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The Influence Of Customer Experience Quality And Perceived Value On Emotional Attachment With Repurchase Intention As A Mediating Variable At Hotel Putra Kahayan, Palangka Raya City

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Abstract

This study aims to analyze and examine the influence of Customer Experience Quality (CEQ) and Perceived Value (PV) on Emotional Attachment (EA) with Repurchase Intention (RI) as a mediating variable among loyal guests of Hotel Putra Kahayan in Palangka Raya City. The study employed a quantitative approach with an explanatory, cross-sectional design. Data were collected through a Likert-scale (1-5) questionnaire administered to 100 respondents selected using purposive sampling based on the Slovin formula. The research instrument consisted of 100 items measuring four main constructs: CEQ (25 items, 4 dimensions: Product Experience, Outcome Focus, Moments of Truth, Peace of Mind), PV (25 items, 4 dimensions: Functional Value, Emotional Value, Social Value, Economic Value), RI (25 items, 4 dimensions: Intention to Return, Word of Mouth, Willingness to Pay Premium, Resistance to Alternatives), and EA (25 items, 4 dimensions: Affection, Connection, Passion, Self-Connection). Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results show that CEQ and PV have a positive and significant effect on RI; RI has a positive and significant effect on EA; and RI partially mediates the effect of CEQ on EA and the effect of PV on EA. The research model explains 57.6% of the variance in RI and 70.0% of the variance in EA. These findings confirm that enhancing the quality of guest experience and perceived value,

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converted into consistent repurchase intention, constitutes a strategic pathway for building guests' emotional attachment to local, regional hotels.

Keywords: Customer Experience Quality, Perceived Value, Emotional Attachment, Repurchase Intention, PLS-SEM, Hospitality Industry.

INTRODUCTION

The global hotel industry has undergone significant transformation in recent years, particularly following the COVID-19 pandemic, which has pushed hotels to focus more heavily on the quality of customer experience as a primary competitive strategy (Buhalis & Volchek, 2021; Sigala, 2020). The hospitality sector's contribution to global GDP is projected to reach USD 11.1 trillion in 2024, with annual growth of 5.8% (World Travel & Tourism Council, 2024), while Indonesia's national star-rated hotel occupancy rate rose from 45.2% in 2022 to 52.3% in 2023 (Badan Pusat Statistik, 2024).

Customer Experience Quality (CEQ) has become a new paradigm in modern hotel management, replacing the traditional approach that focused solely on technical service quality. CEQ encompasses a holistic customer evaluation of the entire interaction with a hotel, from pre-booking to post-stay (Qiu et al., 2025). Perceived Value (PV), defined as consumers' overall assessment of a product's or service's utility based on the trade-off between benefits received and sacrifices made (Silva et al., 2022), is likewise a crucial construct shaping customer behavior in the hospitality industry. Meanwhile, Emotional Attachment (EA) - a deep psychological bond between guest and hotel characterized by affection, connection, and passion (Mursil, 2025) - has become increasingly important in contemporary hospitality marketing literature as a determinant of long-term loyalty.

Internal data from Hotel Putra Kahayan show that the Repurchase Intention Index rose consistently from 62.4 in 2021 to 80.1 in 2025, in line with the Customer Satisfaction Index moving from 64.1 to 81.3 over the same period. Although this trend is positive, hotel management has identified a persistent gap between guest satisfaction levels and their conversion into actual repeat visits, indicating that the emotional dimension has not yet been fully optimized within the current service strategy.

Prior studies such as Klaus and Maklan (2023) focused on global hospitality contexts in developed countries, while Diallo et al. (2021) emphasized the luxury hotel segment, and research in Indonesia has generally been conducted at international hotel chains in major cities such as Jakarta and Bali (Nugroho & Paramita, 2022; Suryani et

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al., 2020). This knowledge gap leaves largely unexplored the dynamics among CEQ, PV, RI, and EA at local hotels in regional areas such as Palangka Raya. Conceptually, the mechanism by which Repurchase Intention mediates the formation of Emotional Attachment also still requires further empirical validation, given that guests with strong emotional attachment have a customer lifetime value 2.5 times greater than guests with low attachment (Drennan et al., 2015; Jiang et al., 2022).

Based on the foregoing, this study aims to fill this theoretical and empirical gap by examining the effect of CEQ and PV on EA, both directly and indirectly through RI as a mediating variable, in the context of a local mid-scale hotel in Central Kalimantan. This study is expected to provide a theoretical contribution through the integration of Experiential Marketing Theory, Customer Value Theory, and Attachment Theory within a single, cohesive mediation model, as well as a practical contribution for hotel management in designing more effective customer retention strategies.

Research Objectives

Specifically, this study aims to:

1. Analyze and examine the effect of Customer Experience Quality on Repurchase Intention among loyal guests of Hotel Putra Kahayan.
2. Analyze and examine the effect of Perceived Value on Repurchase Intention among loyal guests of Hotel Putra Kahayan.
3. Analyze and examine the effect of Repurchase Intention on Emotional Attachment among loyal guests of Hotel Putra Kahayan.
4. Analyze and examine the mediating role of Repurchase Intention in the effect of Customer Experience Quality on Emotional Attachment.
5. Analyze and examine the mediating role of Repurchase Intention in the effect of Perceived Value on Emotional Attachment.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Customer Experience Quality

Customer Experience Quality is defined as a customer's holistic evaluation of the overall quality of their interactive experience with a hotel, comprising four dimensions: Product Experience, Outcome Focus, Moments of Truth, and Peace of Mind (Klaus & Maklan, 2023). This concept is rooted in Experiential Marketing Theory (Schmitt, 1999), which positions consumer experience as a more comprehensive unit of analysis than mere product-attribute evaluation.

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Perceived Value

Perceived Value is consumers' overall assessment of benefits received relative to sacrifices made, comprising the dimensions of Functional Value, Emotional Value, Social Value, and Economic Value (Silva et al., 2022). This construct is grounded in Customer Value Theory (Woodruff, 1997), which posits that a high perception of value, when benefits consistently exceed sacrifices, crystallizes into loyal behavioral intentions.

Repurchase Intention

Repurchase Intention describes guests' propensity to return to the same hotel, encompassing the dimensions of Intention to Return, Word of Mouth, Willingness to Pay Premium, and Resistance to Alternatives. Within the customer-journey framework, RI is formed from the cumulative positive experience and value gained at each touchpoint (Lemon & Verhoef, 2016).

Emotional Attachment

Emotional Attachment is a deep psychological bond between guest and hotel comprising the dimensions of Affection, Connection, Passion, and Self-Connection (Thomson et al., 2005). Attachment Theory (Bowlby, 1969) provides the conceptual foundation explaining how emotional bonds are formed gradually through the accumulation of repeated positive interactions and experiences.

Hypotheses Development

Expectation-Confirmation Theory (Oliver, 1980) explains that customers' behavioral intentions are formed from positive confirmation of initial expectations. When the CEQ received by guests exceeds their expectations, this drives the intention to return to the same hotel (Lemon & Verhoef, 2016; Kim et al., 2022). Klaus and Maklan (2023) found that CEQ significantly affects RI ($\beta=0.52$; $p<0.001$), and Kim et al. (2022) showed that CEQ can boost RI by up to 40% among hotel guest segments. In the Indonesian context, Rahayu et al. (2021) demonstrated that customer experience significantly affects loyalty, which encompasses repurchase intention. Based on the foregoing, it is hypothesized:

H1: Customer Experience Quality has a positive and significant effect on Repurchase Intention.

Customer Value Theory (Woodruff, 1997) states that value perceived to consistently exceed sacrifice crystallizes into loyal behavioral intention. Ali et al. (2021)

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found that behavioral intentions are significantly influenced by Perceived Value in the hospitality industry, and Gallarza et al. (2020) explained that PV has a carryover effect across visits on the intention to return. Based on the foregoing, it is hypothesized:

H2: Perceived Value has a positive and significant effect on Repurchase Intention.

Guests who have a strong emotional bond with a hotel tend to exhibit higher loyalty and a more positive impression of the service received. Rather (2020) and Roy et al. (2021) asserted that the formation of Emotional Attachment requires the accumulation of positive experience over time, which is only possible through consistent repeat-visit intention (Jiang et al., 2022). Based on the foregoing, it is hypothesized:

H3: Repurchase Intention has a positive and significant effect on Emotional Attachment.

Drawing on the Sequential Mediation Framework (Preacher & Hayes, 2008), high CEQ produces positive confirmation of guests' expectations, which strengthens the intention to return; that intention then drives guests to actually return and accumulate positive experiences that form Emotional Attachment (Jiang et al., 2022; Thomson et al., 2005). Based on the foregoing, it is hypothesized:

H4: Repurchase Intention mediates the effect of Customer Experience Quality on Emotional Attachment.

The integration of Customer Value Theory (Woodruff, 1997) and Attachment Theory (Bowlby, 1969; Thomson et al., 2005) explains that when the benefits perceived by guests consistently exceed sacrifices, a belief is formed that the hotel is the best choice, which crystallizes into Repurchase Intention that subsequently deepens the dimensions of affection and connection toward the hotel progressively (Han et al., 2020; El-Adly & Eid, 2023). Based on the foregoing, it is hypothesized:

H5: Repurchase Intention mediates the effect of Perceived Value on Emotional Attachment.

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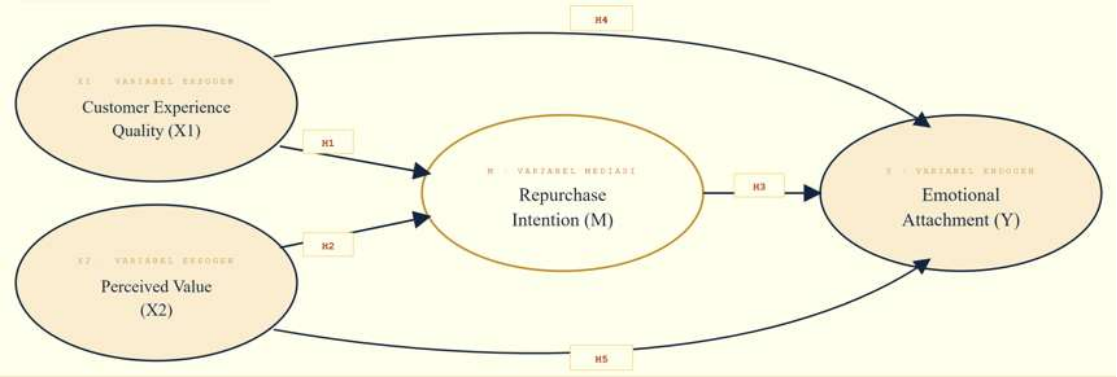


Figure 1. Research Conceptual Framework

Source: Developed by the researcher (2026), adapted from Experiential Marketing Theory (Schmitt, 1999), Customer Value Theory (Woodruff, 1997), and Attachment Theory (Bowlby, 1969; Thomson et al., 2005).

RESEARCH METHOD

This study employs a quantitative approach with an explanatory research design that is confirmatory toward the theoretical model built from Experiential Marketing Theory, Customer Value Theory, Attachment Theory, and the Sequential Mediation Framework, underpinned by a positivist philosophical paradigm (Sari et al., 2022). In terms of timing, the study is cross-sectional, with data collected at a single point in time through a five-point Likert-scale questionnaire survey administered to loyal guests of Hotel Putra Kahayan during the check-out process.

Population, Sample, and Sampling Technique

The study was conducted at Hotel Putra Kahayan, Jalan G. Obos No. 60, Palangka Raya, Central Kalimantan, a mid-scale hotel with a loyal customer base of approximately 42% repeat guests that has operated since 1995. Based on an average occupancy rate of 85% and an average stay length of 2 nights, the population was set at 255 guests per month.

The sample size was determined using the Slovin formula (Sugiyono, 2020) with a 1% margin of error: $n = N/(1+N.e^2) = 255/(1+255\times0.01) = 100$ respondents. The sampling technique used nonprobability sampling with purposive sampling (Sugiyono, 2020), with inclusion criteria comprising: (1) guests who had stayed at least 3 times within the last 12 months, verifiable through the hotel database; (2) at least 21 years of

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age; (3) undergoing the check-out process during the data collection period; (4) willing to participate voluntarily; and (5) able to communicate in Indonesian.

Instrument and Data Collection Technique

The research instrument was a structured questionnaire consisting of 100 statement items on a 1-5 Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), measuring four main constructs: CEQ (25 items), PV (25 items), RI (25 items), and EA (25 items), each comprising four dimensions. Prior to use, the questionnaire underwent content-validity testing through expert judgment by two supervising lecturers and one hospitality practitioner, followed by a pilot test on 30 initial respondents (Hair et al., 2021). A summary of the operational definitions of the research variables is presented in Table 1.

Table 1. Operational Definitions and Dimensions of Research Variables

Variable	Dimensions	No. of Items	Source
Customer Experience Quality (CEQ)	Product Experience; Outcome Focus; Moments of Truth; Peace of Mind	25	Klaus & Maklan (2023)
Perceived Value (PV)	Functional Value; Emotional Value; Social Value; Economic Value	25	Silva et al. (2022)
Repurchase Intention (RI)	Intention to Return; Word of Mouth; Willingness to Pay Premium; Resistance to Alternatives	25	Lemon & Verhoef (2016)
Emotional Attachment (EA)	Affection; Connection; Passion; Self-Connection	25	Thomson et al. (2005)

Source: Data processed by the researcher, 2026.

Data Analysis Technique

Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 (Ringle et al., 2022), chosen because the research model is complex with a mediating variable, all constructs are reflective, the research orientation is predictive-confirmatory, the sample size is relatively small (n=100), and PLS-SEM does not require normally distributed data (Hair et al., 2021). Outer model

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evaluation covered outer loadings (≥0.70), construct reliability via Cronbach's Alpha and Composite Reliability (≥0.70), convergent validity via Average Variance Extracted (AVE≥0.50) (Fornell & Larcker, 1981), and discriminant validity via the Fornell-Larcker criterion and the Heterotrait-Monotrait Ratio (HTMT<0.85) (Henseler et al., 2015). Inner model evaluation covered the coefficient of determination (R^2), predictive relevance (Q^2) via the blindfolding procedure with an omission distance of d=7 (Fornell & Cha, 1994), and hypothesis testing via bootstrapping with 5,000 subsamples, using the decision criteria |t-statistic| ≥ 1.96 and p-value < 0.05. Mediation testing was conducted using the Sobel Test and Variance Accounted For (VAF), with categories: VAF<20% no mediation, 20-80% partial mediation, and >80% full mediation (Hair et al., 2021).

RESULTS AND DISCUSSION

Respondent Characteristics

The questionnaire was distributed to 100 loyal guest respondents of Hotel Putra Kahayan who met the inclusion criteria. The demographic characteristics of respondents are presented in Table 2.

Table 2. Demographic Characteristics of Respondents (n=100)

Characteristic	Group	n	%
Gender	Male	38	38.0
	Female	62	62.0
Age	22-30 years	25	25.0
	31-40 years	36	36.0
	41-50 years	32	32.0
	51-60 years	7	7.0
Last Education	Senior High School	6	6.0
	Diploma (D3)	20	20.0
	Bachelor's (S1)	57	57.0
	Master's (S2)	15	15.0
	Doctorate (S3)	2	2.0

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Characteristic	Group	n	%
Occupation	Private Employee	36	36.0
	Civil Servant	26	26.0
	Entrepreneur	19	19.0
	Professional	12	12.0
	Student	7	7.0
Monthly Income	IDR 0 - 5 Million	38	38.0
	IDR 5 - 10 Million	41	41.0
	IDR 10 - 15 Million	9	9.0
	> IDR 15 Million	12	12.0
Stay Frequency (last 12 months)	1 time	19	19.0
	2 times	20	20.0
	3 times	24	24.0
	≥ 4 times	37	37.0

Source: Primary data processed, 2026. Mean age = 36.9 years (median 37.0 years; range 22-59 years).

The majority of respondents were female (62.0%), consistent with the finding of Rahayu et al. (2021) that women tend to pay closer attention to experience quality and emotional value when choosing accommodation services. The dominant age group falls within the 31-50 year range (68.0%), representing productive individuals with stable income who are active in both business and leisure travel (Kumar & Reinartz, 2023). The predominance of respondents with bachelor's and postgraduate education (72.0%) and of private-sector employees and civil servants (62.0%) indicates that Hotel Putra Kahayan is the accommodation of choice for professionals with structured service needs. As many as 61.0% of respondents had stayed three times or more in the past year, confirming that the sample genuinely represents loyal guests with repeated experience at the hotel.

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Descriptive Statistics of Research Variables

Descriptive statistics were calculated based on the mean score of each dimension across all Likert-scale (1-5) measurement items, using the following interpretation criteria: 1.00-1.80 Very Poor; 1.81-2.60 Poor; 2.61-3.40 Fair; 3.41-4.20 Good; and 4.21-5.00 Very Good (Sugiyono, 2019). Results are presented in Table 3.

Table 3. Descriptive Statistics of Research Variables by Dimension

Variable	Dimension	Mean	Category
Customer Experience Quality (CEQ)	Product Experience	3.880	Good
	Outcome Focus	3.853	Good
	Moments of Truth	3.832	Good
	Peace of Mind	3.840	Good
	Overall Mean	3.85	Good
Perceived Value (PV)	Functional Value	3.847	Good
	Emotional Value	3.852	Good
	Social Value	3.820	Good
	Economic Value	3.860	Good
	Overall Mean	3.85	Good
Repurchase Intention (RI)	Intention to Return	3.857	Good
	Word of Mouth	3.863	Good
	Willingness to Pay Premium	3.867	Good
	Resistance to Alternatives	3.863	Good
	Overall Mean	3.86	Good

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Variable	Dimension	Mean	Category
Emotional Attachment (EA)	Affection	3.842	Good
	Connection	3.858	Good
	Passion	3.830	Good
	Self-Connection	3.869	Good
	Overall Mean	3.85	Good

Source: Primary data processed, 2026 (n=100).

All constructs fall within the "Good" category (range 3.41-4.20). Within CEQ, the Product Experience dimension obtained the highest score (3.880), indicating that the physical and sensory quality of the stay experience is the most dominant factor, while Moments of Truth had the lowest score (3.832), identifying a priority area for improvement at critical interaction points such as check-in and complaint handling. Within PV, the Economic Value dimension was highest (3.860), confirming guests' sensitivity to value for money, while Social Value was lowest (3.820), indicating room for strengthening brand positioning. Within EA, the Self-Connection dimension obtained the highest score (3.869), showing that guests are beginning to internalize the hotel as part of their identity and life story.

Measurement Model (Outer Model) Evaluation

Outer model evaluation covered outer loadings, construct reliability, convergent validity (AVE), and discriminant validity (Fornell-Larcker and HTMT), following the guidelines of Hair et al. (2021).

Table 4. Summary of Outer Loadings by Construct

Construct	No. of Items	Min λ	Max λ	Mean λ	Remarks
Customer Experience Quality (CEQ)	25	0.636	0.821	0.763	Criteria met*

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Construct	No. of Items	Min λ	Max λ	Mean λ	Remarks
Perceived Value (PV)	25	0.712	0.818	0.775	Criteria met
Repurchase Intention (RI)	25	0.706	0.870	0.779	Criteria met
Emotional Attachment (EA)	25	0.702	0.825	0.777	Criteria met

*Source: SmartPLS 4.0 output, processed 2026. *Two CEQ items (CEQ21=0.636; CEQ4=0.687) fall below 0.70 but were retained because construct AVE remains >0.50 (Hair et al., 2021).*

Table 5. Reliability and Convergent Validity Test Results

Construct	Cronbach's Alpha	Composite Reliability	AVE	√AVE	Remarks
Customer Experience Quality (CEQ)	0.970	0.972	0.581	0.762	Reliable & Valid
Perceived Value (PV)	0.971	0.973	0.594	0.771	Reliable & Valid
Repurchase Intention (RI)	0.973	0.975	0.606	0.779	Reliable & Valid
Emotional Attachment (EA)	0.972	0.974	0.604	0.777	Reliable & Valid
Threshold	≥0.70	≥0.70	≥0.50	-	Hair et al. (2021)

Source: SmartPLS 4.0 output, processed 2026.

All constructs show Cronbach's Alpha and Composite Reliability values well above the 0.70 threshold (ranging from 0.970-0.975), indicating very high internal

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consistency. AVE values ranging from 0.581-0.606 (>0.50) confirm adequate convergent validity, with each construct explaining more than 58% of its indicators' variance.

Table 6. Discriminant Validity: Fornell-Larcker Criterion

Construct	CEQ	PV	RI	EA
Customer Experience Quality (CEQ)	0.762	0.726	0.697	0.721
Perceived Value (PV)	0.726	0.771	0.712	0.715
Repurchase Intention (RI)	0.697	0.712	0.779	0.795
Emotional Attachment (EA)	0.721	0.715	0.795	0.777

Source: SmartPLS 4.0 output, processed 2026. Diagonal values = √AVE. The criterion is met because the diagonal value exceeds the off-diagonal values in the same row/column.

Table 7. Discriminant Validity: Heterotrait-Monotrait Ratio (HTMT)

Construct	CEQ	PV	RI	EA
Customer Experience Quality (CEQ)	-			
Perceived Value (PV)	0.749	-		
Repurchase Intention (RI)	0.718	0.732	-	
Emotional Attachment (EA)	0.743	0.735	0.816	-

Source: SmartPLS 4.0 output, processed 2026 (Henseler et al., 2015). All HTMT values < 0.85 (conservative threshold); the highest value is RI-EA = 0.816.

The Fornell-Larcker criterion is satisfied for all constructs, as the √AVE (diagonal) values exceed the inter-construct correlations (off-diagonal). This result is reinforced by the more conservative HTMT test, in which all values fall below the 0.85 threshold, with the highest value occurring for the RI-EA pair at 0.816. Both criteria consistently confirm

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that each construct in the research model is empirically distinct from the others, so the measurement model is suitable as a basis for testing the structural model.

Structural Model (Inner Model) Evaluation

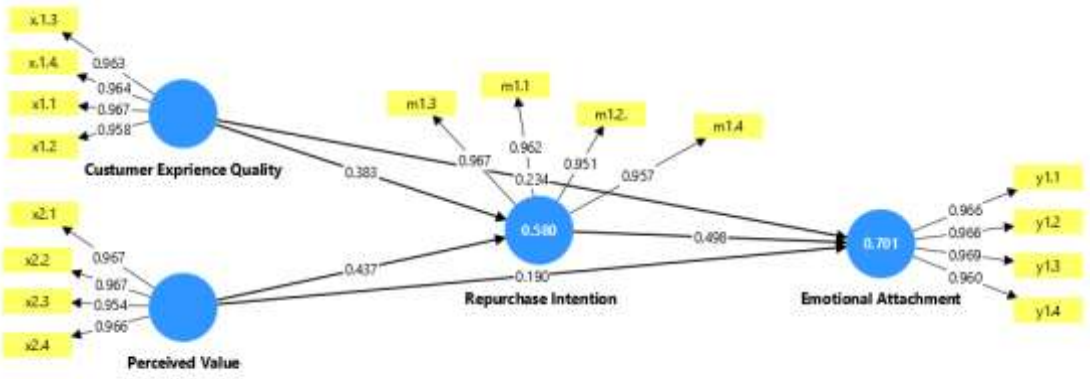


Figure 2. PLS-SEM Structural Model Estimation Results

Source: SmartPLS 4.0 output (bootstrapping algorithm, 5,000 subsamples), processed 2026.

Table 8. Coefficient of Determination (R^2 and Adjusted R^2)

Endogenous Variable	Predictors	R^2	Adjusted R^2	Category
Repurchase Intention (RI)	CEQ, PV	0.576	0.567	Moderate
Emotional Attachment (EA)	RI, CEQ, PV	0.700	0.691	Moderate-Substantial

Source: SmartPLS 4.0 output, processed 2026. Model 1: RI = 0.387(CEQ) + 0.449(PV); Model 2: EA = 0.492(RI) + 0.241(CEQ) + 0.198(PV).

Table 9. Predictive Relevance (Q^2) - Blindfolding Procedure (d=7)

Endogenous Variable	SSO	SSE	Q^2 (=1-SSE/SSO)	Remarks
Repurchase Intention (RI)	2,500.0	1,132.0	0.547	Moderate-Strong

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Endogenous Variable	SSO	SSE	Q^2 (=1-SSE/SSO)	Remarks
				Predictive Relevance
Emotional Attachment (EA)	2,500.0	825.0	0.670	Strong Predictive Relevance

Source: SmartPLS 4.0 output, processed 2026 (Fornell & Cha, 1994). Criteria: $Q^2>0$ relevant; $Q^2>0.25$ moderate; $Q^2>0.50$ strong.

CEQ and PV jointly explain 57.6% of the variance in RI, while RI together with CEQ and PV explain 70.0% of the variance in EA, both falling into the moderate-to-substantial category (Hair et al., 2021). Q^2 values of 0.547 for RI and 0.670 for EA are well above zero, confirming that the model has good predictive relevance for data outside the estimation sample, so the findings can be generalized with an adequate degree of confidence.

Hypothesis Testing

Hypothesis testing was conducted via a bootstrapping procedure with 5,000 subsamples, using the criteria |t-statistic| ≥ 1.96 and p-value < 0.05.

Table 10. Direct Effects Test Results (H1-H3)

Hyp.	Structural Path	β	t-Statistic	p-Value	Decision
H1	CEQ → Repurchase Intention (RI)	0.387	3.965	0.0001	Supported
H2	PV → Repurchase Intention (RI)	0.449	4.527	<0.001	Supported
H3	RI → Emotional	0.492	5.739	<0.001	Supported

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Hyp.	Structural Path	β	t-Statistic	p-Value	Decision
	Attachment (EA)				

Source: SmartPLS 4.0 output (Bootstrapping, 5,000 subsamples), processed 2026.

Table 11. Mediation Effects Test Results (H4-H5): Sobel Test and VAF

Hyp.	Mediation Path	Indirect Effect	t-Statistic	p-Value	VAF (%)	Mediation Type
H4	CEQ → RI → EA	0.190	3.262	0.001	44.10	Partial Mediation
H5	PV → RI → EA	0.221	3.554	<0.001	52.78	Partial Mediation

Source: SmartPLS 4.0 output (Bootstrapping, Sobel Test), processed 2026. Direct effect CEQ→EA=0.241; PV→EA=0.198; total effects 0.431 and 0.419, respectively.

Table 12. Summary of Hypothesis Testing Results

Hyp.	Hypothesis Statement	Value (β/Indirect)	t-Statistic	Decision
H1	CEQ has a positive effect on RI	0.387	3.965	Supported
H2	PV has a positive effect on RI	0.449	4.527	Supported
H3	RI has a positive effect on EA	0.492	5.739	Supported
H4	RI partially mediates CEQ → EA	0.190	3.262	Supported
H5	RI partially mediates PV → EA	0.221	3.554	Supported

Source: Primary data processed, 2026. All hypotheses are supported at α=5%.

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DISCUSSION

The results of the H1 test show that CEQ has a positive and significant effect on RI (β=0.387; t=3.965; p<0.001), supporting the prediction of Experiential Marketing Theory (Schmitt, 1999) that the quality of consumer experience directly influences future behavioral intention. The mean CEQ value, which falls in the Good category (3.85), with Product Experience as the highest dimension, provides a strong basis for the formation of repeat-visit intention. This finding is consistent with Kim et al. (2022), who found that CEQ can increase RI by up to 40% in a hospitality context, and with Rahayu et al. (2021) in the Indonesian context. CEQ was also found to directly affect EA (β=0.241; total effect=0.431), showing that high experience quality can shape guests' emotional bonds both directly and through the mediation of RI.

The results of the H2 test show that PV has a positive and significant effect on RI (β=0.449; t=4.527; p<0.001), consistent with Customer Value Theory (Woodruff, 1997). The larger coefficient of PV on RI compared with CEQ indicates that perceived value has slightly stronger predictive power, understandable given that 41.0% of respondents fall within the middle-income segment (IDR 5-10 million/month), who tend to weigh value for money heavily. The Economic Value dimension, the highest among the PV dimensions, confirms this. This finding aligns with Ali et al. (2021) and El-Adly and Eid (2023), who found a consistent value-intention-attachment causal chain in the hospitality industry.

The results of the H3 test show that RI has a positive and significant effect on EA (β=0.492; t=5.739; p<0.001), the largest coefficient among all direct effects in the model, confirming that RI is the strongest direct predictor of EA. Guests with strong repeat-visit intention tend to display higher loyalty and develop a deeper emotional bond with the hotel, consistent with Rather (2020) and Roy et al. (2021).

The results of the H4 test confirm that RI partially mediates the effect of CEQ on EA (indirect effect=0.190; VAF=44.10%). CEQ contributes to EA through a dual mechanism: directly, by shaping a positive affective impression, and indirectly, by strengthening repeat-visit intention, which gives guests the opportunity to accumulate positive experiences over time, consistent with the Sequential Mediation Framework (Preacher & Hayes, 2008) and the findings of Kim et al. (2022).

The results of the H5 test confirm that RI partially mediates the effect of PV on EA (indirect effect=0.221; VAF=52.78%), with a larger mediation proportion than the CEQ→EA path (VAF=44.10%). This shows that more than half of PV's effect on EA operates through the RI mechanism: when guests perceive that the benefits obtained

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consistently exceed the sacrifices made, a strong repurchase intention is formed, which in turn deepens the dimensions of affection and connection toward the hotel, consistent with Han et al. (2020) and El-Adly and Eid (2023).

Theoretically, this study contributes through the integration of Experiential Marketing Theory, Customer Value Theory, and Attachment Theory within a single, cohesive mediation model, in which Repurchase Intention acts as a behavioral bridge that converts experience quality and perceived value into a more permanent emotional bond. This study also provides empirical evidence from a local hotel context in Central Kalimantan that has previously been underrepresented in a literature dominated by studies of international hotel chains in major cities.

Practically, the management of Hotel Putra Kahayan is advised to prioritize strengthening the Moments of Truth dimension of CEQ through the optimization of digital reservation systems and the check-in process, and to strengthen the Social Value dimension of PV through the development of corporate partnerships and exclusive experiences for loyal guests. Given the significant mediating role of RI, developing multi-tier loyalty programs and guest-retention strategies is an important catalyst for building long-term Emotional Attachment, which correlates with a higher customer lifetime value (Drennan et al., 2015; Jiang et al., 2022).

CONCLUSION

Based on the PLS-SEM analysis of 100 loyal guests of Hotel Putra Kahayan in Palangka Raya City, it can be concluded that Customer Experience Quality and Perceived Value each have a positive and significant effect on Repurchase Intention; Repurchase Intention has a positive and significant effect on Emotional Attachment; and Repurchase Intention partially mediates the effect of both Customer Experience Quality and Perceived Value on Emotional Attachment. All five research hypotheses (H1-H5) are supported by empirical data at the α=5% significance level, with the model explaining 57.6% of the variance in Repurchase Intention and 70.0% of the variance in Emotional Attachment.

These findings confirm that enhancing the quality of guest experience and perceived value, converted into consistent repurchase intention, constitutes a strategic pathway for building guests' emotional attachment in the context of a local, regional mid-scale hotel. Future research is encouraged to consider moderating variables such as guest type (business vs. leisure) or the duration of the guest-hotel relationship, and to

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expand the sample to other local hotels in Kalimantan in order to strengthen the generalizability of the findings.

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