mọi thứ ở khách sạn hoạt động như thế nào.							
Tôi luôn cởi mở với những cách sử dụng mới đối với các dịch vụ, tiện ích tại khách sạn mà tôi ở.							
Tôi ít khi nhận thấy sự thay đổi về các dịch vụ, tiện ích ,.. tại khách sạn mà tôi ở. - R							

Tôi ít khi nhận ra sự thay đổi về sự phát triển mới tại khách sạn mà tôi ở. - R							
Tôi tránh nói những chuyện về khách sạn, dịch vụ, tiện ích, ... khiến tôi khó chịu.							
Tôi có thể hành xử theo nhiều cách khác nhau trong cùng một tình huống.							
Tôi để tâm trí vào việc tận hưởng các dịch vụ tại khách sạn mà tôi ở.							
Tôi có quan điểm cởi mở về các dịch vụ, thậm chí là các dịch vụ thách thức niềm tin cốt lõi của tôi, như: sử dụng nhà vệ sinh dành cho cả nam và nữ, ...							
Tôi thích tự mình tìm câu trả lời cho những thắc mắc về dịch vụ, tiện ích, ... tại khách sạn mà tôi ở.							
Tôi ít khi để ý đến việc riêng tư của người khác. - R							
Tôi sử dụng các dịch vụ, tiện ích tại khách sạn theo cách thức cũ.							
Tôi đánh giá mọi việc theo "bức tranh tổng thể", chứ không dựa theo một vài chi tiết nhỏ.							
Tôi luôn nghĩ những cách mới để tận hưởng các dịch vụ, tiện ích, ... tại khách sạn mà tôi ở.							

Phần 4 - Những câu hỏi về thông tin cá nhân

Phần A - Xin Anh/Chị vui lòng cho biết một số thông tin cá nhân bằng cách "**<u>khoanh tròn</u>"** hoặc "**<u>tích</u>" vào một ô** cho những câu hỏi dưới đây.

19. Độ tuổi của Anh/Chị là bao nhiêu?

18 - < 24 25 - < 34 35 - < 44 45 - < 54 55 - < 64 > 65

20. Giới tính của Anh/Chị?

Nam Nữ

21. Tình trạng hôn nhân của Anh/Chị?

Độc thân Kết hôn Ly hôn Hoặc là: ……

22. Trình độ học vấn cao nhất của Anh/Chị?

Phổ thông trung học Trung cấp nghề Đại học/Cao đẳng Thạc sỹ/Tiến sĩ

23. Nghề nghiệp của Anh/Chị?

Người làm công Tự kinh doanh Nội trợ Nghỉ hưu Hoặc là: ……

24. Thu nhập hàng tháng của Anh/Chị tính theo đơn vị đồng (sau khi trừ thuế thu nhập)?

(Nếu thu nhập của Anh/Chị là USD, xin tính theo tỷ giá: 1USD = 21.000 VND)

< 10 tr 13 - < 32 tr 32 - < 80 tr > 80 tr

Phần B - Xin Anh/Chị vui lòng cho biết một số thông tin về việc ở khách sạn lần này bằng cách "**khoanh tròn**" hoặc **"tích" vào một ô** cho những câu hỏi dưới đây.

22. Mục đích chính ở khách sạn lần này của Anh/Chị là gì?

Đi du lịch Đi công tác Đi công tác kết hợp với du lịch Thăm gia đình/bạn bè Hoặc là: ……

23. Anh/Chị thường ở khách sạn này trung bình bao nhiêu lần/năm?

1 lần/năm 2 - 4 lần/năm ≥ 5 lần/năm

24. Lần này, Anh/Chị ở bao lâu?

1 đêm 2 - 4 đêm 5 - 7 đêm 8 đêm +

25. Anh/Chị là khách hàng của khách sạn được bao lâu?

< 1 năm 1 - < 2 năm 2 - < 3 năm 3 năm +

26. Ai trả tiền ở khách sạn cho Anh/Chị lần này?

Anh/Chị tự trả Được người khác trả Được thưởng

27. Có bao nhiêu người lớn đi cùng Anh/Chị trong lần ở khách sạn này? (bao gồm cả Anh/Chị)?

Chỉ có Anh/Chị 2 - 3 4 - 6 7 +

28. Có bao nhiêu trẻ em đi cùng Anh/Chị trong lần ở khách sạn này?

0 1 2 - 3 4 - 6 7 +

APPENDIX 4.1 - DATA SCREEN OF THE EFA SAMPLE

1. Missing values of Mindfulness

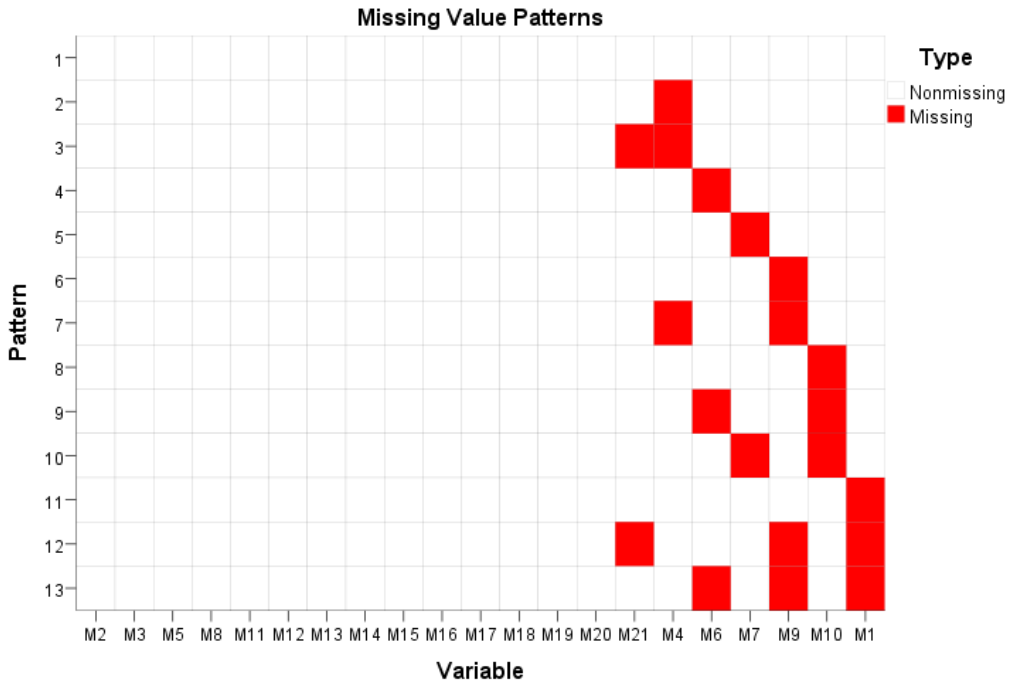
Pattern of missing values of Mindfulness

Variable Summary[a,b]

	Missing				
	N	Percent	Valid N	Mean	Std. Deviation
M1	10	5.6%	169	2.78	1.194
M10	9	5.0%	170	4.49	1.432
M9	8	4.5%	171	4.36	1.552
M7	8	4.5%	171	4.36	1.517
M6	7	3.9%	172	4.91	1.239
M4	6	3.4%	173	4.07	.804
M21	4	2.2%	175	5.13	1.333

a. Maximum number of variables shown: 25

b. Minimum percentage of missing values for variable to be included: .0%



Result Variables

	Result Variable	N of Replaced Missing Values	Case Number of Non-Missing Values		N of Valid Cases	Creating Function
			First	Last		
1	M1_1	10	1	179	179	SMEAN(M1)
2	M4_1	6	1	179	179	SMEAN(M4)
3	M6_1	7	1	179	179	SMEAN(M6)
4	M7_1	8	1	179	179	SMEAN(M7)
5	M9_1	8	1	179	179	SMEAN(M9)
6	M10_1	9	1	179	179	SMEAN(M10)
7	M21_1	4	1	179	179	SMEAN(M21)

2. Missing values of Service experience

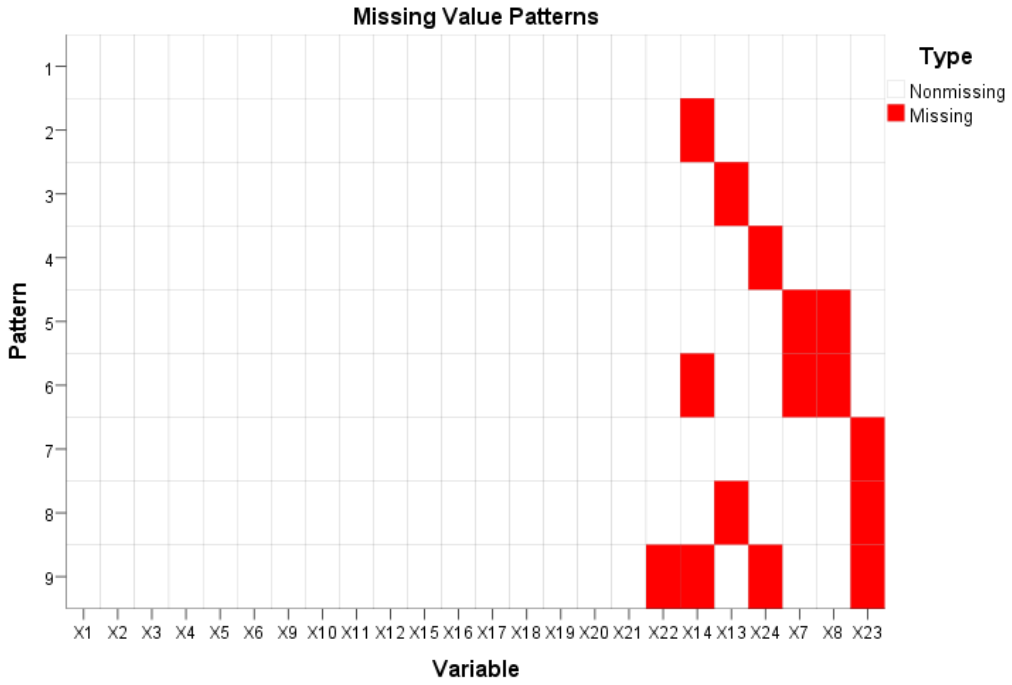
Pattern of missing values of Service experience

Variable Summary

	Missing		Valid N	Mean	Std. Deviation
	N	Percent			
X23	9	5.0%	170	4.48	1.690
X8	8	4.5%	171	4.57	1.594
X7	8	4.5%	171	3.99	2.705
X24	7	3.9%	172	5.06	1.405
X13	6	3.4%	173	5.06	1.195
X14	5	2.8%	174	5.36	1.025
X22	1	0.6%	178	3.98	1.791

a. Maximum number of variables shown: 25

b. Minimum percentage of missing values for variable to be included: 0.0%



Result Variables

	Result Variable	N of Replaced Missing Values	Case Number of Non-Missing Values		N of Valid Cases	Creating Function
			First	Last		
1	X7_1	8	1	179	179	SMEAN(X7)
2	X8_1	8	1	179	179	SMEAN(X8_1)
3	X13_1	6	1	179	179	SMEAN(X13)
4	X14_1	5	1	179	179	SMEAN(X14)
5	X22_1	1	1	179	179	SMEAN(X22)
6	X23_1	9	1	179	179	SMEAN(X23)
7	X24_1	7	1	179	179	SMEAN(X24)

APPENDIX 4.2 – EXPLORATORY FACTOR ANALYSIS of PERCEIVED SERVICE EXPERIENCE (PSE)

The 1st EFA with 24 items, identify 6 factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.823
Bartlett's Test of Sphericity	Approx. Chi-Square	1483.308
	df	276
	Sig.	.000

0.

Communalities

	Initial	Extraction
X1	1	0.571
X2	1	0.491
X3	1	0.31
X4	1	0.711
X5	1	0.534
X6	1	0.728
X7	1	0.672
X8	1	0.581
X9	1	0.603
X10	1	0.652
X11	1	0.485
X12	1	0.6
X13	1	0.586
X14	1	0.694
X15	1	0.729
X16	1	0.478
X17	1	0.738
X18	1	0.639
X19	1	0.643
X20	1	0.596
X21	1	0.569
X22	1	0.549
X23	1	0.582
X24	1	0.624

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.934	24.723	24.723	5.934	24.723	24.723	3.596	14.981	14.981
2	2.265	9.438	34.161	2.265	9.438	34.161	3.195	13.314	28.295
3	2.014	8.390	42.552	2.014	8.390	42.552	2.810	11.707	40.002
4	1.822	7.592	50.144	1.822	7.592	50.144	2.198	9.160	49.162
5	1.202	5.007	55.151	1.202	5.007	55.151	1.295	5.396	54.559
6	1.130	4.706	59.857	1.130	4.706	59.857	1.272	5.299	59.857
7	.989	4.122	63.979						
8	.954	3.974	67.953						
9	.834	3.475	71.428						
10	.791	3.296	74.725						
11	.654	2.723	77.448						
12	.615	2.564	80.011						
13	.579	2.412	82.423						
14	.554	2.306	84.730						
15	.510	2.125	86.855						
16	.478	1.991	88.846						
17	.460	1.915	90.761						
18	.422	1.756	92.517						
19	.374	1.558	94.075						
20	.353	1.471	95.546						
21	.312	1.300	96.845						
22	.298	1.241	98.087						
23	.281	1.172	99.259						
24	.178	.741	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component					
	1	2	3	4	5	6
X1	0.677					
X2			0.517			
X3						
X4	0.47					
X5	0.545					
X6	0.684					
X7	0.641					
X8					0.657	
X9	0.448	-0.479				
X10	0.642	-0.47				
X11						-.448
X12	0.472			-0.463		
X13	0.452					
X14	0.586			-0.469		
X15	0.631	-0.511				
X16						.413
X17	0.677	-0.488				
X18	0.629					
X19			0.565			
X20			0.598			
X21	0.61					
X22	0.436			-0.476		
X23					0.614	
X24	0.58					

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
X1	0.597	0.425				
X2				0.515		
X3					-0.414	
X4		0.643				
X5		0.703				
X6		0.777				
X7		0.722				
X8						0.558
X9	0.739					
X10	0.775					
X11					0.51	
X12			0.713			
X13			0.625			
X14			0.791			
X15	0.82					
X16						0.48
X17	0.825					
X18		0.743				
X19				0.499		
X20				0.518	0.5	
X21	0.624					
X22			0.687			
X23						0.55
X24			0.723			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 7 iterations.

The 2nd EFA with 19 items, derive 5 factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.854
Bartlett's Test of Sphericity	Approx. Chi-Square	1242.170
	df	171
	Sig.	.000

Communalities

	Initial	Extraction
X1	1	0.545
X4	1	0.654
X5	1	0.535
X6	1	0.753
X7	1	0.673
X8	1	0.488
X9	1	0.539
X10	1	0.651
X12	1	0.604
X13	1	0.524
X14	1	0.701
X15	1	0.723
X17	1	0.755
X18	1	0.665
X19	1	0.487
X21	1	0.557
X22	1	0.514
X23	1	0.547
X24	1	0.648

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.699	29.996	29.996	5.699	29.996	29.996	3.528	18.567	18.567
2	2.199	11.575	41.571	2.199	11.575	41.571	3.116	16.400	34.967
3	1.841	9.690	51.260	1.841	9.690	51.260	2.758	14.516	49.483
4	1.085	5.712	56.973	1.085	5.712	56.973	1.369	7.207	56.690
5	1.038	5.461	62.434	1.038	5.461	62.434	1.091	5.744	62.434
6	.848	4.461	66.894						
7	.836	4.401	71.296						
8	.714	3.756	75.051						
9	.657	3.455	78.507						
10	.587	3.088	81.594						
11	.546	2.872	84.467						
12	.505	2.660	87.126						
13	.485	2.553	89.679						
14	.428	2.251	91.931						

15	.389	2.046	93.976							
16	.349	1.835	95.811							
17	.307	1.617	97.428							
18	.290	1.524	98.952							
19	.199	1.048	100.000							

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component				
	1	2	3	4	5
X1	0.681				
X4	0.473		0.477		
X5	0.551		0.426		
X6	0.681				
X7	0.652		0.457		
X8			-0.45	-0.516	
X9	0.47	-0.492			
X10	0.651	-0.471			
X12	0.476	0.439	-0.419		
X13	0.455				
X14	0.588	0.405	-0.408		
X15	0.631	-0.547			
X17	0.682	-0.519			
X18	0.635				
X19				0.489	
X21	0.615				
X22	0.45	0.404			
X23					0.567
X24	0.571				

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
X1	0.601	0.402			
X4		0.657			
X5		0.71			
X6		0.804			
X8				0.514	
X7		0.731			
X9	0.725				
X10	0.771				
X12			0.681		
X13			0.631		
X14			0.785		
X15	0.824				
X17	0.833				
X18		0.757			
X19				-0.525	
X21	0.634				
X22			0.697		
X23			0.534		0.515
X24			0.753		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 5 iterations.

The 3rd EFA with 16 items, extract 3 factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,867
Bartlett's Test of Sphericity	Approx. Chi-Square	1150,744
	df	120
	Sig.	,000

Communalities

	Initial	Extraction
X1	1,000	,542
X4	1,000	,569

X5	1,000	,526
X6	1,000	,695
X7	1,000	,643
X9	1,000	,515
X10	1,000	,654
X12	1,000	,563
X13	1,000	,586
X14	1,000	,703
X15	1,000	,714
X17	1,000	,755
X18	1,000	,623
X21	1,000	,582
X22	1,000	,524
X24	1,000	,597

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,521	34,504	34,504	5,521	34,504	34,504	3,479	21,744	21,744
2	2,189	13,684	48,188	2,189	13,684	48,188	3,102	19,389	41,133
3	1,679	10,491	58,679	1,679	10,491	58,679	2,807	17,546	58,679
4	,852	5,328	64,006						
5	,740	4,625	68,632						
6	,724	4,526	73,158						
7	,604	3,775	76,932						
8	,571	3,566	80,498						
9	,554	3,462	83,961						
10	,505	3,154	87,114						
11	,445	2,783	89,897						
12	,400	2,500	92,397						
13	,366	2,291	94,687						
14	,340	2,124	96,811						
15	,307	1,920	98,731						
16	,203	1,269	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
X1	,684		
X4	,493		-,456
X5	,567		-,421
X6	,686		-,412
X7	,668		-,414
X9	,466	-,487	
X10	,651	-,475	
X12	,462	,453	
X13	,462		
X14	,578	,418	,440
X15	,622	-,542	
X17	,681	-,520	
X18	,636		
X21	,621		
X22	,447	,415	
X24	,573		

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
X1	,608		
X4		,675	
X5		,702	
X6		,785	
X7		,756	
X9	,712		
X10	,777		
X12			,740
X13			,570
X14			,813
X15	,836		
X17	,848		
X18		,746	
X21	,631		
X22			,715
X24			,733

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]
a. Rotation converged in 5 iterations.

Results of Cronbach's alpha of 3 factors

Factor 1 - Hedonics & Novelty (6 items)

Case Processing Summary

		N	%
Cases	Valid	179	100,0
	Excluded[a]	0	,0
	Total	179	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,858	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1	263,631	20,536	,583	,846
X9	264,749	20,959	,538	,855
X10	262,402	19,667	,700	,824
X15	262,570	19,372	,732	,818
X17	261,788	19,125	,775	,810
X21	261,676	21,927	,569	,848

Factor 2 - Peace of mind (5 items)

Reliability Statistics

Cronbach's Alpha	N of Items
,784	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X12	154,246	12,111	,565	,743
X13	154,749	12,015	,446	,783
X14	155,810	10,773	,690	,699
X22	156,983	11,055	,520	,761
X24	153,855	12,081	,622	,729

Factor 3 - Recognition (5 items)

Reliability Statistics

Cronbach's Alpha	N of Items
,823	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X4	19,09	27,812	,509	,821
X5	18,07	27,557	,575	,800
X6	18,58	25,661	,714	,758
X7	18,61	25,992	,671	,771
X18	17,99	29,056	,637	,785

APPENDIX 4.3 - EXPLORATORY FACTOR ANALYSIS of PERCEIVED SERVICE QUALITY (PSQ)

The 1st EFA of PSQ with 27 items, identify 7 factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.767
Bartlett's Test of Sphericity	Approx. Chi-Square	2020.971
	df	351
	Sig.	.000

Communalities

	Initial	Extraction
Q1	1	0.552
Q2	1	0.637
Q3	1	0.456
Q4	1	0.479
Q5	1	0.752
Q6	1	0.744
Q7	1	0.74
Q8	1	0.695
Q9	1	0.67
Q10	1	0.681
Q11	1	0.728
Q12	1	0.583
Q13	1	0.479
Q14	1	0.686
Q15	1	0.499
Q16	1	0.55
Q17	1	0.575
Q18	1	0.696
Q19	1	0.518
Q20	1	0.488
Q21	1	0.572
Q22	1	0.709
Q23	1	0.58
Q24	1	0.679
Q25	1	0.603
Q26	1	0.716
Q27	1	0.652

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.598	20.732	20.732	5.598	20.732	20.732	4.011	14.855	14.855
2	3.065	11.353	32.085	3.065	11.353	32.085	3.003	11.123	25.978
3	2.427	8.989	41.074	2.427	8.989	41.074	2.898	10.735	36.713
4	2.211	8.190	49.264	2.211	8.190	49.264	2.741	10.152	46.865
5	1.738	6.436	55.700	1.738	6.436	55.700	2.266	8.392	55.257
6	1.272	4.713	60.413	1.272	4.713	60.413	1.281	4.746	60.003
7	1.078	3.994	64.407	1.078	3.994	64.407	1.189	4.404	64.407
8	.937	3.471	67.878						
9	.930	3.445	71.323						
10	.832	3.081	74.404						
11	.744	2.756	77.160						
12	.707	2.617	79.777						
13	.652	2.415	82.192						
14	.576	2.133	84.325						
15	.533	1.973	86.298						
16	.499	1.847	88.145						
17	.481	1.782	89.927						
18	.404	1.496	91.423						
19	.345	1.279	92.702						
20	.333	1.233	93.935						
21	.316	1.170	95.105						
22	.291	1.077	96.182						
23	.241	.892	97.074						
24	.229	.849	97.923						
25	.220	.813	98.735						
26	.179	.664	99.399						
27	.162	.601	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component						
	1	2	3	4	5	6	7
Q1	0.592						
Q2	0.566						

Q3							0.578
Q4			0.555				
Q5	0.611	-0.56					
Q6	0.603	-0.497					
Q7	0.516				0.428		
Q8	0.656	-0.492					
Q9	0.428		-0.571				
Q10	0.643	-0.478					
Q11	0.612	-0.539					
Q12	0.443				-0.523		
Q13							0.423
Q14	0.408		-0.535				
Q15						0.548	
Q16						0.465	
Q17	0.445			-0.504			
Q18	0.63	0.422					
Q19				0.508			
Q20				0.553	0.439		
Q21			-0.498				
Q22	0.558	0.512					
Q23				0.574			
Q24	0.555				0.418		
Q25	0.441				-0.485		
Q26	0.56						
Q27			-0.592				

Extraction Method: Principal Component Analysis.

a. 7 components extracted.

Rotated Component Matrix[a]

	Component						
	1	2	3	4	5	6	7
Q1	0.699						
Q2		0.691					
Q3							0.452
Q4				-0.511			
Q5	0.856						
Q6	0.845						
Q7			0.83				
Q8	0.803						
Q9				0.781			
Q10	0.768						
Q11	0.78						
Q12		0.723					

Q13							0.504
Q14				0.772			
Q15						0.595	0.548
Q16						0.538	
Q17			0.68				
Q18		0.729					
Q19					0.542		
Q20					0.446		
Q21				0.718			
Q22		0.759					
Q23					0.539		
Q24			0.776				
Q25		0.735					
Q26			0.812				
Q27				0.771			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 6 iterations.

The 2nd EFA of PSQ with 22 items, identify 5 factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.807
Bartlett's Test of Sphericity	Approx. Chi-Square	1762.404
	df	231
	Sig.	.000

Communalities

	Initial	Extraction
Q1	1	0.521
Q2	1	0.622
Q5	1	0.745
Q6	1	0.727
Q7	1	0.73
Q8	1	0.704
Q9	1	0.679
Q10	1	0.671
Q11	1	0.662
Q12	1	0.558
Q14	1	0.604

Q16	1	0.45
Q17	1	0.558
Q18	1	0.694
Q19	1	0.371
Q21	1	0.56
Q22	1	0.706
Q23	1	0.478
Q24	1	0.675
Q25	1	0.616
Q26	1	0.721
Q27	1	0.643

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.515	25.068	25.068	5.515	25.068	25.068	4.005	18.206	18.206
2	2.989	13.587	38.654	2.989	13.587	38.654	3.012	13.691	31.897
3	2.360	10.728	49.382	2.360	10.728	49.382	2.890	13.137	45.034
4	1.832	8.326	57.708	1.832	8.326	57.708	2.734	12.429	57.463
5	**1.300**	**5.907**	**63.615**	1.300	5.907	63.615	1.353	6.152	63.615
6	.927	4.214	67.829						
7	.902	4.102	71.930						
8	.719	3.269	75.199						
9	.680	3.090	78.289						
10	.637	2.896	81.185						
11	.563	2.557	83.742						
12	.500	2.272	86.015						
13	.492	2.235	88.249						
14	.439	1.997	90.246						
15	.358	1.629	91.875						
16	.330	1.499	93.374						
17	.323	1.469	94.843						
18	.283	1.285	96.128						
19	.247	1.122	97.250						
20	.233	1.059	98.309						
21	.206	.936	99.244						
22	.166	.756	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component				
	1	2	3	4	5
Q1	0.587				
Q2	0.563	0.413			
Q5	0.602	-0.611			
Q6	0.603	-0.565			
Q7	0.533			-0.525	
Q8	0.645	-0.521			
Q9	0.441		0.628		
Q10	0.631	-0.506			
Q11	0.594	-0.553			
Q12	0.452			0.482	
Q14	0.414		0.618		
Q16			-0.578		
Q17	0.467			-0.534	
Q18	0.638	0.432			
Q19					0.494
Q21			0.585		
Q22	0.564	0.534			
Q23					0.577
Q24	0.566				
Q25	0.437			0.536	
Q26	0.577			-0.458	
Q27			0.654		

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
Q1	0.691				
Q2		0.69			
Q5	0.856				
Q6	0.832				
Q7			0.839		
Q8	0.804				
Q9				0.801	
Q10	0.789				
Q11	0.804				
Q12		0.708			
Q14				0.755	
Q16				-0.492	0.468

Q17			0.682		
Q18		0.726			
Q19					0.485
Q21				0.718	
Q22		0.762			
Q23					0.478
Q24			0.765		
Q25		0.754			
Q26			0.815		
Q27				0.796	

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 5 iterations.

The 3rd EFA of PSQ with 19 items, 4 factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.818
Bartlett's Test of Sphericity	Approx. Chi-Square	1598.231
	df	171
	Sig.	.000

Communalities

	Initial	Extraction
Q1	1	0.506
Q2	1	0.613
Q5	1	0.738
Q6	1	0.658
Q7	1	0.732
Q8	1	0.692
Q9	1	0.703
Q10	1	0.689
Q11	1	0.687
Q12	1	0.552
Q14	1	0.627
Q17	1	0.516
Q18	1	0.699
Q21	1	0.588
Q22	1	0.712
Q24	1	0.644
Q25	1	0.594

Q26	1	0.719
Q27	1	0.62

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.404	28.441	28.441	5.404	28.441	28.441	3.867	20.354	20.354
2	2.895	15.239	43.680	2.895	15.239	43.680	2.918	15.360	35.714
3	2.147	11.300	54.980	2.147	11.300	54.980	2.825	14.867	50.581
4	1.743	9.171	64.151	1.743	9.171	64.151	2.578	13.570	64.151
5	.842	4.430	68.581						
6	.738	3.883	72.464						
7	.694	3.652	76.116						
8	.674	3.545	79.661						
9	.549	2.891	82.552						
10	.533	2.807	85.359						
11	.455	2.396	87.755						
12	.431	2.268	90.022						
13	.363	1.910	91.932						
14	.327	1.721	93.653						
15	.321	1.688	95.341						
16	.251	1.319	96.660						
17	.239	1.255	97.916						
18	.214	1.127	99.042						
19	.182	.958	100.000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component			
	1	2	3	4
Q1	0.546			
Q2	0.569	0.416		
Q5	0.592	-0.613		
Q6	0.588	-0.557		
Q7	0.538		-0.412	0.445
Q8	0.639	-0.528		
Q9	0.448		0.592	

Q10	0.631	-0.52		
Q11	0.588	-0.576		
Q12	0.462			-0.55
Q14	0.411		0.599	
Q17	0.469			0.42
Q18	0.642	0.424		
Q21			0.587	
Q22	0.573	0.53		
Q24	0.566			
Q25	0.437			-0.576
Q26	0.581		-0.451	
Q27			0.594	

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix[a]

	Component			
	1	2	3	4
Q1	0.587			
Q2		0.715		
Q5	0.853			
Q6	0.802			
Q7			0.84	
Q8	0.811			
Q9				0.819
Q10	0.809			
Q11	0.823			
Q12		0.717		
Q14				0.777
Q17			0.682	
Q18		0.733		
Q21				0.746
Q22		0.769		
Q24			0.77	
Q25		0.75		
Q26			0.814	
Q27				0.783

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 6 iterations.

Results of Cronbach's alpha of four factors

Factor 1 - Employee (6 items)

Case Processing Summary

		N	%
Cases	Valid	179	100.0
	Excluded[a]	0	.0
	Total	179	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.885	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q1	22.64	30.13	0.514	0.882
Q5	23.06	26.783	0.758	0.854
Q6	22.92	27.302	0.714	0.862
Q8	23.11	26.938	0.738	0.858
Q10	22.84	27.429	0.724	0.86
Q11	22.9	26.967	0.737	0.858

Factor 2 - Hotel ambience (5 items)

Case Processing Summary

		N	%
Cases	Valid	179	100.0
	Excluded[a]	0	.0
	Total	179	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.821	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q2	23.18	9.837	0.622	0.785
Q12	23.14	10.93	0.537	0.808
Q18	23.04	10.436	0.69	0.765
Q22	22.98	10.769	0.705	0.765
Q25	23.04	10.56	0.55	0.806

Factor 3 - Food & service (4 items)

Case Processing Summary

		N	%
Cases	Valid	179	100.0
	Excluded[a]	0	.0
	Total	179	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q9	13.1117	13.055	0.681	0.725
Q14	12.5196	13.768	0.608	0.76
Q21	12.8939	13.691	0.585	0.771
Q27	13.0279	13.331	0.605	0.762

Factor 4 - Reliability (4 items)

Case Processing Summary

		N	%
Cases	Valid	179	100.0
	Excluded[a]	0	.0
	Total	179	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.818	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q7	17.5642	7.832	0.706	0.739
Q17	17.8324	8.556	0.528	0.816
Q24	17.5978	8.646	0.63	0.776
Q26	17.8659	8.083	0.708	0.74

APPENDIX 4.4 – EXPLORATORY FACTOR ANALYSIS of MINDFULNESS (Min)

The 1st EFA of Min with 21 items, 5 factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,798
Bartlett's Test of Sphericity	Approx. Chi-Square	1479,527
	df	210
	Sig.	,000

Communalities

	Initial	Extraction
M1	1,000	,616
M2	1,000	,434
M3	1,000	,469
M4	1,000	,651
M5	1,000	,625
M6	1,000	,651
M7	1,000	,754
M8	1,000	,629
M9	1,000	,657
M10	1,000	,649
M11	1,000	,606
M12	1,000	,610
M13	1,000	,395
M14	1,000	,248
M15	1,000	,658
M16	1,000	,718
M17	1,000	,805
M18	1,000	,515
M19	1,000	,463
M20	1,000	,702
M21	1,000	,749

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,531	21,576	21,576	4,531	21,576	21,576	4,024	19,161	19,161
2	3,581	17,052	38,628	3,581	17,052	38,628	3,293	15,683	34,844
3	2,208	10,513	49,141	2,208	10,513	49,141	2,535	12,071	46,914
4	1,252	5,964	55,105	1,252	5,964	55,105	1,491	7,102	54,016
5	1,033	4,917	60,022	1,033	4,917	60,022	1,261	6,006	60,022
6	,960	4,574	64,596						
7	,937	4,462	69,058						
8	,846	4,029	73,086						
9	,806	3,839	76,925						
10	,668	3,180	80,105						
11	,634	3,018	83,123						
12	,572	2,722	85,846						
13	,515	2,450	88,296						
14	,450	2,143	90,439						
15	,406	1,935	92,374						
16	,368	1,750	94,125						
17	,338	1,612	95,736						
18	,273	1,299	97,035						
19	,267	1,272	98,306						
20	,233	1,111	99,417						
21	,122	,583	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component				
	1	2	3	4	5
M1	,544	-,531			
M2				,512	
M3				,514	
M4	,613	-,484			
M5			,672		
M6		,472	,643		
M7	,619	-,563			
M8			,624		
M9	,648	-,410			
M10	,413	,429			-,493
M11	,566	,432			
M12	,516	,424			

M13					
M14					
M15	,495	,536			
M16	,645	-,453			
M17	,649	-,572			
M18	,469	,458			
M19	,522				
M20	,657				
M21		,444	,673		

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
M1	,776				
M2					,547
M3					,577
M4	,765				
M5			,767		
M6			,786		
M8			,740		
M7	,854				
M9	,732				
M10				,706	
M11		,687			
M12		,565		,584	
M13					,474
M14		,427			
M15		,793			
M16	,785				
M17	,886				
M18		,702			
M19		,529			
M20		,523		,599	
M21			,836		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 6 iterations.

The 2nd EFA of Min with 15 items, 3 factors

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,792
Bartlett's Test of Sphericity	Approx. Chi-Square	1252,338
	df	105
	Sig.	,000

Communalities

	Initial	Extraction
M1	1,000	,602
M4	1,000	,612
M5	1,000	,614
M6	1,000	,647
M7	1,000	,731
M8	1,000	,570
M9	1,000	,622
M10	1,000	,514
M11	1,000	,611
M15	1,000	,604
M16	1,000	,625
M17	1,000	,778
M18	1,000	,500
M20	1,000	,617
M21	1,000	,727

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4,141	27,604	27,604	4,141	27,604	27,604	3,986	26,573	26,573
2	3,153	21,020	48,625	3,153	21,020	48,625	2,878	19,185	45,758
3	2,080	13,865	62,490	2,080	13,865	62,490	2,510	16,732	62,490
4	,936	6,241	68,731						
5	,722	4,812	73,542						
6	,648	4,320	77,862						
7	,571	3,807	81,669						
8	,559	3,724	85,393						

9	,457	3,046	88,439						
10	,410	2,734	91,173						
11	,362	2,411	93,584						
12	,307	2,048	95,632						
13	,274	1,829	97,461						
14	,256	1,704	99,165						
15	,125	,835	100,000						

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component		
	1	2	3
M1	,699		
M4	,753		
M5			,573
M6		,588	,546
M7	,790		
M8		,503	,563
M9	,773		
M10		,559	
M11		,538	
M15		,602	
M16	,762		
M17	,822		
M18		,548	
M20		,551	
M21		,652	,533

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

Rotated Component Matrix[a]

	Component		
	1	2	3
M1	,772		
M4	,778		
M5			,765
M6			,787
M7	,854		
M8			,752
M9	,744		

M10		,713	
M11		,777	
M15		,774	
M16	,785		
M17	,882		
M18		,703	
M20		,739	
M21			,831

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 5 iterations.

Results of Cronbach's alpha of three factors

Factor 1 - Novelty seeking (6 items)

Case Processing Summary

		N	%
Cases	Valid	179	100,0
	Excluded[a]	0	,0
	Total	179	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,892	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
M1	22,73	40,110	,658	,881
M4	22,02	39,837	,689	,876
M7	22,69	37,967	,764	,864
M9	22,50	39,308	,660	,881
M16	22,59	40,120	,696	,875

M17	22,84	37,260	,804	,858

Factor 2 – Engagement (5 items)

Reliability Statistics

Cronbach's Alpha	N of Items
,800	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
M10	21,31	13,731	,545	,779
M11	20,99	14,331	,630	,748
M15	21,08	14,994	,617	,754
M18	20,99	15,236	,521	,781
M20	21,37	13,921	,624	,749

Factor 3 - Novelty producing (4 items)

Reliability Statistics

Cronbach's Alpha	N of Items
,796	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
M5	153,966	11,488	,572	,764
M6	157,877	11,258	,604	,747
M8	156,089	12,127	,562	,767
M21	154,525	11,508	,702	,702

APPENDIX 4.5 – DATA SCREEN OF THE CFA SAMPLE (200)

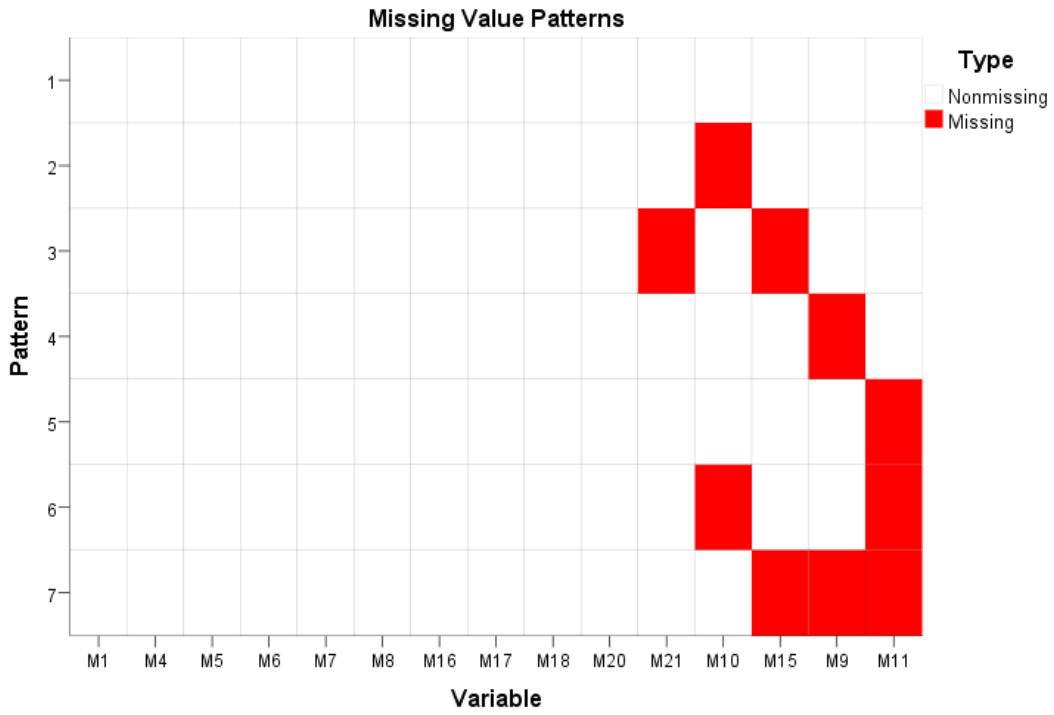
Missing values of Mindfulness

Variable Summary[a,b]

	Missing				
	N	Percent	Valid N	Mean	Std. Deviation
M11	13	6.5%	187	5.05	1.197
M9	13	6.5%	187	5.18	1.330
M15	11	5.5%	189	4.66	1.470
M10	8	4.0%	192	4.99	1.200
M21	6	3.0%	194	3.14	1.234

a. Maximum number of variables shown: 25

b. Minimum percentage of missing values for variable to be included: 0.0%



Result Variables

	Result Variable	N of Replaced Missing Values	Case Number of Non-Missing Values		N of Valid Cases	Creating Function
			First	Last		
1	M11_1	13	1	200	200	SMEAN(M11)
2	M10_1	8	1	200	200	SMEAN(M10)
3	M9_1	13	1	200	200	SMEAN(M9)
4	M15_1	11	1	200	200	SMEAN(M15)
5	M21_1	6	1	200	200	SMEAN(M21)

APPENDIX 4.6 – Values of Cronbach's alpha, Composite reliability and Average Variance Extracted of the first-order measurement

	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
Novelty producing	0.892	0.917	0.924	0.752
Employee	0.874	0.878	0.905	0.615
Food & service	0.734	0.790	0.829	0.558
Hedonics	0.882	0.891	0.911	0.633
Hotel ambience & Bedroom	0.858	0.861	0.899	0.641
Engagement	0.834	0.845	0.883	0.602
Novelty seeking	0.892	0.898	0.917	0.650
POM	0.801	0.822	0.863	0.560
Reliability	0.743	0.745	0.837	0.562
Recognition	0.833	0.840	0.882	0.601

APPENDIX 4.7 - Values of outer-loadings of the first-order constructs

	Novelty Producing	Employee	Food-service	Hedonics	Hotel ambience & Bedroom	Engagement	Novelty seeking	POM	Reliability	Recognition
m1							0.809			
m2							0.858			
m3							0.822			
m4							0.835			
m5							0.781			
m6							0.727			
m7						0.769				
m8						0.808				
m9						0.696				
m10						0.769				
m11						0.830				
m13	0.889									
m14	0.842									
m15	0.911									
m16	0.824									
q1		0.677								
q2		0.791								
q3		0.811								
q4		0.810								
q5		0.800								
q6		0.807								
q7					0.836					
q8					0.885					
q9					0.761					
q10					0.745					
q11					0.766					
q13									0.732	
q14									0.752	

q15									0.745	
q17									0.769	
q19			0.817							
q20			0.477							
q21			0.785							
q22			0.849							
x1				0.800						
x2				0.835						
x3				0.890						
x4				0.806						
x5				0.686						
x6				0.739						
x7								0.613		
x8								0.742		
x9								0.834		
x10								0.804		
x12								0.729		
x13										0.782
x14										0.849
x15										0.688
x16										0.777
x18										0.772

APPENDIX 4.8 - Values of Cross-loadings of the first-order constructs

	Novelty Producing	Employee	Food-service	Hedonics	Hotel	Engagement	Novelty seeking	POM	Reliability	Recognition
m1	0.110	0.077	-0.155	0.245	0.223	0.229	**0.809**	0.134	-0.304	0.214
m2	0.086	0.072	-0.085	0.245	0.207	0.202	**0.858**	0.207	-0.401	0.174
m3	0.118	0.055	-0.060	0.199	0.207	0.158	**0.822**	0.185	-0.389	0.196
m4	0.121	0.137	-0.023	0.403	0.304	0.338	**0.835**	0.215	-0.173	0.313
m5	0.060	-0.001	-0.036	0.282	0.238	0.230	**0.781**	0.152	-0.257	0.203
m6	-0.067	0.044	-0.006	0.194	0.092	0.233	**0.727**	0.162	-0.246	0.068
m7	0.074	0.324	0.254	0.566	0.422	**0.769**	0.214	0.206	0.128	0.443
m8	0.161	0.381	0.214	0.608	0.500	**0.808**	0.199	0.206	0.179	0.458
m9	0.179	0.284	0.195	0.381	0.380	**0.696**	0.118	0.136	0.173	0.392
m10	0.144	0.289	0.164	0.408	0.432	**0.769**	0.163	0.212	0.091	0.327
m11	0.193	0.386	0.146	0.554	0.518	**0.830**	0.389	0.225	0.096	0.507
m13	**0.889**	0.216	-0.025	0.214	0.499	0.248	0.118	0.070	0.092	0.243
m14	**0.842**	0.097	0.032	0.073	0.312	0.165	0.063	0.072	0.089	0.190
m15	**0.911**	0.133	-0.060	0.143	0.404	0.158	0.109	0.074	0.049	0.190
m16	**0.824**	0.061	-0.025	0.026	0.224	0.061	0.006	0.082	0.108	0.111
q1	0.073	**0.677**	0.062	0.356	0.267	0.302	0.107	0.147	0.046	0.241
q2	0.069	**0.791**	0.122	0.299	0.209	0.303	0.000	0.177	0.159	0.229
q3	0.059	**0.811**	0.068	0.335	0.228	0.352	0.031	0.176	0.127	0.259
q4	0.121	**0.810**	0.070	0.410	0.295	0.374	0.097	0.173	0.128	0.319
q5	0.211	**0.800**	0.104	0.430	0.361	0.338	0.082	0.135	0.158	0.287
q6	0.187	**0.807**	0.141	0.452	0.338	0.363	0.073	0.234	0.075	0.277
q7	0.324	0.290	0.230	0.500	**0.836**	0.492	0.237	0.204	0.122	0.484
q8	0.391	0.272	0.177	0.486	**0.885**	0.504	0.250	0.154	0.147	0.495
q9	0.261	0.267	0.203	0.372	**0.761**	0.438	0.125	0.115	0.189	0.389
q10	0.327	0.301	0.141	0.400	**0.745**	0.404	0.201	0.064	0.080	0.406
q11	0.432	0.329	0.070	0.421	**0.766**	0.497	0.258	0.219	0.120	0.543
q13	0.097	0.139	0.103	0.064	0.170	0.131	-0.205	0.030	**0.732**	0.172
q14	0.027	0.131	0.146	0.128	0.134	0.169	-0.175	0.041	**0.752**	0.144

q15	0.033	0.075	0.140	0.022	0.071	0.090	-0.380	-0.045	**0.745**	0.096
q17	0.125	0.087	0.086	0.018	0.099	0.101	-0.370	-0.124	**0.769**	0.064
q19	-0.007	0.123	**0.817**	0.167	0.196	0.232	-0.069	0.120	0.159	0.093
q20	-0.086	0.098	**0.477**	0.010	-0.066	0.039	-0.089	0.039	0.056	-0.016
q21	0.021	0.067	**0.785**	0.188	0.214	0.162	-0.037	0.135	0.135	0.097
q22	-0.046	0.090	**0.849**	0.240	0.154	0.240	-0.058	0.114	0.097	0.106
x1	0.138	0.412	0.170	**0.800**	0.443	0.660	0.245	0.243	0.097	0.503
x2	0.089	0.317	0.190	**0.835**	0.441	0.479	0.300	0.181	0.095	0.358
x3	0.134	0.462	0.227	**0.890**	0.486	0.591	0.294	0.225	0.066	0.412
x4	0.127	0.396	0.158	**0.806**	0.415	0.482	0.285	0.163	0.027	0.408
x5	0.103	0.355	0.116	**0.686**	0.338	0.330	0.216	0.103	0.048	0.260
x6	0.099	0.377	0.205	**0.739**	0.476	0.540	0.232	0.137	0.061	0.363
x7	0.043	0.137	0.139	0.138	0.137	0.127	0.054	**0.613**	0.054	0.179
x8	0.017	0.123	0.113	0.092	0.075	0.141	0.187	**0.742**	-0.09	0.196
x9	0.088	0.196	0.091	0.214	0.197	0.231	0.226	**0.834**	-0.045	0.276
x10	0.143	0.232	0.110	0.217	0.185	0.235	0.216	**0.804**	-0.001	0.286
x12	-0.009	0.114	0.106	0.152	0.089	0.198	0.102	**0.729**	-0.002	0.189
x13	0.136	0.204	0.167	0.368	0.489	0.432	0.179	0.231	0.229	**0.782**
x14	0.125	0.285	0.013	0.416	0.452	0.457	0.288	0.259	0.059	**0.849**
x15	0.204	0.205	0.049	0.300	0.398	0.378	0.107	0.201	0.138	**0.688**
x16	0.216	0.286	0.045	0.325	0.357	0.339	0.152	0.251	0.152	**0.777**
x18	0.186	0.339	0.149	0.467	0.540	0.521	0.215	0.248	0.079	**0.772**

APPENDIX 4.9 - The Heterotrait-Monotrait Ratio (HTMT)

	Novelty Producing	Employee	Food-service	Hedonics	Hotel	Engagement	Novelty seeking	POM	Reliability	Recognition
Novelty Producing										
Employee	0.161									
Food-service	0.084	0.162								
Hedonics	0.15	0.553	0.254							
Hotel	0.473	0.419	0.266	0.626						
Engagement	0.21	0.502	0.292	0.748	0.686					
Novelty seek	0.126	0.104	0.122	0.365	0.3	0.32				
POM	0.098	0.257	0.189	0.254	0.22	0.303	0.248			
Reliability	0.127	0.177	0.204	0.108	0.198	0.212	0.467	0.126		
Recognition	0.25	0.399	0.152	0.559	0.683	0.654	0.276	0.369	0.22	