Does Emotionality Prevail Over Rationality? Evaluating The Dynamics of Human Cognitions and Affections in Hotel Service Satisfaction

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Keywords:	Abstract.
Tourist Satisfaction, Impact overlap, Affective factors, Co-creation, Cognitive factors.	This paper attempts to measure the relative importance of cognitive and affective factors in the context of hotel service satisfaction. Although the literature talks about the relative influence of cognitive and affective factors on satisfaction, it is generally mute on the "Impact Overlap" that may exist due to the simultaneity of the influence. The confoundedness created by this impact overlap is the research gap, which this paper tries to disentangle. Principal Component Analysis has been used to construct cognitive and affective indices based on the factors identified from the previous literature. The relative importance of the cognitive and affective factors that a consumer considers while deciding to stay in a hotel is assessed using regression analysis. Our findings from the regression analyses suggest that cognitive factors such as infrastructure and location significantly increases customer service satisfaction. Amongst the affective factors, personalization and word of mouth have a significant positive impact on service satisfaction, even after controlling for brand name. Furthermore, results from the regressions testing the interaction effect of cognitive and affective factors reveal that for customers valuing affective factors, the impact of cognitive factors on satisfaction is relatively less. However, the converse is not necessarily true. This finding therefore implies that affective factors play a relatively important role than cognitive factors in deriving service satisfaction.

Kata Kunci:	Abstrak.
Kepuasan wisatawan, Dampak tumpang tindih, Faktor afektif, Co-creation, Faktor kognitif.	*Makalah ini mencoba mengukur kepentingan relatif faktor kognitif dan afektif dalam konteks kepuasan pelayanan hotel. Meskipun literatur berbicara tentang pengaruh relatif faktor kognitif dan afektif terhadap kepuasan, umumnya diredam pada "Dampak Tumpang Tindih" yang mungkin ada karena simultanitas pengaruh. Kebingungan yang diciptakan oleh tumpang tindih dampak ini adalah kesenjangan penelitian, yang coba diurai oleh makalah ini. Analisis Komponen Utama telah digunakan untuk membangun indeks kognitif dan afektif berdasarkan faktor-faktor yang diidentifikasi dari literatur sebelumnya. Kepentingan relatif dari faktor kognitif dan afektif yang dipertimbangkan konsumen saat memutuskan untuk tinggal di hotel dinilai dengan menggunakan analisis regresi. Temuan kami dari analisis regresi menunjukkan bahwa faktor kognitif seperti infrastruktur dan lokasi secara signifikan meningkatkan kepuasan layanan pelanggan. Di antara faktor-faktor afektif, personalisasi dan promosi dari mulut ke mulut memiliki dampak positif yang signifikan terhadap kepuasan layanan, bahkan setelah mengendalikan nama merek. Selain itu, hasil dari pengujian regresi efek interaksi faktor kognitif dan afektif mengungkapkan bahwa bagi pelanggan yang menilai faktor afektif, pengaruh faktor kognitif terhadap kepuasan relatif lebih kecil. Namun, kebalikannya belum tentu benar. Oleh karena itu, temuan ini menyiratkan bahwa faktor afektif memainkan peran yang relatif penting daripada faktor kognitif dalam memperoleh kepuasan layanan.*

1.   Introduction

Tourism is a temporary activity of movement involving the people to move from their own destination to other places. A structured break from their routine life involving separation from the normal activities and entering into another moral or mental state. In traveling to a different destination, an individual gets experiences and create memories. The experiences obtained by an individual from visiting a place create a sense of satisfaction, which can be acquired from destination, accommodation and spots. This satisfaction helps to bring friends and family on their next visit. As tourism entwines the hospitality sector, amongst the various elements of traveling, accommodation also plays an important role in tourism industry. Therefore, measuring tourist satisfaction in terms of hotel accommodation is important for understanding the factors affecting the marketability of hotels.

Measuring the satisfaction of individuals in hotels helps to add the various elements of tangibility to the services. The presence of these tangibility in the services influences the decision making of the consumers. According to the models of consumer behavior, both internal and external stimuli affect decision making of consumers. Internal stimuli affecting a consumer's decision may be either cognitive or affective in nature, cognitive being routed through the rationality of the consumer, and affective being associated with their emotions (Shiv & Fedorikhin, 1999). Human preferences or choice criteria are influenced by these cognitive and affective factors during the decision making process. Models of consumer decision making have suggested that on exposure to alternatives in choices, these two processes emerge. The extent of influence of these factors may differ in the decision making process of the consumers. This paper attempts to understand the relative significance of these factors when consumers assess a hotel for stay.

The vast body of literature on consumer psychology has established various attributes for cognitive and affective factors in consumer decision making especially in hotels (Zajonc & Markhus, 1982). For instance in hotel selection, attributes such as infrastructural facilities, amenities, services, location, price etc. are considered as cognitive factors. Similarly, affective factor constitutes elements like word of mouth (WOM), personalization, brand, hygiene etc. Consumers relies on various sources like WOM and social media platforms while evaluating a hotel. These sources give consumers some valuable information such as reviews, price comparisons, ratings of hotels etc., which help them to decide upon the hotel. On the other hand, these sources also guide the service provider to understand the consumer expectations and preferences, thereby reducing the service delivery gap.

This paper attempts to understand the relative importance of cognitive and affective factors on service satisfaction in hotels. Understanding these factors and their influence on customer satisfaction is important for the service provider to gain competitive advantage. Previous literature on consumer psychology embodies the influence of both cognitive and affective factors on consumer decision making and satisfaction (Etzioni, 1999). Although the literature talks about the relative influence of cognitive and affective factors on satisfaction, it is generally mute on the "Impact Overlap" that may be existing due to the simultaneity of the influence. However, few studies have highlighted that under the combined influence of both of these factors the impact of affective factors is overshadowed by the cognitive factors. The confoundedness created by this impact overlap is the research gap, which this paper tries to disentangle. In particular, this study contributes to the existing literature in understanding the direction and the magnitude of the impact overlap of cognitive and affective factors on service satisfaction.

The study finds that emotional elements are comparatively more convincing for obtaining service satisfaction when a customer chooses a hotel for a stay. Additionally, our research shows that the influence of cognitive elements on satisfaction is substantially less for customers who value affective factors. The converse, however, is not necessarily true. In order to increase customer satisfaction, affective physical cues should be included, which is what the paper explains to the service provider.

The findings of this paper should therefore guide the service providers when creating their service flowers.

2.   Literature Review

With the changing market conditions and increased disposable income there has been an increased pace of development in tourism industry. Growth in tourism has renewed the interest to understand decision making in accommodations, as it plays a vital role in leisure. A noticeable change in consumer preferences have posed several challenges for accommodation providers. The choice of accommodation is a high priority for most travellers leading to a complicated decision making process (Sohrabi, Raeesi, Tahmasebipur & Fazli 2012). Given that there exists a certain degree of uncertainty in consumer behavior, hoteliers should strive to understand the attributes which the customer considers to be important when choosing an accommodation facility (Chaithanee, 2013).

The traveller's type affects preferences toward selecting a hotel (Francesco and Roberta, 2019). As per the earlier researches, the five major types are business, couples, families, friends and solo (Radojevic, Stanisic, Stanic, & Davidson, 2018). The paper tried to evaluate the choice criteria affecting the decision making process of families traveling for leisure, so as to help the marketer understand the relative importance of the factors in designing a service for these travellers.

As consumer decision making is a complex process, various factors both internal and external affect the decision making process. Previous literatures aimed to investigate the criteria that influence travellers' selection intention. With the increasing competition and availability of alternatives, tourists consider numerous factors while selecting hotels. The importance of these criteria differs across travellers based on their specific needs. Numerous research has been conducted so far to understand the choice criterion of leisure travellers for accommodation. Factors such as location, price, facilities, cleanliness, silence and air conditioning was identified and found to have a strong influence on travellers' hotel selections (Lockyer 2005; Merlo & de Souza Joao 2011).

Apart from the factors mentioned above, ratings assigned to various hotels were also found to be important criteria. (Tsai, Yeung, & Yim 2011). Travellers are likely to change their mind after reading such online reviews from other travellers (Sharifi, 2019). Therefore, reviews and ratings should be considered in designing the services. Customer satisfaction is viewed as a measure of how well a product or service supplied by a firm meets customer expectations (Saleem and Rashid, 2011). It was also explained as a psychological interpretation of the variances between expectation and actual performance of products and services as revealed by the customer (Molina et al., 2007). Consumers expectations and perceptions post the service delivery creates a gap which determines the service quality, which in turn explains service satisfaction.

Thus service quality, which is another aspect for measuring service satisfaction, is also influenced by the choice criteria of the customers (Wong Zhou, 2006). In addition, once these factors have been identified and evaluated, managers can focus their practices on what is important to customers, so that service quality as well as customer satisfaction can be improved (Israeli, 2000). Researches have also been conducted to find out the relative importance of these factors in determining travellers' overall satisfaction levels.

Previous literature therefore reveals that factors are a combination of customer's cognitions and affections. Cognitive factors, are the deliberative alternatives while affective factors are emotional and automatic. In terms of the impact of affective and cognitive factors on the consumer's final decision-making, the models described in the previous researches suggest that if the availability of processing resources is constrained, the consumer's behaviour is likely to be influenced primarily by the affective reactions. Conversely, if processing resources are available, the consumer's behaviour is likely to be

influenced by the cognitions (Baba & Alexander, 1999). Therefore, this suggests that under different conditions, both cognitions and affections affect the decision-making, the relative importance of which the paper aims to understand.

In services industries, service satisfaction is influenced by customer experiences. Therefore, enhancing customer experience is a major challenge for the hotel managers (Kuo, 2009). The hotel management must understand that both the tangible and intangible aspects of the hotel are a necessity to enhance customer experience. In order to make a prosperous business, one must understand how customers perceive the qualitative attributes of services and their importance and performance when compared with other competitors.

Consumer experiences influences decision-making, thereby influencing satisfaction, which in turn is affected by various factors. Therefore, understanding the influence of these factors is an important aspect for an hotelier for designing a sustainable business model. The paper therefore aims to understand the impact of cognitive and affective factors on decision-making. It is noticed that some travellers are more influenced by the rational factors such as price, location etc., but some are highly influenced by the emotional factors like brand, customization etc. Therefore, a proper mix to design the service delivery is important for hoteliers to sustain in the competitive world. Earlier researches have highlighted the factors and their relative importance in the decision-making, which subsequently affects the satisfaction of the consumers. Existing literature also suggested that the purchase decision is influenced ultimately by the cognitive factors of the consumers, thereby explaining the direction of influence. (Oliver 1980; Woodruff et al. 1983).

This research adds to the existing literature in understanding the relative influence of cognitive and affective factors on customer satisfaction. In addition to outlining the direction and magnitude of the impact of these factors, this study also provides an evaluation of how the customer satisfaction gets moderated as a result of the interaction of these factors. Understanding this overlap of the impact of cognitive and affective factors on satisfaction will help the marketer in considering the factors for tangibilizing the services.

3. Methodology

The methodology of this paper is guided by its objective. The cognitive and affective factors that were considered for this study include infrastructure, amenities, services, hygiene, location, personalisation, brand, price and word of mouth. In order to understand the extent of impact of these factors on service satisfaction, a quantitative research was conducted. A structured questionnaire consisting of items from the above-mentioned factors was used to obtain primary survey data from consumers across India. Random sampling of the population above 18 years of age generated 352 responses for our analysis. The first part of the questionnaire consisted of the demographic profile of the respondents such as age, gender, annual household income and occupation. The second part of the questionnaire was designed to understand the effect of the cognitive and affective factors on customer service satisfaction. The questions were made on a 5-point Likert scale ranging from strongly agree to strongly disagree. The reliability of the scale and the internal consistency of the items were tested using Cronbach alpha. The value of 0.91 for Cronbach alpha suggested that the items were consistent.

3.1. *Principle component analysis*

In this paper, we have proposed to construct cognitive and affective indices based on the factors that we have identified from the previous literature. For that, we have used principal component analysis to derive indices separately for each factor under the cognitive and affective scale. First, we compute the correlation between the items under cognitive and affective factors. Overall, we find considerable

correlation between the items for each cognitive and affective factors (Table 2). Furthermore, Bartlett's test of sphericity (Table 1) was conducted for all the items under each cognitive and affective factor. For all the cognitive and affective factors, the test was able to reject the null hypothesis of no correlation between the items. Final sample size for our analysis is 352, on which we performed the sample adequacy test. KMO measure turned out to be 0.877, which is above the required level of 0.5.

The quantitative method of this study is divided into parts. First, we conduct Principal Component Analysis (PCA) to construct indices for each of the nine cognitive and affective factors that we have identified from the previous literature. Component scores predicted for each factor under cognitive and affective factors from PCA are used as cognitive and affective indices. To arrive at the component scores, we followed the Kaiser rule. After retaining the components, we do rotation of the component loadings using the varimax method to make the factor loadings distinct and uncorrelated among components. Component scores are obtained by using the eigenvectors of the components, which serves as an index for each cognitive and affective factor. To get the component scores, the factor weights are then multiplied with the standardized values of the variables. For instance, the component score for infrastructure under cognitive factor is used as a measure of "Cognitive index for Infrastructure". Component scores measured in this fashion have zero mean. A positive value of this index for a respondent would mean that the person puts above average value on infrastructure as a factor while deciding for a hotel. Likewise, we develop separate indices for the other cognitive and affective factors. A high value of an index would mean that that factor significantly influences the customer's decision making for hotel.

Finally, we measure a general cognitive and affective index by taking a simple average of the individual indices of cognitive and affective factors respectively. Apart from testing the overall impact of cognitive and affective factors on service satisfaction, these composite indices are particularly used to test the impact overlap of general cognitive and affective factors on service satisfaction.

Table 1. Bartlett's Test of Sphericity

Factors	Chi-square value
Infrastructure	314.11
	(18.30)
Amenities	764.22
	(41.33)
Services	485.84
	(32.67)
Location	179.89
	(7.81)
Price	246.61
	(7.81)
Hygiene	605.86
	(12.59)
Personalization	253.09
	(7.81)
Brand	240.27
	(3.84)
Word of Mouth	585.8
	(18.3)

Note: *Null Hypothesis- Items under each factor are not intercorrelated. Figures in parentheses indicate Chi-square critical values. All the Chi-square values are significant. Null hypothesis of no intercorrelation is therefore rejected*

Table 2. Correlation Between Items Under Cognitive and Affective Factors (Correlation Matrix)

	Cognitive factors							
	Infra_1	*Infra_2*	*Infra_3*	*Infra_4*	*Infra_5*			
Infra_1	1							
Infra_2	0.2488	1						
Infra_3	0.2061	0.3486	1					
Infra_4	0.2307	0.3242	0.6367	1				
Infra_5	0.1366	0.2302	0.2757	0.2868	1			
	*Amnt_1***	*Amnt_2*	*Amnt_3*	*Amnt_4*	*Amnt_5*	*Amnt_6*	*Amnt_7*	*Amnt_8*
Amnt._1	1							
Amnt._2	0.3339	1						
Amnt._3	0.3577	0.3748	1					
Amnt._4	0.2869	0.0923	0.3461	1				
Amnt._5	0.3505	0.3552	0.2688	0.352	1			
Amnt._6	0.4015	0.3163	0.4465	0.3988	0.4862	1		
Amnt._7	0.1787	0.3089	0.1752	0.2587	0.3725	0.3376	1	
Amnt._8	0.2567	0.3704	0.2841	0.2905	0.3693	0.3685	0.6255	1
	Services_1	*Services_2*	*Services_3*	*Services_4*	*Services_5*	*Services_6*	*Services_7*	
Services_1	1							
Services_2	0.4098	1						
Services_3	0.269	0.3479	1					
Services_4	0.1773	0.2658	0.2387	1				
Services_5	0.2042	0.3111	0.32	0.3438	1			
Services_6	0.3696	0.4495	0.3772	0.2743	0.3953	1		
Services_7	0.329	0.3451	0.3041	0.225	0.1827	0.4347	1	
	Location_1	*Location_2*	*Location_3*					
Location_1	1							
Location_2	0.4688	1						
Location_3	0.4363	0.3727	1					
	Price_1	*Price_2*	*Price_3*					
Price_1	1							
Price_2	0.5181	1						
Price_3	0.4863	0.4932	1					
	Affective Factors							
	Hygiene_1	*Hygiene_2*	*Hygiene_3*	*Hygiene_4*				
hygiene_1	1							
hygiene_2	0.6217	1						
hygiene_3	0.4956	0.6806	1					
hygiene_4	0.5521	0.5624	0.5767	1				
	*Person_1****	*Person_2*	*Person_3*					
Person_1**	1							
Person_2	0.4525	1						
Person_3	0.4317	0.5899	1					
	Brand_1	*Brand_2*						
Brand_1	1							
Brand_2	0.7002	1						
	WOM_1	*WOM_2*	*WOM_3*	*WOM_4*	*WOM_5*			
WOM_1	1							
WOM_2	0.63	1						
WOM_3	0.4775	0.5781	1					
WOM_4	0.5151	0.5358	0.4505	1				

*Amnt. = Amenities

**Person. = Personalization

3.2. Regression Analysis

This study aims to assess the relative importance of cognitive and affective factors that a consumer considers while deciding to stay in a hotel. The decision making of a consumer regarding a hotel relies on the satisfaction that she derives from various attributes of the hotel. In that light, our study aims to examine the relation between various cognitive and affective attributes of a hotel, and the satisfaction that a consumer derives from those attributes. For that, we perform regression analysis where the outcome variable is the satisfaction that a consumer derives from the attributes of a hotel. Average service satisfaction of a respondent is measured as the mean of the satisfaction scores of the respondent for each of the cognitive and affective factors. The independent variables are the indices for individual cognitive and affective factors that are obtained using PCA. These indices measure the value that a customer puts on a particular cognitive and affective factor. To understand the effect of cognitions and affections in services such as hotels, the following research hypotheses are proposed:

> H1: *There is significant impact of cognitive factors on service satisfaction.*
> H2: *There is significant impact of affective factors on service satisfaction.*

Regression specifications as described in equations (1) and (2) are estimated to test the above two hypotheses.

$$\ln(SS) = \beta_0 + \beta_1 CI_{infra} + \beta_2 CI_{amenities} + \beta_3 CI_{services} + \beta_4 CI_{location} + \beta_1 CI_{price} + \varepsilon \tag{1}$$

where $\ln(SS)$ indicates natural logarithm of service satisfaction, and CI_{infra} , $CI_{amenities}$, $CI_{services}$, $CI_{location}$, and CI_{price} are the cognitive indices for infrastructure, amenities, services, location and price respectively.

$$\ln(SS) = \alpha_0 + \alpha_1 AI_{hygiene} + \alpha_2 AI_{personalization} + \alpha_3 AI_{brand} + \alpha_4 AI_{wom} + \varepsilon \tag{2}$$

where, $AI_{hygiene}$, $AI_{personalization}$, AI_{brand} , and AI_{wom} indicates the affective indices for hygiene, personalization, brand and word of mouth respectively. Models (1) and (2) evaluate the relative influence of individual cognitive and affective factors on the satisfaction that a customer derives from staying in a hotel.

In order to determine the overall impact of cognitive and affective indices on service satisfaction, we estimate regression models as described in equations (3) and (4).

$$\ln(SS) = \gamma_0 + \gamma_1 CI + \varepsilon \tag{3}$$
$$\ln(SS) = \delta_0 + \delta_1 AI + \varepsilon \tag{4}$$

where CI and AI are the General Cognitive and Affective Indices, measured as a simple average of the cognitive and affective indices for individual factors respectively. In order to examine how the extent of individual influence on CI and AI on service satisfaction gets moderated when both the indices are taken together, model (5) is estimated.

$$\ln(SS) = \omega_0 + \omega_1 CI + \omega_2 AI + \varepsilon \tag{5}$$

Along with understanding the impact of the individual cognitive and affective factors on satisfaction, the research further aims to understand the existence of impact overlap between these two factors. This research attempts to add to the existing literature by analysing the magnitude and direction of this impact overlap between cognitive and affective factors. In light of that, the following hypotheses are proposed:

To assess the impact overlap of cognitive and affective factors on service satisfaction as stated in the above two hypotheses, regression models (6) and (7) are being estimated.

$$\ln(SS) = \theta_0 + \theta_1 CI + \theta_2 CI * \text{Affective}_{\text{category}} + \varepsilon \qquad (6)$$
$$\ln(SS) = \mu_0 + \mu_1 AI + \mu_2 AI * \text{Cognitive}_{\text{category}} + \varepsilon \qquad (7)$$

where $\text{Affective}_{\text{category}}$ and $\text{Cognitive}_{\text{category}}$ are dummy variables equal to one if a person is high on general affective and cognitive indices respectively. In order to categorize the general cognitive (CI) and affective (AI) indices, we first transform the indices as follows:

$$\text{Standardized Affective index} = (AI - AImin) \Big/ (AImax - AImin)$$

$$\text{Standardized Cognitive index} = (CI - CImin) \Big/ (CImax - CImin)$$

The values of the standardized cognitive and affective indices as described above ranges from 0 to 1. Higher values of these indices mean that a respondent highly values these factors respectively for decision-making. We use the standardized cognitive and affective indices to classify the respondents into high and low categories of cognitive and affective factors respectively. A respondent is categorized as high on cognitive factors if for that person the standardized cognitive index is greater than 0.5. Similarly, a standardized affective index greater than 0.5 would indicate that the person is high on affective factors. Likewise, we define the CI and AI category dummy variables as follows:

$\text{Affective}_{\text{category}}$=1, if high affective factors (standardized affective index>0.5), 0 otherwise
$\text{Cognitive}_{\text{category}}$=1, if high cognitive factors (standardized cognitive index>0.5), 0 otherwise

Regression models as described in equations (6) and (7) test our hypotheses as stated in H3 and H4. To test the impact overlap between cognitive and affective factors on service satisfaction, we interact the general cognitive index with the $\text{Affective}_{\text{category}}$ and general affective index with the $\text{Cognitive}_{\text{category}}$, as shown in equations (6) and (7) respectively. For instance, the coefficient θ_2 in equation (6) measures the difference in the impact of general cognitive index on service satisfaction due to differences in the category of general affective index. The coefficient value indicates the extent to which the impact of cognitive index on service satisfaction is different for a person who is high on affective index vis-a-vis a person who is low on affective index. The model would therefore capture the moderation in the effect of cognitive factors on service satisfaction under the influence of affective factors. Similarly, the coefficient of the interaction term in equation (7) would measure the extent to which the impact of affective factors on service satisfaction for a person would change if the person is high or low on cognitive factors.

4.   Findings and Discussion

Customer satisfaction is fundamental to the process of service delivery. For a service marketer to retain customer, it is therefore necessary to understand the value that a consumer puts on the different aspects of the service. In this paper, we try to evaluate the relative influence of certain cognitive and affective factors on customer satisfaction. Moreover, our methodology makes an attempt to throw light on the apparent confoundedness that the impact of cognitive and affective factors might have

on service satisfaction. In particular, our regression model tests whether there is any impact overlap in the influence of cognitive and affective factors on customer satisfaction, and examines the direction and magnitude of that overlap. Accordingly, the findings from this study will help the hotel service providers develop suitable service delivery system.

The results obtained from the regression analysis provide an insight on the influence of the factors considered in this study on customer satisfaction from staying in a hotel. Our analysis reflected that amongst the different factors chosen, personalization had the highest impact on satisfaction of consumers in the hotel service industry (refer to table 3). Hence, comprehending the individual choices and personalization of services will help to create a value amongst the consumers, irrespective of the segment of the hotel.

The results show a significant impact of infrastructural factors and location on service satisfaction (refer to table 3). This suggests that the infrastructural facilities such as spread of the hotel property, room size, décor etc. significantly affect the satisfaction a consumer experiences, after the stay in a hotel. Location of the hotel also adds to it, as some travelers may prefer centrally located hotels for convenience while others may prefer hotels located in isolated places, to avoid the cacophony of tourist destinations. Therefore, recognizing these differences will enable the hotelier to deliver value to the potential customers.

One of the major challenges of the hotelier is customer retention, particularly due to the proliferation of hotels and different other stay alternatives in tourist places. Therefore, a distinguished identity of a service provider helps in attracting potential customers and influencing repurchase. The study results also reflects that branding of the hotels seem to have significant impact on satisfaction (Refer to table 3). Established brand names resonates quality services, thereby attracting laggards and late majorities, as they fear to incur risk due to service failures.

However, though a brand name acts as an easy communication tool, in hotels, word of mouth also has a significant role in attracting prospective customers. The results of the study find a significant impact of word of mouth on satisfaction, reinforcing the fact that consumers consider ratings and reviews written by other consumers while evaluating a hotel. The reviews and ratings alter the consumer expectations about the services of a hotel, as consumers tend to match their personal choices with the experiences shared by the other consumers. Comprehending the reviews and altering the service design accordingly may spread positive word of mouth, particularly for the unbranded hotels, thereby increasing the likelihood to be included in the choice sets of consumers.

Table 3. Regression of individual cognitive and affective indices on service satisfaction

	Model 1	Model 2
constant	1.491***	1.491***
COGNITIVE INDICES		
Infrastructure	0.018***	
Amenities	0.008*	
Services	0.001	
Location	0.013***	
Price	0.006	
AFFECTIVE INDICES		
Hygiene		0.005
Personalization		0.021***
Brand		0.015***
Word of Mouth		0.009**
R squared	0.277	0.286
Adjusted R squared	0.266	0.278
F-stat	26.5	34.8
N	352	352

Note: $*p<0.05, **p<0.01, ***p<0.001$

The findings and discussions so far gives a direction towards understanding the significance of the influence of various factors on service satisfaction. Although both cognitive and affective factors affect service satisfaction of a consumer, results show that the magnitude and significance of their impact is different. Personalization of services, which is one of the affective factors, was found to have prominent effect on service satisfaction. Therefore, in order to remain competitive and sustainable, in the market, hotel service providers should leverage on personalization of services, over the other factors. The findings from this study therefore suggest that while designing service delivery, hoteliers need to shift the direction from rationality toward emotionality of customers. Furthermore, this shift in direction, when communicated through word of mouth, will increase the probability of customer acquisition and retention.

Table 4. Regression of general cognitive and affective indices on service satisfaction

	Model 3	**Model 4**	**Model 5**
constant	1.492***	1.491***	1.491***
General Cognitive Index(CI)	0.056***		0.025**
General Affective Index(AI)		0.048***	0.033***
R squared	0.223	0.259	0.278
Adjusted R squared	0.221	0.257	0.274
F-stat	100.5	122.1	67.1
N	352	352	352

Note: *$p<0.05$, ** $p<0.01$, *** $p<0.001$

The general cognitive and affective indices created would measure the impact of cognitive and affective factors taken together on service satisfaction. Both cognitive and affective factors, in general, significantly influences service satisfaction. (Refer to table 5) For instance, a unit increase in cognitive index leads to an increase in service satisfaction by 5.6 percent on average. We get qualitatively similar results for general affective index. However, it is interesting to note is that the effect of cognitive factors reduces by about 3.1 percentage points, when both the cognitive and affective index are taken together. The effect of affective factors also is reduced with the inclusion of cognitive factors, although with much lesser magnitude. Given that this result is statistically significant, it therefore suggests that there exists an interplay between the influences of cognitive and affective factors on service satisfaction.

Table 5. Regression testing impact overlap of cognitive and affective factors on service satisfaction

	Model 6	**Model 7**
constant	1.495***	1.493***
General Cognitive Index(CI)	0.083***	
CI*AI_category	-0.035*	
General Affective Index(AI)		0.051***
AI*CI_category		-0.007
R squared	0.237	0.260
Adjusted R squared	0.233	0.255
F-stat	54.2	61.2
N	352	352

Note: *$p<0.05$, ** $p<0.01$, *** $p<0.001$

In order to understand the impact overlap of the cognitive and affective factors on service satisfaction, we estimate the regression models as described in equations (6) and (7). Understanding this overlap will give a direction to the marketer for tangibilizing the right element of the service flower. The regression results as depicted in table 6 indicate that the influence of cognitive index on service satisfaction is significantly different across categories of affective index. In particular, the study finds that the impact of the cognitive factors is significantly lowered for people who are high on affective factors. For instance, on average the impact of cognitive factors on satisfaction is reduced from 8.3 percent to 4.8 percent, when a person is high on affective index. The results therefore reflect that the effect of cognitive factors on service satisfaction is significantly reduced under the influence of affective factors. However, as results indicate, the opposite is unlikely. The effect of affective factors on satisfaction is not significantly reduced for people who are high on cognitive factors. This is evident from the coefficient of the interaction term in equation (7), which is insignificant and of considerably less magnitude. The results therefore give a direction to the impact overlap between affective and cognitive factors on service satisfaction. We can say that the affective factors have a moderating role, on the effect of cognitive factors on satisfaction.

Human affections play a vital role in realizing satisfaction from staying in a hotel. The results from the study augment the existing literature with the finding that decision-making and satisfaction does not rely only on the platform of cognitions. The findings therefore suggest that services where customer involvement is high, like hotels human affections were found to have relatively more influence on satisfaction than cognitions. This therefore suggests that for hotels, delivery should be more customer centric, thereby adding value to the service. The finding from the impact overlap model also conforms the previous result where it was found that personalization of services has a significant impact on satisfaction. The results of the study claim that service quality in hotels can be enhanced by adding emotional tangibility through personalization in the delivery of the service.

Getting loyal customers is one of the key challenges faced by an hotelier. In this direction, the study therefore finds a need to tangibilize the services by adding emotional tangibility to help consumers visualize the service better. The results from the study therefore indicates that a hotel marketer should add more customer centric values and think of differentiating service points, particularly through affective factors, which can be customized to fit the needs and preferences of the target consumers to satisfy and retain customers. These satisfied customers will spread positive word of mouth, thereby helping the service provider acquire and retain customers.

5. Conclusion

The increased competition in different service sectors had led to the recognition of the importance of value in consumers' service evaluations and future purchase decision. Intangibility of services augments to the challenges faced by the marketers in creating value for the customers. Therefore, to meet the increasing demands of conscious consumers, a manager needs to understand what defines value in customers view for services. In addition, value is considered as an antecedent for consumer satisfaction for high involvement goods. (Cronin etal, 2000). Since hotel stay is a high involvement satisfaction related service, it is therefore necessary to understand the factors influencing customer satisfaction from staying in a hotel. The body of literature suggests that cognitive factors guide the satisfaction of consumers in hotel stay. However, leisure in humans is generally concomitant with affections, which the previous literature is relatively mute. This paper adds to the existing literature by particularly attempting to understand the role of affective factors in determining customer satisfaction, and the possible interplay between the effects of affective and cognitive factors on satisfaction. The finding of the paper elucidates the influence of personalization and word of mouth on satisfaction in hotel services, and that personalization of services may be the key to creating value and thus helping in sustainable marketing. In addition, the results give a direction to the interaction between cognitive and affective factors, stating that people significantly respond less to cognitive factors as they value affective factors more for satisfaction in hotel services. It is plausible that there

are differences in the preferences of consumers in hotel service satisfaction in form of cognitions and affections.

However, the magnitude of the impact of these cognitive and affective factors on satisfaction was found to be different. The findings from this study indicate that the impact of cognitive factors on satisfaction is greater than that of the affective factors, when separately regressed. However, the impact of cognitive factors under the influence of affective factors was almost reduced to half, suggesting an interplay between the two effects. This finding is interesting given that hotel stay is a high involvement service. The regression results evaluating this impact overlap suggest that the impact of cognitive factors on service satisfaction is significantly lowered for customers putting high value on affective factors. However, the converse is not necessarily likely to be true. This result is suggestive of the moderating influence of the affective factors on service satisfaction, reinforcing the importance of personalization in hotels. The finding therefore contributes to the existing literature by capturing the extent to which the effect of cognitive factors on satisfaction is moderated by the affective factors. This interplay is in conformity with the regression results of service satisfaction on individual cognitive and affective factors, where personalization and word of mouth was found to have a significant influence on satisfaction. A high impact of personalization and word of mouth suggests that consumers tend to be guided more by their affections in deriving satisfaction, even in hotels.

Therefore, a higher degree of personalization and a positive word of mouth communication is important for both the branded and the non-branded hotels, to attract potential customers. Understanding this interplay would help the hotelier to personalize the right service mix for consumers, thereby engendering better service satisfaction. The impact overlap model suggests that value additions in hotel service delivery should be slanted more towards affections of consumers. The results of the study, thus points toward the need for co-creating services to meet the unstated needs of consumers. Therefore, adding value to the services by co-creation will enable to give a better edge to the market followers. In addition, the research suggests that these co- creations may serve as a unique selling proposition and can be the future path for sustainability, particularly for the non-branded hotels.

Nevertheless, value additions by co creation should be complemented with proper communication to the target consumers. Value additions which are well communicated to consumers through various social media platforms as a means of promotion, is likely to spread positive word of mouth and attract potential customers. The findings from this study therefore necessitate future research on the role of social media in channelizing affections, resulting to greater customer acquisition and retention. The difference in the segment to which the hotel belongs to and the positioning of the hotel will influence the type of affective factors that will enhance the value for consumers. The finding that human cognitions are not necessarily binding when they put higher value on affections, is a necessary step towards further exploring the complementarity of these factors. Furthermore, this research highlighted the importance of personalization in services, thereby creating an opportunity to further explore the type and extent of personalization needed with respect to the different segments of hotel. Given that the study elucidated the importance of word of mouth communications, it therefore extends the possibility of further research on the role of social media for customer acquisition. The study therefore creates avenues for future researches toward designing a more customer centric and comprehensive service delivery system. Lastly, the study can be extended to understand the influence of cognitive and affective factors on service satisfaction for other types of travelers such as business and solo travelers, as categorized by the existing body of literature.

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