

Tourist Satisfaction through Hotel Aesthetics in Kuantan, Malaysia

***Mohd Adib Izzat Mohd Nor¹, Nor Asikin Shaharuddin², Muhammad Nur Amirul Syafiq bin Izahai³,
Muhammad Muizzuddin Darus⁴, Adnin Nuha binti Mohd Sukiman⁵, Umar Natuna⁶**

^{1,2,3}Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Cawangan Melaka, KM26
Jalan Lendu, 78000 Alor Gajah, Melaka, Malaysia

⁴Faculty of Art & Design, UiTM Kampus Alor Gajah Cawangan Melaka

⁵ School of Tourism, Hospitality, and Event Management, Universiti Utara Malaysia

⁶Sekolah Tinggi Agama Islam Natuna, Kepulauan Riau Indonesia

***Corresponding Author**

DOI: <https://doi.org/10.47772/IJRISS.2026.100800096>

Received: 12 August 2026; Accepted: 17 August 2026; Published: 27 August 2026

ABSTRACT

This study explores how hotel design and appearance influence tourists' satisfaction in Kuantan, Malaysia. Today, many tourists care about how a hotel looks and feels, but there hasn't been much research on how these design features affect their experience. This study focuses on three key areas that matter to tourists: the hotel's visual design (like rooms and décor), how the hotel package is presented, and the look and feel of food and dining. A total of 394 tourists who had stayed in visually attractive hotels took part in an online survey. Their responses were analyzed using SPSS. The results show that all three aesthetic elements strongly affect how satisfied tourists feel, especially the design of the overall hotel package ($\beta = 0.444$), followed by food and dining aesthetics ($\beta = 0.342$), and visual design ($\beta = 0.186$). This means when hotels are beautifully designed, culturally inspired, and visually pleasing, tourists are more likely to enjoy their stay, feel connected, and return in the future. These findings offer helpful insights for hotel operators in Kuantan to improve their services and better meet the expectations of today's tourists.

Keywords: Hotel Aesthetics, Tourist Satisfaction, Theory of Planned Behaviour (TPB), Tourist, Kuantan, Malaysia, Malaysia hospitality, Tourist.

INTRODUCTION

Tourism is one of the fastest-growing industries in Malaysia, and its success depends on how well destinations and hotels meet the needs and expectations of tourists. In recent years, the look and feel of hotels might know as their aesthetics have become an important part of the tourist experience. The design, atmosphere, and overall visual appeal of hotels and resorts help create good impressions and emotional connections with tourist. As tourists today look for unique and memorable experiences, the aesthetic features of hotels such as architecture, interior design, and cultural touches will play a big role in how satisfied they feel. This study explores how these aesthetic elements influence tourist satisfaction and their decisions to return or recommend the hotel to others. This connection, the research aims to provide useful insights for Malaysia's hospitality industry to improve its services and attract more tourists in a highly competitive market.

Research Background

Malaysia's hospitality industry is well known for its rich cultural legacy, breathtaking scenery, and outstanding customer service. However, the impact of aesthetics on tourist pleasure is one area that has gotten comparatively little attention in scholarly studies. Tourists' views and experiences are greatly influenced by aesthetics, which includes visual attractiveness, design, and the entire sensory experience (Pine et al., 1999). In Malaysia's

hospitality industry, not many studies have looked closely at how the appearance and design of hotels affect how happy tourists are. Most research has focused on things like how good the service is, how hotels use new technology, or how they stay environmentally friendly. However, the way a place looks and feels, its aesthetics hasn't been studied much. This is important because when hotels pay attention to aesthetics, they can create better experiences for guests, which can make tourists more satisfied, more likely to tell others about their stay, and more likely to come back in the future (Mehmetoglu et al., 2011).

The purpose of this study is to explore the different types of hotel aesthetics in Malaysia's hospitality industry and how they influence tourists' enjoyment and satisfaction during their stay. This study aims to give a thorough grasp of how aesthetic components contribute to tourists' total happiness by using the services quality framework model, which focuses on Service Quality and Aesthetic Quality (Parasuraman et al., 1988). This model evaluates service quality based on five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy. However, for the purpose of this research, a particular focus is placed on the tangible dimension, which relates directly to aesthetic quality, such as physical facilities, equipment, and appearance of personnel (Barnes et al., 2005).

There is a visible lack of study that particularly addresses aesthetics in Malaysia, despite the expanding corpus of literature on innovation, technology, and sustainability in the hotel industry (Ali et al., 2021; Goh, 2020). This study fills this knowledge with pressure and provides fresh perspectives on the aesthetic aspects of hospitality and their significance in improving tourist experiences. Aesthetic experience forms a crucial part of the overall service experience, significantly influencing customer behavior, satisfaction, and even post-visit intentions such as recommending a hotel or returning in the future (Kim et al., 2012). However, in the Malaysian context, this dimension has not been sufficiently integrated into empirical models or managerial strategies within the hospitality sector.

In addition to adding to the scholarly conversation on hospitality aesthetics, the researcher's conclusions will have useful ramifications for professionals in the field. By knowing what tourists like in terms of hotel design and style, hotels can improve their services to match these preferences. This can make tourists happier, encourage them to come back, and even recommend the hotel to others (Bitner et al., 1992). This idea connects to the study because it shows that a hotel's appearance is not just about decoration but it also plays an important role in the guest's overall experience. A beautiful and well-designed hotel can attract more visitors, build a strong identity, and leave a good impression. For tourists, especially those who want to relax or enjoy new cultures, the design and atmosphere of a hotel can make their stay more enjoyable and memorable (Pine et al., 1999). This can lead to higher satisfaction and increase the chance that they will return or share their positive experiences with others.

This study uses the service quality framework to look at how a hotel's aesthetic appeal affects tourist satisfaction in Kuantan, Malaysia's hospitality industry. The goal is to highlight the importance of hotel design and atmosphere and to provide useful ideas for making hotels in Kuantan, Malaysia more visually attractive and enjoyable for tourists.

Problem Statement

Aesthetic experiences play an important role in shaping how satisfied tourists feel, especially in the hospitality industry. Many people are now traveling more often because they are attracted to the beauty and design of the places they visit (Tulasi et al., 2024). In Malaysia, the hospitality sector is well known for its warm service and cultural diversity, but it still faces challenges in keeping hotels and other establishments visually appealing. The aesthetic side of hospitality, such as cleanliness, scenery, calmness, architecture, and overall beauty will strongly influence how tourists see and judge their experience. When people experience beautiful surroundings, whether in nature or in design, it often gives them feelings of joy and pleasure, making their visit more memorable and satisfying (Breby et al., 2015).

The visual appeal of hospitality services, including the design and decoration of hotels, scenic views, and overall atmosphere, greatly impacts how tourists perceive their experience. Despite the increasing focus on aesthetics in tourism, there is not much research on how the look and feel of hospitality in Malaysia affect tourists' satisfaction and their views of the destination. Most studies look at overall satisfaction or service quality, but

they do not dive into how aesthetics specifically impact a tourist's experience. This lack of detailed research shows we need a better understanding of how aesthetics influence tourist satisfaction (Tulasi et al., 2024). However, tourists often book hotels based on attractive online images, only to find that the actual experience doesn't match. This mismatch leads to disappointment, negative reviews, and decreased satisfaction, highlighting the importance of aligning expectations with reality (Smith et al., 2023). Beside that, Some hotels over-design their spaces or combine conflicting visual themes to stand out, leading to confusion and discomfort for guests. This highlights the need for a cohesive design that aligns with the brand and destination identity (Brown et al., 2022).

Aesthetics are important to people, so it makes sense that nature-based tourism gives tourists many chances to experience and appreciate beautiful qualities in nature (Breiby et al., 2023). This study looks at how different aesthetic elements, such as design, décor, cultural features, and overall atmosphere would affect tourist satisfaction in Malaysia's hospitality industry. It explores how these factors influence tourists' impressions of a place and their decisions to return or recommend it to others. The findings could give useful insights to hotel managers, tourism boards, and other stakeholders on how to better match tourists' preferences and make Malaysia an even more attractive destination.

Research Questions

1. What is the relationship between visual product quality on tourist satisfaction among hotels in Kuantan, Malaysia?
2. What the impact of package aesthetics on tourist satisfaction?
3. How taste aesthetics influence tourist satisfaction?

Research Objectives

4. To investigate the relationship between visual product quality on tourist satisfaction among hotels in Kuantan, Malaysia.
5. To assess the extent to which package aesthetics affect tourist satisfaction.
6. To examine how taste aesthetics influence tourist satisfaction.

Significance of Study

Aesthetic experiences are how a place looks, feels, and appeals to the senses are becoming an important factor in how satisfied tourists feel during their visit. These experiences include things like beautiful scenery, hotel design, traditional buildings, local decorations, and the overall mood or atmosphere of a destination. In a country like Malaysia, which has a rich culture and beautiful nature, it's important to know which aesthetic features attract tourists the most. While past research mostly focused on service quality or price, this study looks at the visual and emotional side of tourism, especially in Kuantan, a popular and growing destination. The findings add new knowledge to the field by showing that tourists are strongly influenced by how hotels look, how their packages are presented, and even how food is served (Tulasi et al., 2024; Breiby & Slåtten, 2023).

In real-world practice, this research can help hotel managers, designers, and tourism businesses improve the way their hotels and services look and feel. For example, adding traditional Malay design, natural elements, or local art can make hotel stays more unique and memorable. Simple improvements like better lighting, cleaner spaces, beautiful food presentation, and a cozy dining atmosphere can make a big difference. When a hotel looks attractive and feels welcoming, tourists are more likely to enjoy their stay, leave good reviews, and come back again (Brown & Lee, 2022; Monica et al., 2018). These insights can also help in planning renovations, advertising, and creating hotel packages that meet tourist expectations.

On a bigger scale, this study is also useful for the government and tourism planners. Since tourism brings a lot of income to Malaysia, making hotels and tourist areas more beautiful and meaningful can help improve the

country's image worldwide. The government can use this research to support better design standards, protect cultural heritage, and offer incentives to hotels that focus on aesthetics. This includes keeping traditional buildings, promoting local art, and supporting tourism that also cares about the environment and local culture. As explained by Zhang et al. (2022) and Gu et al. (2023), when tourists enjoy the beauty of a place whether it's nature or culture they are more likely to support sustainable tourism. In short, this study helps hotels, tourism operators, and policymakers create better more meaningful experiences for tourists while also protecting what makes Malaysia special.

Operational Definition

Malaysia Hospitality industry

The hospitality industry plays a significant role in Malaysia's economy, contributing to employment, revenue, and the nation's global reputation as a tourism destination (Ghazali et al., 2024). Among its key segments, the hotel sector is central, providing accommodation and enhancing the overall visitor experience. This review synthesizes existing literature on the Malaysian hotel industry, emphasizing customer satisfaction, service quality, and industry challenges. Importance of the Hospitality Industry in Malaysia, Malaysia's geographical location, cultural diversity, and government initiatives have positioned it as a major tourist destination in Southeast Asia. According to the Malaysia Tourism Performance Report (2019), The tourism industry, which accounted for approximately 6.8 percent of the Gross Domestic Product (GDP) in 2019, faced significant setbacks during the two-year COVID-19 pandemic (Statista, 2025). Hotels cater to diverse travelers, including tourists, business professionals, and locals, making them a cornerstone of the nation's tourism infrastructure (Awang et al., 2008). According to Nurul Syaquirah and Putra Faizurrahman (2014), the success of the tourism industry, especially in the hotel sector, depends on customer satisfaction.

Aesthetics on tourist satisfaction

Aesthetic elements greatly influence tourist satisfaction by engaging in the senses and emotions through natural scenery, architecture, cleanliness, and overall ambiance. More than just visual appeal, aesthetics shape how tourists perceive a destination's value and enhance their overall experience (Radzi et al., 2017). The aesthetic quality of a destination is a key part of the tourist experience, influencing emotions, perceived value, and memories. Pine and Gilmore (1999) identified aesthetics as one of four essential experience realms, while Chang (2006) highlighted how design elements like layout, color, and harmony with nature strongly affect emotional responses and tourist satisfaction. A destination's aesthetics play a key role in shaping its image, which strongly influences tourist satisfaction and future behavior, like revisiting or recommending it. Visual impressions are often the first and most lasting, affecting how tourists judge their experience (Tasci & Gartner, 2007). Visually appealing places tend to leave a more positive impact and promote word-of-mouth.

Concept of Aesthetics

Aesthetics experiences have always been important to people. Aesthetics is about creating emotions and meaning without words, making the world special and unique (Mumcu et al., 2015). Aesthetics is often described as the study of what makes things beautiful and how we appreciate art and nature. It does not only focus on how tourists see things but also on how our senses, especially our sense of taste shapes these experiences (Selz et al., 2018). Many believe that aesthetics plays a key role in the success of brands and businesses. Eye-catching designs and artistic elements are often used in marketing to attract attention and promote destinations (Mumcu et al., 2015). In everyday life, aesthetics also influences the way we choose and enjoy products and services.

People often make choices based on how visually appealing and well-designed a product or service is (Dhanabalan et al., 2018). The same applies to tourism, where the look and feel of a place can strongly influence a tourist's decision. For example, experiencing nature allows people to explore and connect with the deeper aspects of life that make it meaningful, joyful, and sometimes challenging. According to the Oxford English Dictionary, "aesthetics" refers to the branch of philosophy that explores beauty and artistic taste. In psychology, the idea of beauty is often debated because what one person finds beautiful, another might find dull or unattractive. While there's no universal experience of aesthetics, some themes are more common due to shared biology and social

influences (Averil et al., 1998).

Visual Product Aesthetics

Visual product aesthetics is all about how a hotel looks both inside and out. This includes the building's architecture, interior layout, lighting, colors, and decorations. These design elements are often the first thing tourists notice, and they can strongly influence how guests feel during their stay. When a hotel has a beautiful and well-organized design, it creates a sense of comfort, calm, and relaxation. Recent research by Breiby and Slåtten (2023) shows that the visual setting of a hotel has a direct impact on a tourist's emotions and satisfaction. In other words, when a hotel looks nice, it makes people feel better and enjoy their stay more. Likewise, Brown and Lee (2022) found that when a hotel's design is consistent and thoughtfully done, it improves how guests see the quality of the place and makes their experience more enjoyable.

Package Aesthetics

Package aesthetics refer to how hotel deals, promotions, and services are visually shown to tourists, especially online. This includes the pictures and layout on booking websites, how brochures look, the design of social media posts, and how clearly and attractively the package is explained. A hotel package that looks well-designed and professional can catch a tourist's attention and even influence their decision to book, sometimes before they know anything else about the hotel. When hotel packages are visually appealing, they make tourists feel good, increase trust, and make the offer seem more valuable (Tulasi et al., 2024). Similarly, the way hotels present themselves in digital marketing through photos, design, and layout will greatly affect what tourists expect and how satisfied they are later (Reimann et al., 2022). In short, the better the hotel package looks, the more likely people are to book and enjoy their stay.

Taste Aesthetics

Taste aesthetics are all about how food looks and feels during a dining experience at a hotel. This includes the presentation of the dishes, the style of plating, how the dining area is set up, and the overall ambiance during meals. Food is a big part of any travel experience, and when it's presented in a beautiful and thoughtful way, it can make tourists feel more satisfied and happier with their stay. The way food is presented can shape how tourists see the hotel but sometimes even more than other services (Bonard et al., 2021). Meanwhile, when hotels combine good food presentation with cultural touches, it leaves a strong, lasting impression on guests and increases their overall enjoyment and satisfaction (Tulasi et al., 2024). In short, a great meal isn't just about taste, it's also about what tourists see, feel, and remember.

LITERATURE REVIEW

Introduction

Aesthetics play an important role in our lives as consumers and strongly influence how satisfied we feel (Bolen et al., 2020). In tourism, aesthetics often linked to the idea of "beauty" is a key part of the overall experience (Genc et al., 2020). The visual and sensory qualities of a destination, such as its scenery, architecture, and atmosphere, shape how tourists experience and remember their visit (Zhang et al., 2020). Aesthetics can be described as a set of principles related to nature and how people perceive beauty (Diessner et al., 2018).

The attractive, inviting, and comfortable parts of a design are linked to its aesthetic appeal, which strongly influences personal satisfaction (Tulasi et al., 2024). The hospitality industry is constantly evolving into a highly competitive market. On top of that, the aesthetic elements of hospitality spaces like design, décor, and ambiance will help draw in tourists and make them feel satisfied (Preko et al., 2022). Features such as beautiful architectural design, interior harmony, and scenic views in hotel restaurants contribute greatly to creating memorable and emotionally engaging guest experiences (Brown & Lee, 2022; Gu et al., 2023). Aesthetics not only influence tourists' first impressions but also increase their likelihood of returning and recommend the destination to others.

Tourist Satisfaction (DV)

Parasuraman et al. (1988) have recognized assurance as an important factor of service quality, in addition to tangibles, timeliness, and reliability. They suggested that each of these factors greatly raises tourist satisfaction (Biswas et al., 2020). Tourist Ragavan et al. (2014) and Valduga et al. (2019) determined tourist perception and satisfaction towards a tourist destination by assessing numerous destination attributes involving accommodations and foods, attractions, climate and image, products, accessibility, culture, communities and price (Ragavan et al., 2014; Valduga et al., 2019).

Tourist satisfaction is often described as the result of comparing what a person expected from their trip with what they experienced (Bowling et al., 2021). If the experience meets or exceeds their expectations, they feel satisfied. This satisfaction plays an important role in predicting a tourist's future behavior. For example, whether they will come back to the same place or recommend it to others. These ideas have been studied for many years in tourism, marketing, and management. Explained that satisfaction is a strong predictor of customer loyalty and positive word-of-mouth, meaning happy tourists are more likely to tell others about their good experiences (Oliver et al., 1997). Similarly, how tourists see or feel about a destination's image, including its food, accommodation, and overall vibe will greatly affect how satisfied they are and whether they would return (Chen et al., 2021). More recent research supports this idea, showing that when tourists are happy with things like hotel comfort and food quality, they are more likely to promote the place to their friends, family, or social media followers (Rahman et al., 2022; Li & Wen, 2023).

Visual Product Aesthetics (IV)

The word "aesthetics," which refers to sensory experiences, comes from the Greek word "aisthetikos" (Hoyer et al., 2011). Two definitions of aesthetics have been employed in academic writing. First, to describe a theory of the beautiful, and second, to describe an individual's sensibility to the beautiful (Hoyer & Stokburger-Sauer, 2011). Aesthetic appreciation involves shared mental and emotional processes that go beyond the object's actual meaning people can find beauty in things regardless of how expensive or rare they are (Shi et al., 2021). For example, a thoughtfully designed hotel room, even if simple, can create strong aesthetic value. Previous research mainly treated tourism aesthetics as a one-dimensional destination attribute whereas the content, or which aspects of a destination comprise its beauty, has not received much analysis (Kirillova et al., 2015). Moreover, a contrast in aesthetic qualities between one's home and the vacation environments, or aesthetic distance, has not been considered (Kirillova & Lehto, 2015).

Aesthetics of product is a valuable element because many tourists purchase not only a product but also value and experience. Tourists' inferring of product design is mainly related to how they are in an interaction with the product (Mumcu et al., 2015). The centrality of aesthetics in products is critical to understand tourists' purchase decisions.

The centrality of visual product aesthetics is explained as the total level of significance that the connection between consumers and the products provided by visual aesthetics (Bloch et al., 2003). The importance of visual product aesthetics shows how lasting interest in a product can come from its aesthetic appeal.

Aesthetics of product is a valuable element because many tourists purchase not only a product but also value and experience. Tourists' inferring of product design is mainly related to how they are in an interaction with the product (Mumcu et al., 2015). The centrality of aesthetics in products is critical to understand tourists' purchase decisions. The centrality of visual product aesthetics is explained as the total level of significance that the connection between consumers and the products provided by visual aesthetics (Bloch et al., 2003). Recent research supports that a strong aesthetic design whether in hotel décor, digital marketing, or room layout it can lead to deeper interest, emotional attachment, and long-term loyalty (Zhou & Guo, 2022; Tulasi et al., 2024). The importance of visual product aesthetics shows how lasting interest in a product can come from its aesthetic appeal.

Package Aesthetics (IV)

Package aesthetics is about how travel packages are presented and designed to catch the eye and connect emotionally with potential tourists (Tulasi et al., 2024). This includes visual elements like colours, layouts, and

images, as well as the overall theme and how well everything fits together. A well-designed package can strongly influence tourist decisions and behaviour (Orth et al., 2019). In tourism, package themes often focus on concepts like luxury, adventure, nature, or cultural discovery, ensuring that every part of the package like accommodation, activities, and marketing it works together in harmony (Zhou & Wang, 2023). The importance of aesthetics in product design has been widely recognized (Veryzer et al., 1998). In tourism, how a travel experience is packaged creates its visual identity. This visual identity influences tourists' first impressions, which can impact how they perceive the value and quality of the travel experience (Chen et al., 2019).

Attractive package designs can activate emotional areas of the brain, influencing how people make decisions (Reimann et al., 2020). Appealing to tourists' emotions like excitement, relaxation, or nostalgia will help create lasting memories and build brand loyalty (Lee & Kim, 2021). Interestingly, studies show that tourists are often more drawn to lesser-known brands with eye-catching packaging than to famous brands with plain or unattractive designs. This is because attractive packaging stimulates the brain's reward system, making the offering seem more appealing and worth choosing (Park et al., 2022).

Taste Aesthetics (IV)

Taste aesthetics refers to the sensory and cultural appreciation of food and drink, which plays a significant role in tourism and hospitality (Tulasi et al., 2024). Taste is linked to a person's sense of aesthetics in psychological terms, as aesthetics is seen as a quality closely tied to beauty (Hoyer et al., 2012). People with an aesthetic sense tend to have more refined tastes in design and better overall preferences as tourists (Ravasi et al., 2012). Aesthetics and taste are part of the pleasure-driven aspect of consumerism (Bonard et al., 2021). Personal preferences impact the neighbourhoods people live in, how they decorate their homes, the clothes they wear, the appliances they buy, and the cars they choose (Tulasi et al., 2024). Both marketing and tourism depend on understanding consumer behaviour, including taste. What is considered "good taste" is often set by cultural or industry experts, yet there's growing discussion around whether everyday consumers can develop their own refined taste or simply follow trends (Lee & Han, 2022). In tourism, this debate matters because food and drink are not just about flavour, but they reflect cultural identity, aesthetic experience, and emotional memory. Creating taste experiences that blend local Flavors, artistic presentation, and ambiance can greatly enhance tourist satisfaction and make destinations more memorable and authentic (Park & Kim, 2023). Interestingly, what counts as good taste is often defined by cultural or industry experts, sparking ongoing debates about whether everyday consumers can truly have refined or informed taste.

Conceptual Framework

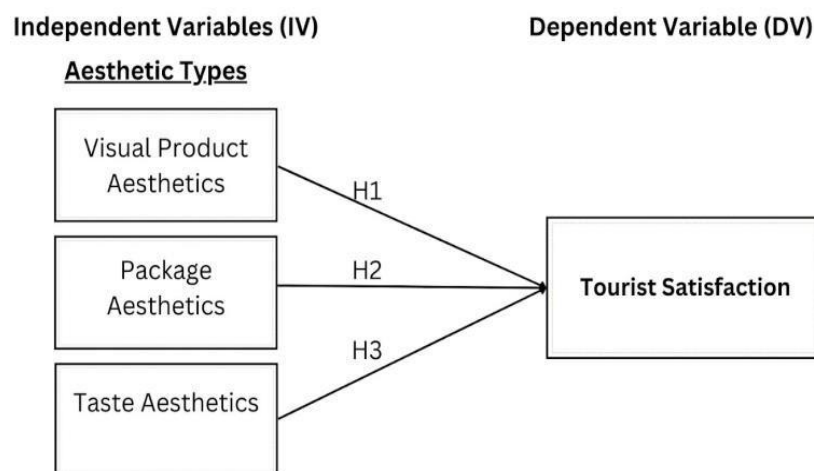


Figure 1: Conceptual Framework Adapted from Tulasi et al., (2024).

1) Visual Product Aesthetics and Tourist Satisfaction

Previous studies have explored how packaging and the visual appeal of products influence tourists' enjoyment (Chitturi et al., 2021). Positive perceptions of aesthetics can make a destination more likely to be chosen and can

enhance tourists' overall experience. For example, there are specific guidelines on how food should be presented to make it more appealing (Tulasi et al., 2024). However, people from different cultural backgrounds often have varying opinions about food because of their unique cultural experiences, personal histories, and the types of dishes common in their communities (Priyadarshini S et al., 2024).

Hypothesis 1: There is a positive relationship between the visual product aesthetics of a hospitality establishment and tourist satisfaction.

2) Package Aesthetics and Tourist Satisfaction

Package aesthetics refers to the visual and sensory appeal of travel and hospitality services. It focuses on how products and experiences are presented to tourists, including elements like design, colours, material quality, and how well they reflect cultural themes. In tourism, package aesthetics significantly impact how tourists perceive offerings, evoke emotions, and make decisions. According to Pine and Gilmore (1999), aesthetic features in tourism improve the overall experience, helping tourists feel more engaged with the destination. Additionally, propose that aesthetic appeal can trigger emotional reactions, resulting in higher satisfaction with the services offered (Kotler et al., 2020).

Hypothesis 2: Tourists' satisfaction with aesthetic experiences is positively influenced by the aesthetics of service packages and promotional materials.

3) Taste Aesthetics and Tourist Satisfaction

Taste aesthetics refer to the sensory experience of food and drink, including the presentation, flavor, and texture. In hospitality, food is often a central element of the tourist experience, and its aesthetic appeal both in terms of appearance and taste can have a significant impact on overall satisfaction. Dishes that are well-prepared and beautifully presented can enhance tourists' sensory experiences and create a strong emotional connection. Studies show that enjoying food is one of the biggest factors influencing overall satisfaction in hospitality (Ryu et al., 2007). Adding local or culturally meaningful flavors also makes the experience feel more authentic and increases its aesthetic appeal.

Hypothesis 3: The aesthetic appeal of taste aesthetics positively impacts tourist satisfaction in the hotel industry.

Research Hypothesis

1. H1: There is a positive relationship between the visual product aesthetics of a hospitality establishment and tourist satisfaction.

This hypothesis suggests that better visual product aesthetics will lead to higher levels of tourist satisfaction.

2. H2: Tourists' satisfaction with aesthetic experiences is positively influenced by the aesthetics of service packages and promotional materials.

This hypothesis proposes that more appealing package aesthetics will influence tourist satisfaction.

3. H3: The aesthetic appeal of taste aesthetics positively impacts tourist satisfaction in the hotel industry.

This hypothesis indicates that better taste aesthetics will result in greater tourist satisfaction in the hotel industry.

Theory of Planned Behaviour (TPB)

Tourist satisfaction is a key part of tourism management because it strongly affects whether tourists will return to a destination or recommend it to others (Yap et al., 2018). Using the Theory of Planned Behaviour (TPB), this concept can be better understood by looking at how psychological factors like attitudes, social influences

(subjective norms), and perceived control will shape tourists' satisfaction with hotel aesthetics. This satisfaction then influences their future behaviours (Ajzen, 1991; Wong et al., 2024).

A tourist's attitude toward hotel design plays a big role in their satisfaction. Hotels that match a tourist's expectations for style or ambiance tend to lead to positive feelings about the stay (Breiby & Slåtten, 2018). On the other hand, poorly maintained or unattractive hotels can lead to dissatisfaction. In places like Kuantan, Malaysia, where tourists seek a mix of cultural and natural appeal, hotel aesthetics are especially important. Besides that, social influences, like recommendations from family, friends, or online reviews, also impact satisfaction. If others praise a hotel's design, it can shape a tourist's decision to stay there (Wong et al., 2024). In places like Kuantan, growing awareness of eco-friendly or minimalist designs further affects tourists' expectations.

Perceived behavioural control is about how easy tourists think it is to enjoy a hotel's aesthetics (Faludi et al., 2025). Things like price, location, and accessibility matter, if a hotel looks nice but is too pricey or hard to reach, satisfaction may drop (Ajzen, 1991). But if it's affordable, easy to access, and fits personal taste, tourists are more likely to feel satisfied (Breiby & Slåtten, 2018). When tourists have a positive view of a hotel's design, are influenced by others' good opinions, and feel they can easily enjoy the experience, they're more likely to return, recommend the hotel, or share it online (Wong et al., 2024). This boosts hotel loyalty and strengthens Kuantan's image as a tourist spot. To attract more guests, hotels in Kuantan should focus on appealing aesthetics that reflect local culture and nature, while offering modern comforts. Encouraging positive reviews, keeping prices reasonable, and being easy to reach can all improve satisfaction. Promoting their design on platforms like Instagram can also help draw in tourists looking for unique experiences.

METHODOLOGY

Research Design

This study aims to explore the factors that influence the relationship between aesthetic experiences and tourist satisfaction in Kuantan, Malaysia's hospitality industry. It also seeks to identify which types of aesthetics have the biggest impact on tourist satisfaction when choosing hotels. The research uses a quantitative design, relying on online surveys to collect numerical data and test hypotheses about how aesthetics affects tourist satisfaction in Kuantan Malaysian hotels. The survey will be shared by using the QR code and through social media platforms like Instagram, Facebook, and WhatsApp, as well as travel forums, hospitality websites, and email outreach. QR code most easy to access rather than to click the link of survey. This approach helps reach a wide range of respondents with tourism experience in Malaysia.

Therefore, to gather data, the researchers will distribute online survey forms via email and social media platforms, targeting tourists at popular aesthetics hotels, and resorts in specific areas. The choosing of the hotel selection mostly is using the element of the aesthetics. The data was collected at the hotel in Kuantan city area. Using a quantitative research design with online surveys is suitable for this study because it allows the researchers to reach a wide audience quickly and efficiently. This method helps collect a large amount of data, improving response rates and ensuring accuracy. The online format also gives participants the flexibility to respond at their convenience. Overall, this approach provides valuable insights into the connection between aesthetics and tourist satisfaction, helping us better understand how aesthetics influence Malaysia's hospitality industry.

Unit of Analysis

The unit of analysis is the major entity that is being studied. It answers the question of "what" or "who" is being studied in research. Simply put, it is the specific entity that researchers observe, describe, or analyze. Understanding the unit of analysis is important because it helps clarify the scope of the research and ensures the study is focused on the right subject. This research aims to understand how aesthetic experiences affect tourist satisfaction in the Malaysian hospitality industry. The focus is on what individual tourists think, feel, and perceive about the aesthetics of their experience.

Data is collected through online surveys distributed to tourists aged 18 and above. The survey questions are designed to explore each tourist's experience with aesthetics in hotels. The data analysis will examine individual responses to identify patterns and connections between aesthetic features and satisfaction levels. Each tourist who participates in the survey is considered a unit of analysis. The study does not focus on the overall industry or specific hotels, but rather on how individual adult tourists experience and respond to aesthetic elements during their stay especially in Kuantan.

Sample Size / Population

According to the statistics from the Immigration Department of Malaysia, 24.6 million international tourists visited Malaysia in 2010 (Tourism Malaysia, 2010). Sample size determination is the process of deciding how many individuals, items, or observations should be included in a sample for a study. It ensures that the sample is large enough to provide reliable and accurate results while still being manageable for analysis. According to Turner (2020), Taking a sample from the population is often more convenient because it makes data collection quicker and less expensive compared to trying to gather information from every single person in the population.

According to the Tourism Pahang. Pahang, a state on the east coast of Malaysia, had 13.7 million tourists in 2024. This was more than their goal of 13.5 million. In 2023, Pahang had 13.2 million tourists, and in 2022, only 10.18 million. In 2021, the number was very low (2 million) because of Covid-19. The top tourist spots in Pahang in 2024 especially for Kuantan around 2.28 million tourists visit this place, and it will give a big impact for local and international businesses to grow the business in future.



Figure 2: Tourist Arrival to Pahang

According to Tourism and Culture Committee chairman Leong Yu Man, Genting Highlands was the most visited tourist destination in Pahang in 2023, recording 8.55 million visitors. This was followed by Kuantan with 2.28 million visitors, and Cameron Highlands with 1.37 million visitors. For research purposes, particularly if a survey is to be conducted among tourists, it is important to determine an appropriate sample size. Referring to the sample size determination table by Krejcie and Morgan (1970), for any population exceeding 100,000 individuals, a sample size of approximately 384 respondents is considered sufficient to ensure a 95% confidence level with a 5% margin of error. Therefore, for this research studies focused on Kuantan, a minimum sample size of 384 is recommended. A sample size of 384 to 400 respondents, distributed proportionally across the destinations, would still be statistically valid, if sampling is conducted randomly and representatively.

Tourism Malaysia reported a 5.6% increase in visitor arrivals from January to November 2024, reaching over 34 million tourists compared to the same period in 2019. This growth reflects Malaysia's rising appeal as a travel destination. This study focuses on how hotel design affects tourist satisfaction, specifically targeting tourists who have stayed in aesthetically appealing hotels. A total of 384 respondents, both male and female, will be selected based on their willingness to participate and their experience with design-focused hotels. This approach ensures relevant insights into how hotel aesthetics influence satisfaction, the likelihood of revisiting, and

recommendations to others.

Sampling Technique

This study focuses on tourists visiting Kuantan Malaysia who are attracted to aesthetic hotels, especially those who appreciate the visual design and overall look of these accommodations such as hotel. The target population includes all such tourists, while the sample is made up of a smaller group who specifically value aesthetics during their travels. Sampling is an important part of the research because it allows researchers to collect data from a portion of the population and draw meaningful conclusions. As Deming (1950) explains, sampling uses probability theory to ensure the data collected is reliable and accurate, combining scientific methods with practical approaches.

In this study, the researchers will use a non-probability sampling method called convenience sampling. This means they will collect data from people who are easy to reach (Rahi, 2017). Convenience sampling is practical and saves time, especially when it's not possible to access the entire population. Using this method, researchers will gather responses from tourists who are readily available to answer the survey, such as those staying in or visiting selected aesthetic hotels in Kuantan, Malaysia.

This method ensures that the study focuses more on participants who meet the research criteria, making the collected data are relevant to the study's objectives. Participants will be invited and involved to take part in the survey, providing valuable insights into their preferences, motivations, and experiences related to aesthetic hotels in Kuantan. This sampling technique ensures that the collected data aligns with the study's aim of exploring the importance of tourist satisfaction towards aesthetics hotel in tourism hospitality.

Instrument Development

Objectives of the research must be achieved, therefore questionnaires prepared to measure the formulate variables of the research framework. Each visual product aesthetics, package aesthetics, and taste aesthetics will be measured using multiple items. The survey consisted of 3 sections covering demographic questions, independent variables, and the dependent variable is the question to be answered by the respondent.

Table 1 Summarizes the section in the questionnaire

Section	Aspect Tourist Satisfaction	Source	No. of Item
A	Demographic profile A1. Gender A2. Age A3. Race A4. Religion A5. Nationality A6. Education Level A7. Occupation		7
B	Perception of Aesthetic Aspects (Psychographic)		
	B1. How would you rate the overall interior design of the hotel?		
	B2. Did the color scheme in the hotel enhance your experience?		
	B3. What motivated you to choose the aesthetic in the hotel? B4. What is your preferred duration to stay in an Aesthetic Hotel?	(Tulasi et al., 2024)	7
	B5. Where did you first hear about this Aesthetics Hotel?		

	B6. What type of transportation did you use to travel to the destination?		
	B7. What aspects of the aesthetic hotel did you enjoy the most?		
C	Survey about tourist satisfaction on Aesthetics experiences.		
	C1. The hotel's exterior design (architecture, entrance) was visually appealing.		
	C2. The overall interior design of the hotel (lobby, corridors, public spaces) enhanced my experience.		
	C3. The hotel room design and decor were comfortable and visually satisfying.		
	C4. The furniture and furnishings in the hotel were well-coordinated and visually pleasing.		
	C5. The lighting and color schemes in the hotel created a welcoming and aesthetically enjoyable atmosphere.		
	C6. The artwork and decorative elements in the hotel were visually striking and well-integrated into the overall design.		
	C7. The design of the hotel blended modern and traditional Malaysian elements in a visually appealing way.		
	C8. The design of the tourist destination looks attractive to me.		
	C9. The packaging of the destination is creatively designed.	(Tulasi et al., 2024)	24
	C10. The design and visual appeal of the hotel's overall package (accommodation, services, amenities) enhanced my stay.		
	C11. The overall look of the tourist destination is visually appealing.		
	C12. The hotel's aesthetic appeal was an important factor in my decision to choose this accommodation during my visit to Malaysia.		
C13. The outdoor spaces, such as gardens or pool areas, were designed in a way that complemented the hotel's overall aesthetic, enhancing my experience.			
C14. I think the aesthetic taste of hotel destinations can be improved.			
C15. The presentation of food at the hotel's restaurant was visually appealing and matched the quality of the cuisine.			
C16. A person who has bad aesthetic taste is a person who likes things that have no aesthetic values.			
C17. The atmosphere in the hotel's dining areas (lighting, music, décor) contributed positively to your overall dining satisfaction.			
C18. I visit the aesthetic hotel because of aesthetic tastes' value.			
C19. The hotel's design and architecture made a positive impression on my overall experience.			

C20. I am satisfied with the package aesthetics of these tourist destinations.
C21. I felt joy and satisfaction after visiting the tourist destinations.
C22. The hotel's aesthetic design made me feel connected to the local culture and environment.
C23. I would revisit tourists' destinations because of their aesthetics in the future.
C24. I am willing to recommend tourists' destinations I have visited to family and friends because of their aesthetics.

With only minor adjustments from previous studies, the items for the questions will be obtained. Part A, covers the demographic profile of the respondents, asking for personal details like gender, age, race, occupation, nationality, religion, education level and state. Part B is divided into three sections to assess the independent variables: visual product aesthetics, package aesthetics, and taste aesthetics. Part C focuses on the dependent variable, examining how aesthetics experiences impact customer satisfaction in the Malaysian hospitality industry ("Heritage, Culture and Society," 2016). Both Part B and C will use a five-point Likert scale. In total, the questionnaire includes about 24 items.

Table 2 Questionnaires' item and sources using Likert scale

Variable	Scale	No. of Items
Visual Product Aesthetics Package Aesthetics	Likert scale	7
Taste Aesthetics		6
Tourist Satisfaction		5
		6

Source: Adapted from (Tulasi et al., 2024)

Pilot Test

A pilot study was carried out to test the research methods—whether they were qualitative, quantitative, or a mix of both. For this pilot test, 10% of the total sample size (which is about 30 respondents out of 384) was selected. These participants were tourists. The purpose of this pilot test was to make sure that the survey questions, especially those related to the independent variables, were appropriate and easy for tourists to understand and answer. This helped improve the quality and reliability of the actual survey before it was officially distributed.

Table3: Scale of Cronbach's Alpha Value

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.7$	Good
$0.7 > \alpha \geq 0.6$	Acceptable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table above show the result of the reliability test for each variable, Cronbach's alpha coefficients of all sections

were above 0.6, which is considered an acceptable level of reliability (Sekaran, 2006).

Pilot Test Reliability Test

Table 4 Reliability Test

Variable Name	Cronbach's Alpha	Number of Item
Visual Product Aesthetics	0.949	7
Package Aesthetics	0.923	6
Taste Aesthetics	0.886	5
Tourist Satisfaction	0.936	6
TOTAL IV+DV	0.976	24

Data Collection

The data will be collected through an online survey designed to assess the factors influencing the relationship between aesthetic types and tourist satisfaction in the hospitality industry in Malaysia (Quang & Vo-Thanh, 2025). The survey will be distributed digitally, allowing for a broader reach and greater convenience for respondents. The questionnaire will be distributed through various online platforms, such as social media, travel forums, hospitality websites, and email outreach. This approach aims to reach a diverse group of respondents who have tourism experience in Kuantan, Malaysia.

Before starting the survey, respondents will see a short introduction explaining the purpose of the research. The first page of the online questionnaire will include the study's title, a brief overview of its objectives, and clear instructions to help participants complete it. To reach a wider audience, the survey will be available in both English and Malay. It will be organized into three sections to make the process clear, structured, and user-friendly for respondents.

Data Analysis

The data collected for this study will be analyzed using SPSS (Statistical Package for the Social Sciences) software. The analysis will be conducted in alignment with the study's objectives, utilizing Descriptive Statistical Analysis and Pearson's correlation methods. The descriptive analysis will be used to analyze the population and the factors determining tourist satisfaction with Aesthetic Experience at hotels in Malaysia. Pearson's correlation will be used to examine the relationship between the independent and dependent variables in order to test the hypotheses. Additionally, multiple regression analysis will be conducted to evaluate the significance of the variables. This helped determine whether the relationship between the independent and dependent variables was positive, negative, or nonexistent.

Findings

Respondent Profile

The demographic table shows that out of 394 respondents, the majority (55.8%) are between the ages of 25 and 30. Most of them are male (59.9%), while females make up 40.1%. A large portion of the respondents are Malay (96.2%) and Muslim (97.7%), and all of them are Malaysian citizens. In terms of occupation, 60.4% are working adults. When it comes to education, the majority (79.4%) hold either a Diploma or Degree qualification.

Table 5: Demographic Frequency Analysis (Sample size=394)

	Variables	Frequency	Percentage %
Gender	Male	236	59.9%
	Female	158	40.1%
Age Group	18-24	121	30.7%
	25-30	220	55.9%
	31-40	30	7.6%
	41 or above	23	5.8%
Race	Malay	379	96.2%
	Chinese	4	1%
	Indian	3	0.8%
	Others	4	1%
	(Iban)	1	0.3%
	(Bajau)	1	0.3%
	(Sea Dayak)	1	0.3%
	(Banjar)	1	0.3%
Religion	Islam	385	97.7%
	Christianity	4	1%
	Hinduism	2	0.5%
	Buddhism	2	0.5%
	Others	1	0.3%
Nationality	Malaysian	394	100%
	Non-Malaysian	-	-
Education Level	High School	61	15.5%
	Undergraduate	313	79.4%
	Postgraduate	14	3.5%
	Others	6	1.6%
Occupation	Student	124	31.5%
	Working Adult	238	60.4%
	Retired	5	1.3%

	Unemployed	15	3.8%
	Other	12	3.0%
How would you rate the overall interior design of the hotel?	Excellent	141	35.8%
	Good	233	59.0%
	Neutral	18	4.6%
	Poor	1	0.3%
	Very Poor	1	0.3%
Did the color scheme in the hotel enhance your experience?	Yes, It was very pleasing	224	56.8%
	Yes, somewhat	129	32.7%
	Neutral	40	10.2%
	No, it was not pleasing	- 1	- 0.3%
What motivated you to choose the aesthetic in the hotel?	Personal interest in the destination	127	32.2%
	To experience something new and unique	145	36.8%
	Recommended by others	41	10.4%
	To spend time with family and friends	81	20.6%
What is your preferred duration to stay in an Aesthetic Hotel?	Less than 1 day	12	3.0%
	1 day	47	11.9%
	1-2 days	175	44.5%
	3 days 2 night	137	34.8%
	3 days and above	23	5.8%
Where did you first hear about this Aesthetics Hotel?	Friends and relatives	90	22.8%
	Social media (instagram, X, Facebook, etc)	178	45.2%
	Previous visit to the places	49	12.4%
		47	11.9%
	Travel blogs or Review New trends	28	7.1%
	Others: (Booking.com)	2	0.6%
What type of transportation did you use to travel to the destination?	Car	344	87.3%
	Motorcycle	11	2.8%
	Bus	15	3.8%
	Airplane	24	6.1%

What aspects of the aesthetic hotel did you enjoy the most?	Interior décor Furnishing layout	97	24.6%
	Color schemes used in the design	48	12.1%
	Clean maintenance	35	8.9%
	Theme or Concept of the hotel design	56	14.2%
	Use of local cultural aesthetics	66	16.8%
	Views from the hotel (Cityscape, beach, mountains)	17	4.3%
	Other	74	18.8%
		1	0.3%

Descriptive Analysis

The table below is used to describe the result after inserting the data in SPSS. It also describes the level of mean for 3 variables which are Visual Product Aesthetics, Package Aesthetics, Taste Aesthetics (independent variable) towards the dependent variable of the study which is Tourist satisfaction.

Table 6: Rule of Mean Score

Level	Mean Score
Low	1.00 - 2.33
Moderate	2.34 - 3.67
High	3.68 - 5.00

Source:Bougie,(2013)

Table 7: Variables' Descriptive Analysis (Sample Size=394)

INDEPENDENT VARIABLE 1	Min	Max	Mean	Std. Deviation
Visual Product Aesthetics				
The hotel's exterior design (architecture, entrance) was visually appealing.	1	5	4.23	.864
The overall interior design of the hotel (lobby, corridors, public spaces) enhanced my experience.	1	5	4.28	.832
The hotel room design offered comfort with pleasing visuals.	1	5	4.34	.842
The hotel furniture was well-coordinated, visually pleasing.	1	5	4.34	.871
The lighting with color schemes enhanced the hotel's inviting ambiance.	1	5	4.35	.846
Striking artwork blended smoothly with the hotel's overall design.	1	5	4.34	.841
The design of the hotel blended modern and traditional				

Malaysian elements in a visually appealing way.	1	5	4.31	.877
<u>Package Aesthetics</u>				
The design of the tourist destination looks attractive to me. The packaging of the destination is creatively designed.	1	5	4.34	.860
	1	5	4.36	.801
Overall hotel design (accommodation, services, amenities) enhanced my experience.	1	5	4.34	.824
The overall look of the tourist destination is visually appealing.				
The hotel's aesthetic appeal was an important factor in my decision to choose this accommodation during my visit to Kuantan.	1	5	4.40	.789
The outdoor spaces, such as gardens or pool areas, were designed in a way that complemented the hotel's overall aesthetic, enhancing my experience.	1	5	4.33	.809
	1	5	4.35	.819
<u>Taste Aesthetics</u>				
I think the aesthetic taste of hotel destinations can be improved.	1	5	4.37	.868
Visually appealing food presentation reflected the cuisine's quality.	1	5	4.37	.823
A person who has bad aesthetic taste is a person who likes things that have no aesthetic values.	1	5	4.17	1.023
The atmosphere in the hotel's dining areas (lighting, music, décor) contributed positively to your overall dining satisfaction.	1	5	4.32	.826
I visit the aesthetic hotel because of aesthetic tastes' value.	1	5	4.36	.866
<u>Tourist Satisfaction Through Hotel Aesthetics</u>				
Hotel architecture contributed positively to my experience.	1	5	4.45	.813
I am satisfied with the package aesthetics of these tourist destinations.	1	5	4.39	.815
I felt joy after visiting the tourist destinations.	1	5	4.41	.828
The hotel's aesthetic design made me feel connected to the local culture and environment.	1	5	4.38	.809
I would revisit tourists' destinations because of their aesthetics in the future.	1	5	4.37	.754
I am willing to recommend tourists' destinations I have visited to family and friends because of their aesthetics.	1	5	4.44	.799

Table above shows the green highlight shows the highest mean and the red highlight is the least.

From the means and standard deviation of visual product aesthetics shown in the table above, we could conclude that the respondents strongly agree with the statement of 'The lighting with color schemes enhanced the hotel's inviting ambiance.'. This can be proven when the mean value is highest compared to the others (4.40). As for the question with the lowest mean value 4.23 is 'The hotel's exterior design (architecture, entrance) was visually

appealing.’.

From the means and standard deviation of package aesthetics shown in the table above, we could conclude that the respondents strongly agree with the statement of ‘The overall look of the tourist destination is visually appealing.’. This can be proven when the mean value is highest compared to the others (4.35). As for the question with the lowest mean value 4.33 is ‘The hotel’s aesthetic appeal was an important factor in my decision to choose this accommodation during my visit to Kuantan.’.

The mean and standard deviation of taste aesthetics that shows in the table above recorded 2 questions that the respondents strongly agree with the statement of ‘I think the aesthetic taste of hotel destinations can be improved.’ and ‘Visually appealing food presentation reflected the cuisine’s quality.’ This statement has the same mean with the highest mean value of 4.37. Meanwhile the question of ‘A person who has bad aesthetic taste is a person who likes things that have no aesthetic values.’ got the lowest mean value which is 4.17.

From the table above we could tell the value of mean and standard deviation for the dependent variable for this study which is tourist satisfaction. The respondents strongly agree with the statement of ‘Hotel architecture contributed positively to my experience.’ with 4.45 of the mean value. The lowest mean value of 4.37 where the statement is ‘I would revisit tourists’ destinations because of their aesthetics in the future.’.

Relationship Analysis (Correlation / Regression)

Pearson's correlation analysis is conducted to study the relationship between independent variables which are visual product aesthetics, package aesthetics, taste aesthetics and the dependent variable which is the tourist satisfaction.

Table 8: Pearson’s Correlations Analysis

Tourist satisfaction			Visual product aesthetics	Package aesthetics	Taste aesthetics
DV	Pearson Correlation	1	.840**	.901**	.877**
	Sig. (2-tailed) N		<.001	<.001	<.001
		394	394	394	394
IV1	Pearson Correlation	.840**	1	.859**	.800**
	Sig. (2-tailed) N	<.001		<.001	<.001
		394	394	394	394
IV2	Pearson Correlation	.901**	.859**	1	.870**
	Sig. (2-tailed) N	<.001	<.001		<.001
		394	394	394	394
IV3	Pearson Correlation	.877**	.800**	.870**	1
	Sig. (2-tailed) N	<.001	<.001	<.001	
		394	394	394	394

A Pearson product-moment correlation coefficient was computed to assess the relationship between the visual product aesthetics of a hospitality establishment and tourist satisfaction. There was a positive correlation between visual product aesthetics and tourist satisfaction, $r = 0.840$, $n = 394$, $p = 0.001$. Overall, there was a moderate, positive correlation between visual product aesthetics and tourist satisfaction. Increases in visual product

aesthetics were correlated with increases in tourist satisfaction.

A Pearson product-moment correlation coefficient was computed to assess the relationship between tourists' satisfaction with aesthetic experiences is positively influenced by the aesthetics of service packages and promotional materials. There was a positive correlation between package aesthetics and tourist satisfaction, $r = 0.901$, $n = 394$, $p = 0.001$. Overall, there was a moderate, positive correlation between visual product aesthetics and tourist satisfaction. Increases in visual product aesthetics were correlated with increases in tourist satisfaction.

A Pearson product-moment correlation coefficient was computed to assess the relationship between The aesthetic appeal of taste aesthetics positively impacts tourist satisfaction in the hotel industry. There was a positive correlation between taste aesthetics and tourist satisfaction, $r = 0.877$, $n = 394$, $p = 0.001$. Overall, there was a moderate, positive correlation between taste aesthetics and tourist satisfaction. Increases in taste aesthetics were correlated with increases in tourist satisfaction.

Multiple Regression Analysis

This analysis was conducted to examine whether the aesthetics of hotels which are visual product aesthetics, package aesthetics and taste aesthetics could influence the tourist satisfaction through hotel aesthetics in Kuantan, Malaysia. It was hypothesized that all 3 independent variables will positively influence the tourist satisfaction through hotel aesthetics in Kuantan, Malaysia. In order to test the hypotheses, multiple regression analysis was used.

Table 9: Model Summary

Model	R	R Square	Adjust R Square	Std. Error of the estimate
1	.925 ^a	.856	.855	.26926

a. Predictors: (Constant), taste aesthetics, visual product aesthetics, package aesthetics.

Table 10: ANOVA^a

Model	Sum of Squares	df	Means Square	F	Sig.
Regression	168.031	3	56.010	772.546	<.001 ^b
Residual	28.275	390	.073		
Total	196.307	393			

a. Dependent Variable: DV

b. Predictors: (Constant), IV3, IV1, IV2

Table 11: Coefficients

Model	Unstandardized B	Coefficient Std Error	Standardized Coefficient Beta	t	sig.
(Constant)	.298	.087		3.431	<.001
Visual Product aesthetics	.175	.036	.186	4.844	<.001

Package Aesthetics	.449	.047	.444	9.528	<.001
Taste Aesthetics	.324	.038	.342	8.583	<.001

a. Dependent Variable

Based on the regression analysis above it shows there are variable hypotheses that are accepted and rejected. According to some academicians, if the significance value is

<0.05 the hypothesis cannot be rejected. However, if the significance value is >0.05 then the hypothesis is rejected.

Findings of Hypothesis Testing

H1: There is a positive relationship between the visual product aesthetics of a hospitality establishment and tourist satisfaction.

H2: Tourists' satisfaction with aesthetic experiences is positively influenced by the aesthetics of service packages and promotional materials.

H3: The aesthetic appeal of taste aesthetics positively impacts tourist satisfaction in the hotel industry.

Based on the table above regarding visual product aesthetics, it shows that the significant value is 0.001 which means it is less than the significance value 0.05. Therefore, the hypothesis which is '*visual product aesthetics have no significant effects on the dependent variable (tourist satisfaction) through hotel aesthetics in Kuantan, Malaysia.*' needs to reject, and as a result, '*visual product aesthetics have a significant effect on tourist satisfaction through hotel aesthetics in Kuantan, Malaysia.*'

The package aesthetics recorded 0.001 significant value which is less than >0.05 therefore, the hypothesis '*package aesthetics have no significant effects on tourist satisfaction through hotel aesthetics in Kuantan, Malaysia*' cannot be accept and not supported. Hence, as the result, '*package aesthetics have significant influence on tourist satisfaction through hotel aesthetics in Kuantan, Malaysia*'. The significant value for taste aesthetics has recorded 0.001 which is less than <0.05. Thus, the hypothesis of '*taste aesthetics have no significant effects on tourist satisfaction through hotel aesthetics in Kuantan, Malaysia*' is rejected. This means taste aesthetics have a significant effect on the *tourist satisfaction through hotel aesthetics in Kuantan, Malaysia*'.

Table 10: Hypothesis Testing

Hypothesis	Regression weight	B	t	p-value	Hypothesis supported
H1	V>TSTHAIKM	.186	4.844	.001	YES
H2	P>TSTHAIKM	.444	9.258	.001	YES
H3	T>TSTHAIKM	.342	8.583	.001	YES
R	.925 ^a				
F	772.546				

In conclusion, H1, H2, H3 are supported and acceptable.

Summary

To test the hypotheses and research objectives, this chapter used SPSS to investigate the relationship between the independent variables (Visual product aesthetics, package aesthetics and taste aesthetics) with the dependent

variable (tourist satisfaction). There all 3 independent variables (Visual product aesthetics, package aesthetics and taste aesthetics) confirmed the relationship between the dependent variable.

DISCUSSION & CONCLUSION

In Malaysia, tourism is one of the rapidly advancing sectors and it significantly contributes to the economic development of the country (Quang & Vo-Thanh, 2025). With the growing number of people traveling to Malaysia, especially to cities like Kuantan, there is an increasing demand for quality services and proper lodging. One of the main factors that determines the level of happiness of tourists is the hotel's aesthetics (Musoni et al., 2024).

Hotel aesthetics entails everything visual and sensory, including the interior design, colour scheme, lighting and the hotel's overall ambience. With comfortable and well-looking hotels or accommodation, clients can be pleased and thus have their trips greatly enhanced. This study is centered on the concern of hotel aesthetics and tourist satisfaction in Kuantan. This relationship, the hotel proprietors and tourism managers will get a better grasp of what the tourists need and how to enhance their hotels to ensure better tourist experiences.

Discussion

The results of this study show that how a hotel looks such as how clean it is, the lighting, the interior design, and the overall atmosphere it also can give a big effect on how satisfied tourists feel. Most of the people who responded to the survey said they felt more comfortable and happier when the hotel's design was pleasant to them. Things like clean rooms, nice lighting, and decorations that reflect local culture helped make their stay more enjoyable. The look and feel of a hotel can strongly affect how relaxed and satisfied guests feel (Breiby et al., 2023). Everything in the hotel from furniture to lighting it will match well and looks good together, guests see it as higher quality and are more likely to enjoy their stay (Brown et al., 2022).

The study also fits with idea that people are more satisfied when their experiences match or go beyond what they expected (Oliver's et al., 1997). In this case, tourists said that first impressions like beautiful lobbies, neat rooms, and a welcoming atmosphere made them feel more connected to the hotel and more likely to come back or recommend it to others. Even though aesthetics isn't always as obvious as things like pricing or location, this research shows that how a hotel looks really matters, especially in a place like Kuantan, which attracts tourists with both its beaches and city charm. This matches what Zhang et al. (2022) and Tulasi et al. (2024) found: tourists appreciate local touches in hotel designs, such as Malay patterns, cultural art, or relaxing tropical styles, which help them feel more at home and connected to the destination.

Food presentation also made a difference. Tourists in this study mentioned that well-decorated meals, pleasant dining spaces, and local flavors added to the overall enjoyment of their trip. This supports the work of Bonard et al. (2021) and Park & Kim (2023), who said that how food is presented and the mood of the dining area it can leave a strong emotional memory, especially when culture is part of the experience. Some may think tourists don't really notice small design details, but this study shows the opposite. Even simple things like warm lighting, soft colors, and local artwork helped shape how guests felt during their stay. Aesthetics aren't just about looks but they're part of the emotional experience that makes a trip memorable.

RECOMMENDATION

1. Improve the Visual Design and Ambience

Hotels should focus on creating a beautiful, calm, and welcoming environment for their guests. This can be achieved through creative interior design, soft and natural color schemes, thoughtful lighting, and smart room layouts. A space that looks aesthetically pleasing helps tourists feel more relaxed and emotionally connected to their surroundings. When guests feel visually and emotionally comfortable, they are more likely to enjoy their stay and choose to return in the future. Even small changes like updating furniture, adding soft lighting, or placing plants in common areas it can make a big difference in the atmosphere. This also helps hotels stand out in competitive destinations like Kuantan, where both comfort and visual appeal are highly valued by tourists.

2. Keep Everything Clean and Organized

Cleanliness is one of the first things tourists notice, and it plays a major role in how they judge the quality of a hotel. It is not only about cleaning rooms daily but also about making sure common areas, bathrooms, dining spaces, and even decorative items are spotless and well-maintained. Hotel management should ensure that cleaning staff are well-trained, supervised, and provided with the proper tools and schedules to maintain hygiene. Clean, organized environments send a strong message of professionalism and care, helping tourists feel safe, respected, and welcome. Tourists are more likely to leave positive reviews and return to a place that feels fresh and tidy throughout their stay.

3. Add Local Culture to the Design

Incorporating local culture and traditions into the hotel's design adds uniqueness and authenticity to the guest experience. Tourists visiting Kuantan are often looking for more than just a place to sleep but they want to connect with the local identity and lifestyle. Hotels can use elements such as traditional Malay motifs, local artwork, handmade crafts, or regional textiles in their room décor, lobbies, and dining areas. For example, a mural showing Kuantan's beaches, a batik wall hanging, or traditional wooden carvings can make the space feel more meaningful. These touches create a memorable experience and allow guests to feel emotionally connected to Malaysia's cultural richness, which also helps promote sustainable and culture-based tourism.

4. Get Feedback on Hotel Aesthetics Regularly

Listening to tourists is key to improving hotel design. Hotels should encourage guests to give feedback either through surveys at checkout, online reviews, or digital feedback forms, specifically about the hotel's look, feel, and ambiance. Management can then use this feedback to identify areas that need improvement or even new design ideas that appeal to modern tourist. In addition, involving professional designers or tourism consultants can help hotels stay up-to-date with design trends that tourists love, such as eco-friendly themes or Instagram-worthy features. Regular feedback ensures that hotel aesthetics are not just based on trends but also on what real guests truly enjoy and appreciate.

5. Train Staff to Maintain the Hotel's Appearance

The hotel staff play a big role in keeping the hotel looking great. It's important that all staff are not just the housekeeping team, but they also need to understand the importance of maintaining visual appeal. Staff should be trained to notice and fix small things like crooked cushions, dirty windows, or misplaced furniture. Encouraging teamwork and ownership of the hotel's appearance helps maintain a consistent, high-quality environment. Management can also invest in customer service and aesthetic awareness training, where employees learn how to present the hotel beautifully while also interacting warmly with them. Tourists feel more comfortable when they see that staff take pride in their surroundings, making them more likely to return and recommend the hotel to others.

Conclusion

This study found that the way a hotel looks really matters when it comes to making tourists happy in Kuantan. Tourists are strongly influenced by the hotel's design, cleanliness, atmosphere, and how neat and attractive everything looks. When the hotel environment is pleasant and well-designed, it helps tourists feel more comfortable, enjoy their stay more, and even makes them want to come back or tell others about the hotel.

As more tourists visit Kuantan, it's important for hotel owners to understand that good service isn't just about facilities but it's also about how the place *feels* and *looks* (Dutta et al., 2025). A hotel that is visually appealing and nicely decorated can leave a strong impression and help Kuantan's tourism industry grow even stronger.

REFERENCES

1. Preko, G.K. Amoako, R.K. Dzogbenuku, J. Kosiba, Digital tourism experience for tourist site revisit: an empirical view from Ghana, J. Hospital. Tour. Insights (2022).

2. A.F. Costales, S.B. Sapin, M.A.R.B.S. Decena, S.L. Ramos, M.O. Medrano, Quantitative study on food aesthetics, marketing mix, and customers' satisfaction among restaurant establishments in Calamba city, Laguna, Philippines, *Tourism and Sustainable Development Review* 3 (2) (2022) 26–56. aesthetic distance among tourists in Turkey, *European Journal of Tourism Research* 33 (2023) 3308, 3308.
3. Ajzen, I. (1991). The theory of planned behavior.
4. Ali, F., et al. (2020). The role of aesthetic experiential qualities for tourist satisfaction and loyalty. *International Journal of Culture, Tourism and Hospitality Research*, 14(1), 1–17.
5. An example in the Rukai tribal area, Taiwan. *Tourism Management*, 27(6), 1224–1234. antecedents and consequences. *Anatolia*, 1–17.
6. Asmara, T. N. a. T., & Mohi, Z. (2024). The physical environment quality of the theme hotels in Malaysia: Are guests satisfied? *JOURNAL OF TOURISM CULINARY AND ENTREPRENEURSHIP (JTCE)*, 4(2), 148–175.
7. Balancing aesthetics and functionality. *International Journal of Hospitality Management*, 48(4), 58-72.
8. Barnes, B. R., Sheys, T., & Morris, D. S. (2005). Analysing service quality: The case of a US military club. *Total Quality Management & Business Excellence*, 16(8–9), 955–967.
9. Baumgarten, A.G. Translated by Ming Jian and Xuxiao Wang *Aesthetik; Culture and Art Publishing House: Beijing, China, 1987.*
10. Biswas, C., Deb, S. K., Hasan, A. A., & Khandakar, M. S. A. (2020). Mediating effect of tourists' emotional involvement on the relationship between destination attributes and tourist satisfaction. *Journal of Hospitality and Tourism Insights*, 4(4), 490–510.
11. Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71.
12. Bloch, P. H., Brunel, F. F., & Arnold, T. J. (2003). Individual differences in the centrality of visual product aesthetics. *Journal of Consumer Research*, 29(4), 551–565.
13. Bolen, M.C. (2020). Exploring the determinants of users' continuance intention in smartwatches.**Technological Forecasting and Social Change*, 60*, 101209.
14. Bonard, C., et al. (2021). Pleasure and aesthetics in food consumption: The role of cultural context. *Appetite*, 158, 105018.
15. Bowling, A., Rowe, G., & Mckee, M. (2013). Patients' experiences of their healthcare in relation to their expectations and satisfaction: A population survey. *Journal of the Royal Society of Medicine*, 106(4), 143–149.
16. Breiby, M. A. (2014). Exploring aesthetic dimensions in a nature-based tourism context. *Journal of Vacation Marketing*, 20(2), 163–173.
17. Breiby, M. A. (2015). " Exploring aesthetic dimensions in nature-based tourist experiences". *Tourism Analysis*, Vol 20 No 4, 369–380.
18. Breiby, M. A., & Slåtten, T. (2018). The role of aesthetic experiential qualities for tourist satisfaction and loyalty. *International Journal of Culture, Tourism and Hospitality Research*, 12(1), 1–14.
19. Breiby, M.A.; Slåtten, T. The Effects of Aesthetic Experiential Qualities on Tourists' Positive Emotions and Loyalty: A Case of a Nature-Based Context in Norway. *J. Qual. Assur. Hosp. Tour.* 2015, 16, 323–346.
20. Brown, T., & Lee, M. (2022). The effects of design coherence on hotel guest satisfaction: Bonard, F. Cova, S. Humbert-Droz, *De gustibus est disputandum: an empirical investigation of the folk concept of aesthetic taste*, in: *Perspectives on Taste*, Routledge, 2021, pp. 77–108.
21. Chang, J. (2005). Segmenting tourists to aboriginal cultural festivals: Chen, H., Tsai, Y., & Lee, K. (2021). Destination image, satisfaction, and loyalty: A revisit of structural relationships. *Journal of Travel & Tourism Marketing*, 38(2), 172–188.
22. Chitturi, R., Londoño, J. C., & Henriquez, M. C. (2021). Visual design elements of product packaging: Implications for consumers' emotions, perceptions of quality, and price. *Color Research & Application*, 47(3), 729–744.
23. Cho, C.-H., Hyun, J. H., & Lee, S. (2016). What e-SERVPERF in recruiting websites does affect users' perceived value, satisfaction, and revisit intention? *Total Quality Management & Business Excellence*, 27(5-6), 602-617.
24. Deming, W. E. (1950). *Some theory of sampling*. Dover.
25. Dutta, P. K., Padhi, A., Das, S., Sharma, V. K., & Yu, P. (2025). *AI and Innovation in HRM*. In Routledge

eBooks.

26. Eco, U. *History of Beauty*; Rizzoli: New York, NY, USA, 2012.
27. Faludi, J. (Ed.). (2025). *Sustainable Design from Vision to Action* (1st ed.). Routledge.
28. G.J. Selz, *Aesthetics. A Companion to Ancient Near Eastern Art*, 2018, pp. 359–381.
29. Genc, R., et al. (2020). The aesthetic dimensions of tourist destinations and their impact on satisfaction. *Tourism Review*, 75(2), 351–365.
30. Ghazali, H., Ying, C. Y., Mansor, Z. D., & Othman, M. a. R. (2024). Determinants of Job Stress among Fast Food Employees in Klang Valley, Malaysia *International Journal of Research and Innovation in Social Science*, VIII(VII), 2635–2647.
31. Gu, X.Y.; Xiong, K.N.; Zhang, J.; Chen, H. A Comprehensive Analysis on Integrity Conservation of World Natural Heritage Site and Buffer Zone Tourism Development with an Implication for Karst Heritage Sites. *Geoherit.* 2023, 15, 8.
32. Heritage, culture and society. (2016). In CRC Press eBooks. *Hospitality Development in Vietnam*. In Routledge eBooks.
33. Hoyer, W. D., & Stokburger-Sauer, N. E. (2011). The role of aesthetic taste in consumer behavior.
34. J. Wang, Y. Hsu, Does sustainable perceived value play a key role in the purchase intention driven by product aesthetics? Taking smartwatch as an example, *Sustainability* 11 (23) (2019) 6806. *Journal of the Academy of Marketing Science*, 40(1), 167–180. *Journal of Travel Research*, 45(4), 413–425.
35. 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.
36. Kirillova, K., & Lehto, X. (2015). Destination aesthetics and aesthetic distance in tourism experience. *Journal of Travel & Tourism Marketing*, 32(8), 1051–1068.
37. Ksenia Kirillova & Xinran Lehto (2015): Destination Aesthetics and Aesthetic Distance in Tourism Experience, *Journal of Travel & Tourism Marketing*,
38. Lee, H., & Han, J. (2022). Cultural taste and tourist food preferences: Who decides what's tasteful? *International Journal of Gastronomy and Food Science*, 28, 100453.
39. Lee, J., Jiun, L., Kuo, C., & Muhos, M. (2015). Architectural tourism: An act of going by dated residence such as a standard structure or an antique house for witnessing and embracing the architecture. *International Journal of Culture, Tourism and Hospitality Research*, 9(3), 276–290.
40. Lee, W. (2006). The impact of customer satisfaction and perceived value on loyalty: Lee, Y., & Kim, S. (2021). Emotional design and brand loyalty in tourism marketing. *Journal of Travel & Tourism Marketing*, 38(4), 377–392.
41. M.A. Breiby, Exploring aesthetic dimensions in a nature-based tourism context, *J. Vacat. Mark.* 20 (2) (2014) 163–173.
42. MALAYSIA'S TOURISM PERFORMANCE IN 2010. (2010.). <https://www.tourism.gov.my/media/view/malaysia-s-tourism-performance-in-2010>
43. Mehmetoglu, M., & Engen, M. (2011). Pine and Gilmore's Concept of Experience Economy and Its Dimensions: An Empirical Examination in Tourism. *Journal of Quality Assurance in Hospitality & Tourism*, 12(4), 237–255.
44. Mundher, R.; Abu Bakar, S.; Maulan, S.; Mohd Yusof, M.J.; Al-Sharaa, A.; Aziz, A.; Gao, H. Aesthetic Quality Assessment of Landscapes as a Model for Urban Forest Areas: A Systematic Literature Review. *Forests* 2022, 13, 991. *Pain*, 60(1), 8–12.
45. Musoni, A., Kimani, P. M., Narla, R., Buruchara, R. A., & Kelly, J. D. (2024). *African Journal of Agricultural Research. African Journal of Agricultural Research. Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
46. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
47. Park, J., Cho, H., & Chae, Y. (2022). Visual appeal and tourist decision-making: How packaging influences brand choice. *Tourism Management Perspectives*, 42, 100955.
48. Park, Y., & Kim, M. (2023). The role of taste aesthetics in tourist satisfaction and local food experience. *Tourism Management Perspectives*, 45, 101104.
49. Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work Is Theatre & Every Business a Stage*. Harvard Business School Press.
50. Priyadarshini S, Bindu, Sumathy, M., & Dorathy, A. A. (2024). *Gastronomic Identities: Quang*, T. D., &

- Vo-Thanh, T. (2025). Routledge Handbook of Tourism and
51. R. Chitturi, J.C. Londono, C.A. Amezcua, The influence of colour and shape of package design on consumer preference: the case of orange juice, *International Journal of Innovation and Economic Development* 5 (2) (2019) 42–56.
52. Radzi, S. M., Zulkifly, M. I., Mohi, Z., & Patah, M. O. R. A. Tourism, Hospitality and Culinary Arts.
53. Rahi, S. (2017). Research design and methods: A systematic review of research paradigms, sampling issues and instrument development. *International Journal of Economics & Management Sciences*, 6(2), 1-5.
54. Rahman, S., Ahmad, R., & Noor, N. M. M. (2022). Tourist satisfaction and recommendation behavior in Malaysian island tourism. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 11(1), 55–68.
55. Rames, A. M., Siang, T. G., & Fern, Y. S. (2021). Determinants of excursionists' satisfaction and loyalty towards architectural tourism in Ipoh Township, Malaysia. *Tourism and Sustainable Development Review*, 2(1), 1–18.
56. Reimann, M., Zaichkowsky, J. L., & Neuhaus, C. (2020). Neuroaesthetics in marketing: Brain responses to visual package design. *Journal of Consumer Psychology*, 30(2), 180–195.
57. Ryu, K., & Jang, S. S. (2007). The influence of environmental perceptions on behavioral intentions through emotions: The case of hotel restaurants. *International Journal of Hospitality Management*, 26(4), 771-791.
58. S.F. Fokkinga, P.M. Desmet, Ten ways to design for disgust, sadness, and other enjoyments: a design approach to enrich product experiences with negative emotions, *Int. J. Des.* 7 (1) (2013).
59. S.G. Genc, S.P. Temizkan, Destination aesthetics: an empirical study of aesthetic judgment and Saad, M., Lokman, A. K., Azman, M. H., & Othman, N. (2022). AESTHETIC QUALITIES OF ISLAND TOURISM IN MALAYSIA'S EAST COAST REGION: DOES DURATION OF STAY MATTER IN SATISFYING TOURISTS? *Deleted Journal*, 11(1), 53–68.
60. Sekaran, U. (2006). *Research Methods For Business: A Skill Building Approach*. 4th ed. New Delhi: Wiley India Pvt. Ltd.. SOM (2007). Standard SKIM ORGANIK MALAYSIA (SOM) Malaysian Organic Scheme [accessed date 1st October 2015]
61. Shi AQ, Huo FR and Hou GH (2021) Effects of Design Aesthetics on the Perceived Value of a Product. *Front. Psychol.* 12:670800.
62. Shi, A., Huo, F., & Hou, G. (2021). Effects of design aesthetics on the perceived value of a product. *Frontiers in Psychology*, 12.
63. Smith, J., & Johnson, L. (2023). The impact of online marketing on tourist satisfaction: Bridging the gap between perceived and actual experiences. *Journal of Hospitality and Tourism*, 35(2), 120-134.
64. Statista. (2025, July 10). Health spending in Suriname as share of GDP 2010-2021. <https://www.statista.com/statistics/952675/suriname-health-expenditure-share-gdp/>
65. Statistics, M. T. (2024). Malaysia Tourism Statistics. <https://data.tourism.gov.my/> T. Dhanabalan, K. Subha, R. Shanthi, A. Sathish, Factors influencing consumers' car purchasing decision in Indian automobile industry, *Int. J. Mech. Eng. Technol.* 9 (10) (2018) 53–63.
66. Tasci, A. D., & Gartner, W. C. (2007). Destination Image and its functional relationships. the moderating effects of sensation seeking traits. *International Journal of Tourism Sciences*, 6(1), 65–78.
67. The role of food in cultural belonging. *Journal of Ecohumanism*, 3(7), 3809–3815.
68. The Sun Daily. (2024). Pahang records 13.7 million tourist arrivals, with estimated spending of RM12.35 billion.
69. Tourism in Malaysia. (2024, October 7). Statista. <https://www.statista.com/topics/5741/travel-and-tourism-in-malaysia/#topicOverview>
70. Tulasi, E. E., Ashiaby, O. E., Kodua, P., Ahlijah, B., & Agyeman-Duah, M. O. (2024). The role of aesthetics in tourist satisfaction in the Ghanaian hospitality industry. *Heliyon*, 10(12), e32944.
71. Turner, D. P. (2020). Sampling methods in research design. *Headache the Journal of Head and Face W.D. Hoyer, N.E. Stokburger-Sauer, The role of aesthetic taste in consumer behaviour, J. Acad. Market. Sci.* 40 (1) (2012) 167–180.
72. Wen, Y., Luo, F., & Li, H. (2024). The Impact of Aesthetic Expectations and Aesthetic Experiential Qualities on Tourist Satisfaction: A Case Study of the Zhangjiajie National Forest Park. *Forests*, 15, 378.
73. Wong, C. H., Ng, M. P., & Khan, M. K. (2024). Factors influencing consumer behavior towards intention and the selection of luxury hotels in Malaysia using Theory of Planned Behavior. *Innovative Marketing*,

20(3), 81–96.

74. X. Deng, S.K. Hui, J.W. Hutchinson, Consumer preferences for color combinations: an empirical analysis of similarity-based color relationships, *J. Consum. Psychol.* 20 (4) (2010) 476–484.
75. Y. Mumcu, H.S. Kimzan, The effect of visual product aesthetics on consumers' price sensitivity, *Procedia Econ. Finance* 26 (2015) 528–534.
76. Yap, C. S., Ahmad, R., & Zhu, P. (2018). International tourist satisfaction in Malaysia: Ying, K. S., Jusoh, A., Khalifah, Z., & Said, H. (2015). An Empirical study of tourist satisfaction in Malaysia. *Mediterranean Journal of Social Sciences*.
77. Zhang, J.; Xiong, K.N.; Liu, Z.J.; He, L.X. Research progress on world natural heritage conservation: Its buffer zones and the implications. *Herit. Sci.* 2022, 10, 102.
78. Zhou, J., & Guo, Y. (2022). Product aesthetics *and emotional attachment in consumer decision-making*. *Journal of Consumer Behaviour*, 21(3), 421–437.