“Multisensory marketing and hotel revisit intention: The mediating role of perceived value and satisfaction in Ho Chi Minh City, Vietnam”

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MULTISENSORY MARKETING AND HOTEL REVISIT INTENTION: THE MEDIATING ROLE OF PERCEIVED VALUE AND SATISFACTION IN HO CHI MINH CITY, VIETNAM

Abstract

This study examines how multisensory experience influences hotel guests' revisit intention in Ho Chi Minh City, Vietnam, focusing on the mediating roles of perceived value and customer satisfaction. Drawing mainly on the Stimulus–Organism–Response framework and Experience Economy Theory, the study investigates five sensory dimensions – vision, taste, hearing, smell, and touch – as antecedents of guests' evaluations and behavioral intention. Survey data were collected from 452 guests who had stayed at three- to five-star hotels in Ho Chi Minh City, and the proposed model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that all five sensory dimensions significantly enhance perceived value, with smell (β = 0.227) and vision (β = 0.225) showing the strongest effects, followed by touch (β = 0.187), hearing (β = 0.179), and taste (β = 0.143). However, only taste (β = 0.212) and smell (β = 0.154) have significant direct effects on customer satisfaction. Perceived value significantly increases both satisfaction (β = 0.362) and revisit intention (β = 0.555), while satisfaction also positively affects revisit intention (β = 0.328). Mediation analysis shows that perceived value mediates the effects of all five sensory dimensions on revisit intention, whereas satisfaction mediates only the effects of taste and smell. These findings highlight the value-based pathway through which multisensory hotel experiences foster revisit intention. Practically, hotels should strengthen holistic sensory value while prioritizing culinary quality and ambient scent to enhance satisfaction, guest retention, and long-term competitiveness in urban hospitality markets.

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INTRODUCTION

In recent years, hotel revisit intention has become an increasingly important issue in hospitality research and practice. As competition in the hotel industry intensifies, hotels can no longer rely only on basic service quality, room facilities, or price advantages to retain guests. Instead, they face growing pressure to create differentiated and memorable experiences that strengthen guests' emotional connection with the hotel brand and encourage repeat patronage (Rosli et al., 2023). This issue is particularly relevant in urban hospitality markets, where guests evaluate hotels not only through functional service performance but also through the overall atmosphere and experiential value of their stay.

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Multisensory experiences have become central to this competitive challenge. In the hotel context, guests encounter a combination of visual, auditory, olfactory, gustatory, and tactile stimuli throughout their stay. Interior design, lighting, background music, ambient scent, culinary quality, bedding, room temperature, and physical comfort may jointly shape how guests perceive the value of a hotel experience (Fong et al., 2023; Krishna, 2012). These sensory cues are not merely decorative or supportive elements; they may influence emotions, memory formation, satisfaction, and behavioral decisions, including the intention to revisit (Kim et al., 2020a; Liu et al., 2018; Yang et al., 2021). Therefore, understanding how sensory experiences operate in hotel settings has become an important scientific and managerial concern.

The relevance of this issue is evident in Ho Chi Minh City, Vietnam, where the hospitality sector has been recovering and expanding after the pandemic. The city received 38 million domestic visitors and 6 million international visitors, generating approximately VND 190 trillion in tourism revenue, an increase of about 19% compared with 2023 (Linh, 2024). In such a competitive market, hotels – especially those in the three- to five-star segment – must respond to guests' rising expectations for comprehensive experiences that combine service quality, spatial design, physical and atmospheric comfort, and additional value beyond core accommodation services (Hoa, 2025; Nguyen et al., 2024). These conditions make the urban hotel market in Ho Chi Minh City a relevant context for examining how guests evaluate sensory-based hotel experiences.

However, the research problem remains insufficiently clarified. Prior studies in Vietnam have mainly emphasized service quality, satisfaction, and loyalty in the hotel sector (Dinh Phi et al., 2018; Nguyen et al., 2015). Less attention has been paid to how different sensory dimensions contribute to revisiting intention through guests' internal evaluations, particularly perceived value and customer satisfaction. It remains unclear whether sensory cues directly shape satisfaction, whether they primarily enhance perceived value, or whether different senses operate through different psychological pathways. This gap limits theoretical understanding of how sensory-based experiences are transformed into revisit intention in hospitality.

Accordingly, the central research problem concerns the mechanism through which multisensory hotel experiences are translated into revisit intention in Ho Chi Minh City's three- to five-star hotel segment. This problem is important because hotels increasingly invest in sensory elements, yet the specific role of each sensory dimension in shaping perceived value, satisfaction, and revisit intention remains underexplored. Clarifying this issue is necessary for a more precise understanding of guest behavior, customer retention, and long-term competitiveness in Vietnam's urban hospitality market.

1. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

1.1. Theoretical background

The tactic known as multisensory marketing uses all five of the human senses – sight, hearing, smell, taste, and touch – at the same time to produce unique and comprehensive experiences that influence the attitudes, feelings, and actions of customers. Krishna (2012) asserts that multisensory marketing incorporates multiple sensory signals to affect perceptions and buying decisions rather than only appealing to one sense at a time. Fong et al. (2023) further highlight how multimodal experiences help brands build stronger, longer-lasting bonds with their clientele. Multisensory marketing is used in the hotel industry to improve perceived value, guest happiness, and intention to return through the use of lighting, music, smells, gastronomy, and a welcoming atmosphere.

Customers' overall evaluation of the advantages they obtain in comparison to the expenses they incur when using a product or service is known as perceived value. Blut et al. (2024) and Sairanen

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et al. (2024) assert that consumers compare what they acquire (such as quality, experience, and emotions) and what they give up (such as cost, time, and effort) to determine perceived value. Perceived value in the hospitality industry encompasses more than just the quality of the rooms and the services provided by the hotel; it also includes things like comfort, multisensory experiences, and the hotel's dedication to sustainable growth (Lee et al., 2019; Kirillova et al., 2014). Perceived value is a crucial basis for developing enduring customer-business connections since guests are more satisfied and inclined to return when they perceive greater value.

A favorable emotional reaction that results from comparing pre-consumption expectations with actual experiences with a product or service is known as customer satisfaction. Oliver (1997) asserts that customer satisfaction measures how much a customer feels their expectations have been fulfilled or surpassed. The quality of supplementary services, multisensory experiences, staff friendliness, and hotels' dedication to sustainable practices all have an impact on guest satisfaction in the hotel industry, in addition to the quality of core services (such as rooms and facilities) (Guan et al., 2021). Guest loyalty and intention to return are greatly influenced by satisfaction, which also helps hotels maintain a competitive edge over time in a market that is becoming more and more cutthroat.

Hellier et al. (2003) conceptualize revisit intention as consumers' propensity to continue choosing and using the same service provider in subsequent consumption occasions. In the hospitality context, revisit intention is widely recognized as an important behavioral manifestation of customer loyalty, reflecting guests' commitment to a hotel after experiencing its services. In addition to service quality and satisfaction, the desire to return is influenced by emotional experiences, perceived value, and the strength of the brand relationship (Hoa, 2025; Kim et al., 2017; Liu et al., 2018). A stronger intention to revisit enables hotels to sustain revenue growth and stimulate positive word-of-mouth, thereby supporting long-term competitiveness within the hospitality industry.

The Stimulus–Organism–Response Theory (S–O–R) framework, created by Mehrabian and Russell (1974), explains how individuals react to environmental stimuli. In this model, external stimuli (S) are things like sounds, sights, smells, or services; internal states (O) are people's thoughts, feelings, and attitudes; and external behaviors (R) are things like loyalty, decisions to buy, or plans to return. The S–O–R paradigm is widely used in hospitality research to describe how multisensory marketing stimuli (S) impact perceived value and satisfaction (O), which in turn impact the intention to return (R). This idea highlights the role that psychological components play as mediators in transforming sensory stimuli into behavioral outcomes, underscoring the importance of holistic experiences in supporting the long-term expansion of the hotel industry.

The Theory of Planned Behavior explains behavioral intention through attitude toward behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). However, the present study does not directly test these core TPB components. Therefore, revisit intention is examined mainly as the behavioral response in the Stimulus–Organism–Response framework, in which multisensory hotel experiences represent external stimuli, perceived value and customer satisfaction represent internal evaluative states, and revisit intention represents the behavioral response (Mehrabian & Russell, 1974).

According to Pine and Gilmore's (1999) Experience Economy Theory, firms can create competitive advantage by designing meaningful and memorable customer experiences rather than relying solely on functional service delivery. This perspective is particularly relevant to the hotel context, where guests evaluate not only accommodation quality but also the overall experiential atmosphere created through visual, auditory, olfactory, gustatory, and tactile cues. Well-designed sensory experiences can enhance perceived value and satisfaction, which in turn may strengthen guests' intention to revisit. Therefore, Experience Economy Theory complements the S–O–R framework by explaining why multisensory hotel experiences can become important sources of guest evaluation and repeat behavioral intention.

Based on these theoretical perspectives, this study conceptualizes sensory dimensions as external stimuli, perceived value and customer satisfaction as internal evaluative states, and revisit intention as the behavioral response.

1.2. Research gaps and rationale

Existing studies have provided important insights into hotel guests' experiences, customer satisfaction, perceived value, and revisit intention. Prior hospitality research has shown that sensory cues can influence customers' perceptions, emotions, memory formation, and behavioral responses (Krishna, 2012; Fong et al., 2023; Lee et al., 2019; Yang et al., 2021). Studies on hotel and tourism experiences also indicate that service atmosphere, soundscape, culinary quality, visual appeal, and physical comfort may shape satisfaction and loyalty-related outcomes (Liu et al., 2018; Kim et al., 2020a; Kirillova & Chan, 2018). However, despite these contributions, several important gaps remain.

First, much of the existing hospitality literature has examined revisit intention mainly through service quality, satisfaction, destination image, or general customer experience. In Vietnam, previous studies have also tended to focus on the relationship between service quality, customer satisfaction, and customer loyalty in the hotel sector (Dinh Phi et al., 2018; Nguyen et al., 2015). More recent studies in Vietnam have examined tourist satisfaction and revisit intention in specific destinations, but they have not sufficiently addressed multisensory marketing as a structured set of hotel-based experiential stimuli (Hoa, 2025; Nguyen et al., 2024). Therefore, the role of multisensory marketing in explaining hotel guests' revisit intention remains underdeveloped in the Vietnamese hospitality context.

Second, prior studies often discuss sensory experience as a broad or combined concept, while less attention has been paid to the distinct effects of specific sensory dimensions. Yet in hotel settings, vision, taste, hearing, smell, and touch may not influence guest evaluations in the same way. Visual design and spatial aesthetics may shape perceived value and aesthetic judgment (Lee et al., 2019; Liu et al., 2021), culinary quality may affect emotional and cognitive evaluations (Kim et al., 2020a; Şahin & Kılıçlar, 2023), soundscape may influence satisfaction and emotional states (Liu et al., 2018), ambient scent may affect mood, memory, and perceived atmosphere (Krishna, 2012), and tactile comfort may contribute to physical comfort and service evaluation (Kirillova & Chan, 2018; Hasan et al., 2020). This suggests the need to examine whether different senses operate through similar or different psychological pathways.

Third, the mediating mechanisms linking multisensory hotel experiences to revisit intention remain insufficiently clarified. Previous studies have confirmed that perceived value is an important predictor of satisfaction and loyalty-related behavior (Blut et al., 2024; Sairanen et al., 2024; Qiu et al., 2024). Other studies have emphasized customer satisfaction as a key driver of revisit intention and customer loyalty in hospitality (Guan et al., 2021; Kim et al., 2020a; Liu et al., 2018). However, perceived value and customer satisfaction are conceptually different. Perceived value reflects guests' evaluation of benefits relative to costs, whereas satisfaction reflects their emotional and cognitive response after experiencing the service. Because of this distinction, these two constructs may mediate the relationship between sensory cues and revisit intention in different ways. Limited empirical evidence has examined these two mediating mechanisms simultaneously in the context of multisensory hotel experiences.

Fourth, the context of Ho Chi Minh City provides a strong rationale for further investigation. The city is one of Vietnam's major tourism and business destinations, and its hospitality market has become increasingly competitive after the pandemic (Linh, 2024). In this market, three- to five-star hotels are more likely to invest in sensory elements such as interior design, lighting, music, scent, culinary services, bedding quality, and physical comfort. At the same time, guests increasingly expect comprehensive experiences that go beyond basic accommodation services and contribute to satisfaction, guest retention, and long-term hotel competitiveness (Liu et al., 2018; Nguyen et al., 2024). Therefore, understanding how multisensory experiences influence perceived value, satisfaction, and revisit intention is important for both theory development and hotel experience management.

Taken together, previous studies suggest that multisensory cues, perceived value, customer satisfaction, and revisit intention are closely connected in hospitality experiences. However, the existing

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literature has not sufficiently clarified whether different sensory dimensions influence revisit intention through the same psychological mechanism or through distinct evaluative pathways. In particular, the simultaneous mediating roles of perceived value and customer satisfaction in the relationship between multisensory hotel experiences and revisit intention remain underexplored in Vietnam's urban hotel context.

1.3. Research hypotheses and conceptual model

Based on the above theoretical and contextual gaps, the purpose of this study is to examine how five sensory dimensions of multisensory marketing – vision, taste, hearing, smell, and touch – influence hotel guests' revisit intention through perceived value and customer satisfaction in the context of three- to five-star hotels in Ho Chi Minh City, Vietnam.

Multisensory marketing, as used in the hotel sector, is the process of integrating and optimizing guests' sensory experiences to provide a comprehensive stay (Fong et al., 2023; Krishna, 2012). These sensory components influence perceived value, which is the ratio of the costs and advantages of using a service, in addition to emotions (Blut et al., 2024; Sairanen et al., 2024). It has been demonstrated that visual signals such as interior design, color, lighting, and spatial arrangements have a significant impact on guests' perceptions of value and aesthetic assessments (Lee et al., 2019; Liu et al., 2021). Taste is a key component of the lodging experience and helps create favorable opinions about hotels. It is reflected in the caliber of the food and drinks and the quality of the cuisine (Kim et al., 2020a; Yang et al., 2021). According to Liu et al. (2018), soundscapes – such as background noise, music, or the peace of the lodging – have an impact on emotional states and, consequently, perceived value. Potent emotional and memory boosters, including scents, improve visitors' impressions of a hotel's sophistication and promote comfort (Fong et al., 2023; Krishna, 2012). Physical comfort is influenced by touch, which raises the overall perceived worth. The quality of the linens, beds, materials, and room temperature all demonstrate this (Hasan et al., 2020; Rosli et al., 2023; Kirillova & Chan, 2018).

Creating experiences in the hospitality industry that appeal to a variety of senses tends to produce positive emotions and enhance visitors' assessments of their stay, which in turn increases satisfaction. Building upon previous "sensehacking" research, integrating visual, auditory, olfactory, gustatory, and tactile inputs can shorten the visitor journey and enhance perceived service quality (Spence, 2022). The evaluation of color schemes, lighting, and spatial layout affects aesthetics, coherence, and comfort, all of which lead to greater satisfaction (Grynko et al., 2025; Ying, 2024). Taste from food and drink quality, such as flavor, presentation, and restaurant ambiance, is strongly linked to satisfaction and a sense of well-being (Iradawaty, 2025; Şahin & Kılıçlar, 2023). On the audio side, meta-analytic data in the travel and hotel industries demonstrate that music that is appropriately matched in terms of volume, pace, and context improves feelings and contentment (Leonidas et al., 2024). According to Teller and Dennis (2012) and Padma and Ahn (2020), the use of ambient smells in hotel atmospherics enhances mood, perceived value, and satisfaction. Last but not least, tactile comfort – which encompasses elements like the hand feel of linens and towels, bedding quality, and temperature conditions – has a direct impact on physical comfort and sleep quality. It is also closely associated with satisfaction with star-rated properties (Singgalen, 2024; Kim et al., 2020b).

A key factor determining hotel customer satisfaction is perceived value. Guests are far more satisfied when they believe that the advantages they receive – which include social, emotional, and functional value – outweigh the expenses. Customer happiness and perceived value are strongly positively correlated, according to recent data (Mohd Kamal et al., 2025; Qiu et al., 2024).

One of the most important predictors of intention to return in the hotel industry is perceived value. If visitors feel that the practical, emotional, and social benefits of their visit surpass the costs, they are more inclined to use the service again. Furthermore, this positive correlation has been confirmed by other studies (Hasan et al., 2020; Mohd Kamal et al., 2025; Rosli et al., 2023; Li et al., 2015).

In the hotel sector, one of the main elements affecting patronage and intention to return is customer satisfaction. When customers are happy with the service, the good experience acts as a powerful incentive for them to stay at the same hotel again.

This favorable link has been continuously verified by recent investigations (Guan et al., 2021; Kim et al., 2020a; Liu et al., 2018).

In the relationship between multisensory marketing experiences and customers' intention to return, perceived value is a crucial mediating factor. In addition to having a direct impact on emotions, sensory factors, including sight, taste, hearing, smell, and touch, also improve assessments of the value of the services, which in turn encourages customers to return. Customers are more likely to form deep emotional attachments and return when they feel that sensory encounters have meaning, according to recent studies (Hasan et al., 2020; Kim et al., 2020a; Liu et al., 2018). Thus, in the context of hospitality, perceived value serves as a mediator, explaining how sensory perceptions are translated into repeated behavior.

Customer satisfaction is frequently seen as a crucial psychological mechanism that mediates the relationship between sensory cues and subsequent consumer behavior in the context of hotel services. Customers are more likely to generate favorable emotional and cognitive impressions and be more satisfied overall when they are exposed to multisensory marketing aspects, such as visual, gustatory, aural, olfactory, and tactile perceptions. Recent studies have shown that the conversion of sensory experiences into intentions to return is significantly mediated by satisfaction (Kim et al., 2020a; Liu et al., 2018; Rosli et al., 2023).

Based on the theoretical framework discussed above, the following hypotheses are proposed:

H1 (H1a–H1e): Multisensory marketing has a positive effect on customer perceived value.

H2 (H2a–H2e): Multisensory marketing has a positive effect on customer satisfaction.

H3: Perceived value has a positive effect on customer satisfaction.

H4: Perceived value has a positive effect on revisit intention.

H5: Customer satisfaction has a positive effect on revisit intention.

H6 (H6a–H6e): Perceived value mediates the effect of multisensory marketing on revisit intention.

H7 (H7a–H7e): Customer satisfaction mediates the effect of multisensory marketing on revisit intention.

Figure 1 illustrates the proposed conceptual model and the relationships among the variables.

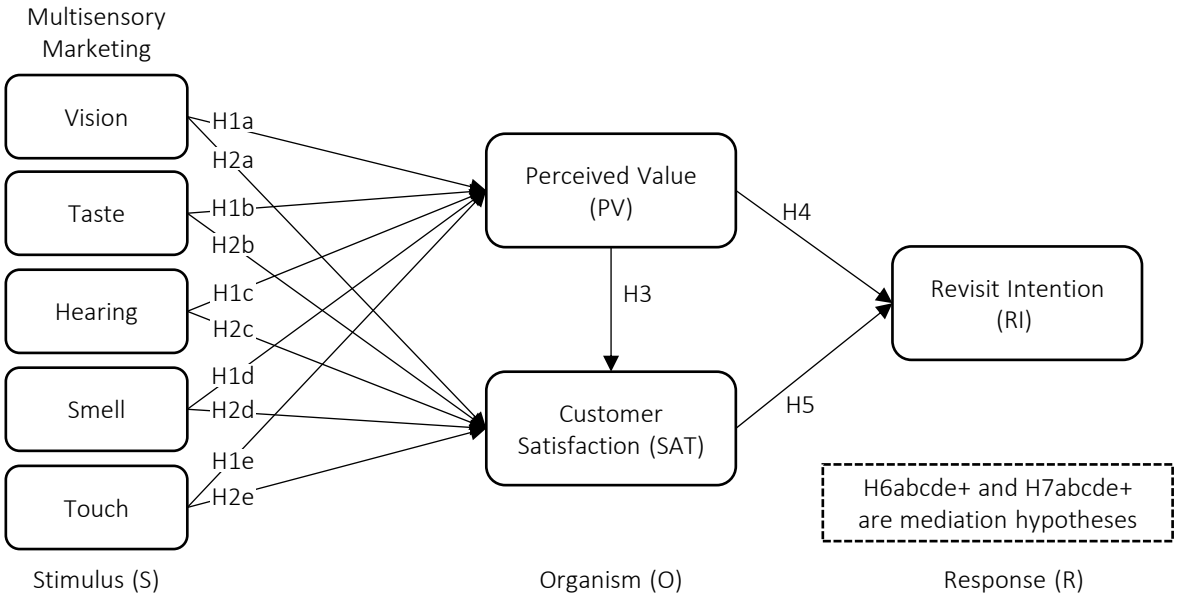

Figure 1. Proposed research model

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2. RESEARCH METHODOLOGY

This study employed a two-stage research design conducted in Ho Chi Minh City, Vietnam, between October and December 2025. The first stage involved qualitative refinement of the measurement instrument, while the second stage involved a quantitative survey to test the proposed research model and hypotheses. Ho Chi Minh City was selected because it is one of Vietnam's major tourism and business destinations, where hotels operate in a competitive market and increasingly rely on experiential service differentiation.

In the first stage, focus group discussions and expert consultations in the hospitality field were conducted to review and refine the questionnaire. This stage aimed to assess the clarity, cultural suitability, and contextual relevance of the measurement items. Feedback from experts and potential respondents was used to revise wording, remove ambiguity, and ensure that the items were suitable for measuring multisensory hotel experiences.

To ensure semantic equivalence and content validity, a standard back-translation procedure was conducted. The original English questionnaire was translated into Vietnamese and then back-translated into English. A focus group discussion with hospitality experts and hotel managers was organized to refine the wording of the items and ensure their suitability for the three- to five-star hotel context. A preliminary pilot check was then conducted, and the results indicated that the questionnaire was understandable to respondents and suitable for the main survey.

The questionnaire was first developed in English based on prior measurement scales and then translated into Vietnamese. A back-translation procedure was used to ensure semantic equivalence between the English and Vietnamese versions. Based on feedback from the focus group and expert consultation, minor wording adjustments were made to improve item clarity, avoid ambiguity, and ensure contextual relevance to the Vietnamese hotel setting. A preliminary pilot check was also conducted before the main survey, and the results indicated that the questionnaire was understandable to respondents and suitable for full-scale data collection.

The quantitative survey targeted guests who had stayed at three- to five-star hotels in Ho Chi Minh City and were able to evaluate a recent hotel experience. This segment was selected for theoretical and practical reasons. Three- to five-star hotels are more likely to provide structured multisensory experiences, including interior design, lighting, background music, ambient scent, culinary services, bedding quality, room comfort, and other physical service cues. These elements are directly related to the five sensory dimensions examined in this study: vision, taste, hearing, smell, and touch. In addition, this hotel segment represents an important and competitive part of Ho Chi Minh City's urban hospitality market, where hotels compete through guest experience, perceived value, satisfaction, and revisit intention.

The questionnaire consisted of two sections. The first section collected respondents' demographic and travel-related information, including gender, age, occupation, monthly income, hotel usage frequency, and purpose of travel. The second section measured eight constructs with 33 observed items: vision, taste, hearing, smell, touch, perceived value, customer satisfaction, and revisit intention. Respondents were asked to answer all measurement items based on their most recent stay at a specific three- to five-star hotel in Ho Chi Minh City within the past six months. All items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The full measurement items and their literature sources are presented in Appendix A. The sensory dimensions captured guests' subjective evaluations of visual, gustatory, auditory, olfactory, and tactile aspects of the hotel experience. Perceived value measured guests' assessment of benefits relative to costs, customer satisfaction measured their overall evaluation of the experience, and revisit intention measured their willingness to return.

The quantitative survey was conducted using purposive and convenience sampling. Respondents were eligible to participate if they were at least 18 years old and met the hotel-stay criterion described above. The study targeted eligible hotel guests rather than using hotels as formal sampling units. Therefore, the survey was not based on a fixed list of participating hotels. A screening question was used at the beginning of the question-

naire to ensure that each respondent evaluated a specific and recent hotel stay rather than hotel experiences in general. The questionnaires were distributed through both direct and online channels, including hospitality-related contacts, hotel guest networks, and online travel or consumer communities relevant to hotel users in Ho Chi Minh City.

A total of 531 questionnaires were distributed, and 479 responses were returned, yielding a response rate of approximately 90.2%. The relatively high response rate can be explained by the targeted nature of the survey and the screening of respondents who had relevant hotel experience. After data screening, 27 responses were removed because they were incomplete, failed the eligibility criteria, or showed inconsistent response patterns such as straight-line answers. As a result, 452 valid responses were retained for final analysis.

Data were analyzed using SPSS 26.0 and SmartPLS 4.0. SPSS was used for descriptive statistics, while SmartPLS 4.0 was used to assess the measurement and structural models through PLS-SEM. Reliability and convergent validity were evaluated using Cronbach's Alpha, Composite Reliability, outer loadings, and AVE. Discriminant validity was assessed using both the Fornell–Larcker criterion and the heterotrait–monotrait ratio of correlations (HTMT). The structural model was examined using VIF, path coefficients, t-values, p-values, adjusted R^2, Q^2, and f^2. Bootstrapping was used to test the hypothesized structural paths and mediating effects.

The demographic and travel-related profile of the respondents is presented in Table 1.

This study complied with established ethical standards for research involving human participants. Participation was voluntary, informed consent was obtained before data collection, and respondents had the right to withdraw at any time. The survey was anonymous; no personally identifiable data were recorded, and all collected data were used solely for academic research purposes.

3. RESEARCH RESULTS

3.1. Measurement model evaluation

To assess the reliability and convergent validity of the measurement scales, the study evaluates the measurement model, as presented in Table 2.

The findings of the evaluation of the measurement model based on convergent validity and reliability indicators are shown in Table 2. According to the

Table 1. Descriptive statistics of respondents

Criterion		Frequency (n)	Percentage (%)
Gender	Male	236	52.2%
	Female	216	47.8%
Age	18 – under 25	54	11.9%
	25 – under 35	168	37.3%
	35 – under 45	190	42.0%
	Over 45	40	8.8%
Occupation	Student	89	19.7%
	Office employee	188	41.6%
	Business owner/self-employed	153	33.8%
	Other	22	4.9%
Monthly income /month (VND)	Under 10 million	81	17.9%
	10 – under 20 million	115	25.4%
	20 – under 35 million	161	35.6%
	Over 35 million	95	21.1%
Hotel usage frequency/year	Less than 2 times	45	10.0%
	2–3 times	238	52.7%
	More than 3 times	169	37.3%
Purpose of travel	Leisure	193	42.7%
	Business	219	48.5%
	Other	40	8.8%
Total		452	100.0%

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Table 2. Measurement model assessment results

Construct	Cronbach's Alpha	Outer Loadings	Composite Reliability	Average Variance Extracted (AVE)
Vision (VI)	0.906	0.829 – 0.865	0.932	0.728
Taste (TA)	0.888	0.804 – 0.845	0.928	0.690
Hearing (HE)	0.875	0.759 – 0.848	0.917	0.662
Smell (SM)	0.858	0.778 – 0.903	0.904	0.703
Touch (TO)	0.872	0.836 – 0.868	0.916	0.737
Perceived Value (PV)	0.886	0.828 – 0.896	0.922	0.746
Customer Satisfaction (SAT)	0.877	0.848 – 0.923	0.922	0.795
Revisit Intention (RI)	0.928	0.898 – 0.944	0.948	0.859

results, all constructs exhibit a high degree of internal consistency, with Cronbach's Alpha values exceeding 0.85 and Composite Reliability (CR) values above 0.90. All outer loadings are statistically significant, as they exceed the recommended cutoff value of 0.70. Furthermore, sufficient convergent validity is confirmed by Average Variance Extracted (AVE) values exceeding 0.65 for all constructs. These findings imply that the measuring scales employed in the research are suitable for further structural model analysis and are dependable.

In addition to reliability and convergent validity, discriminant validity was assessed using the Fornell–Larcker criterion. The results are presented in Table 3.

As shown in Table 3, the square root of the AVE for each construct, presented in bold on the diagonal, was greater than its correlations with all other constructs. Specifically, the diagonal values ranged from 0.814 to 0.927, and all of them exceeded the corresponding inter-construct correlations. This indicates that each construct shared more variance with its own indicators than with other constructs in the model. Therefore, the Fornell–Larcker results confirm adequate discriminant validity among the constructs.

To further confirm discriminant validity, the heterotrait–monotrait ratio of correlations (HTMT) was also examined. The results are shown in Table 4.

Table 3. Fornell–Larcker criterion

Construct	HE	PV	RI	SAT	SM	TA	TO	VI
Hearing (HE)	0.814							
Perceived Value (PV)	0.412	0.864						
Revisit Intention (RI)	0.354	0.685	0.927					
Satisfaction (SAT)	0.388	0.612	0.642	0.892				
Smell (SM)	0.445	0.468	0.401	0.432	0.839			
Taste (TA)	0.392	0.389	0.366	0.455	0.412	0.831		
Touch (TO)	0.421	0.437	0.398	0.395	0.451	0.385	0.859	
Vision (VI)	0.485	0.492	0.423	0.418	0.512	0.404	0.463	0.853

Note: Bold diagonal values represent the square roots of AVE.

Table 4. Heterotrait–monotrait (HTMT) ratio

Construct	HE	PV	RI	SAT	SM	TA	TO	VI
Hearing (HE)								
Perceived Value (PV)	0.482							
Revisit Intention (RI)	0.411	0.791						
Satisfaction (SAT)	0.453	0.715	0.743					
Smell (SM)	0.521	0.543	0.464	0.501				
Taste (TA)	0.458	0.449	0.421	0.526	0.478			
Touch (TO)	0.494	0.507	0.459	0.456	0.524	0.446		
Vision (VI)	0.569	0.572	0.489	0.483	0.596	0.469	0.538	

Note: All HTMT values are below the conservative threshold of 0.85.

As presented in Table 4, all HTMT values were below the conservative threshold of 0.85. The highest HTMT value was 0.791, observed between perceived value and revisit intention, which was still lower than the recommended cutoff. These findings provide additional evidence that the constructs were empirically distinct from one another. Therefore, the measurement model satisfies the requirement for discriminant validity.

3.2. Structural model evaluation

All latent constructs have variance inflation factor (VIF) values between 2.526 and 3.371, which are below the 5-point cutoff, suggesting that there are no problems with multicollinearity among the variables under study (Hair et al., 2011). Following the model's sufficiency confirmation, Table 5 provides a detailed presentation of the hypothesis testing outcomes.

To provide a visual summary of the hypothesis testing results reported in Table 5, Figure 2 illustrates the structural model with standardized path coefficients (β) and R^2 values.

As shown in Table 5 and Figure 2, all five sensory dimensions have positive and statistically significant effects on perceived value (PV). Among them, smell has the strongest effect on PV (β = 0.227, p < 0.001), followed by vision (β = 0.225, p < 0.001), touch (β = 0.187, p < 0.001), hearing (β = 0.179, p = 0.001), and taste (β = 0.143, p = 0.012). However, only taste (β = 0.212, p < 0.001) and smell (β = 0.154, p = 0.012) have significant direct effects on customer satisfaction (SAT), whereas vision, hearing, and touch do not show statistically significant direct effects. In addition, perceived value has significant positive effects on customer satisfaction (β = 0.362, p < 0.001) and revisit intention (β = 0.555, p < 0.001). Customer satisfaction also has a significant positive effect on revisit intention (β = 0.328, p < 0.001). These results suggest that perceived value plays a central role in explaining revisit intention, while customer satisfaction is mainly shaped by taste and smell in the context of multisensory hotel experiences.

After examining the direct structural relationships among the constructs, the study further assessed the mediating roles of perceived value and customer satisfaction. The results of the mediation analysis are presented in Table 6.

As shown in Table 6, all five sensory dimensions – vision, taste, hearing, smell, and touch – have significant indirect effects on revisit intention through perceived value (PV). This finding highlights the important mediating role of perceived value in translating sensory perceptions into guests' revisit intention. However, when customer satisfaction (SAT) is considered as the mediating variable, only taste and smell show significant indirect effects on revisit intention, whereas vision, hearing, and touch do not show statistically significant indirect effects through satisfaction. These findings indicate a clear distinction between the mediating roles of PV and SAT. Specifically, perceived value functions as a broader mediating mechanism across all sensory dimensions, while customer satisfaction oper-

Table 5. Hypothesis testing results

Hypothesis	Path Coefficient (β)	t-Value	p-Value	Result
H1a: Vision → PV	0.225	4.178	< 0.001	Supported
H1b: Taste → PV	0.143	2.555	0.012	Supported
H1c: Hearing → PV	0.179	3.318	0.001	Supported
H1d: Smell → PV	0.227	3.685	< 0.001	Supported
H1e: Touch → PV	0.187	3.447	0.001	Supported
H2a: Vision → SAT	0.095	1.699	0.098	Not supported
H2b: Taste → SAT	0.212	3.662	< 0.001	Supported
H2c: Hearing → SAT	0.007	0.118	0.905	Not supported
H2d: Smell → SAT	0.154	2.701	0.012	Supported
H2e: Touch → SAT	0.033	1.473	0.142	Not supported
H3: PV → SAT	0.362	5.321	< 0.001	Supported
H4: PV → RI	0.555	8.252	< 0.001	Supported
H5: SAT → RI	0.328	3.705	< 0.001	Supported

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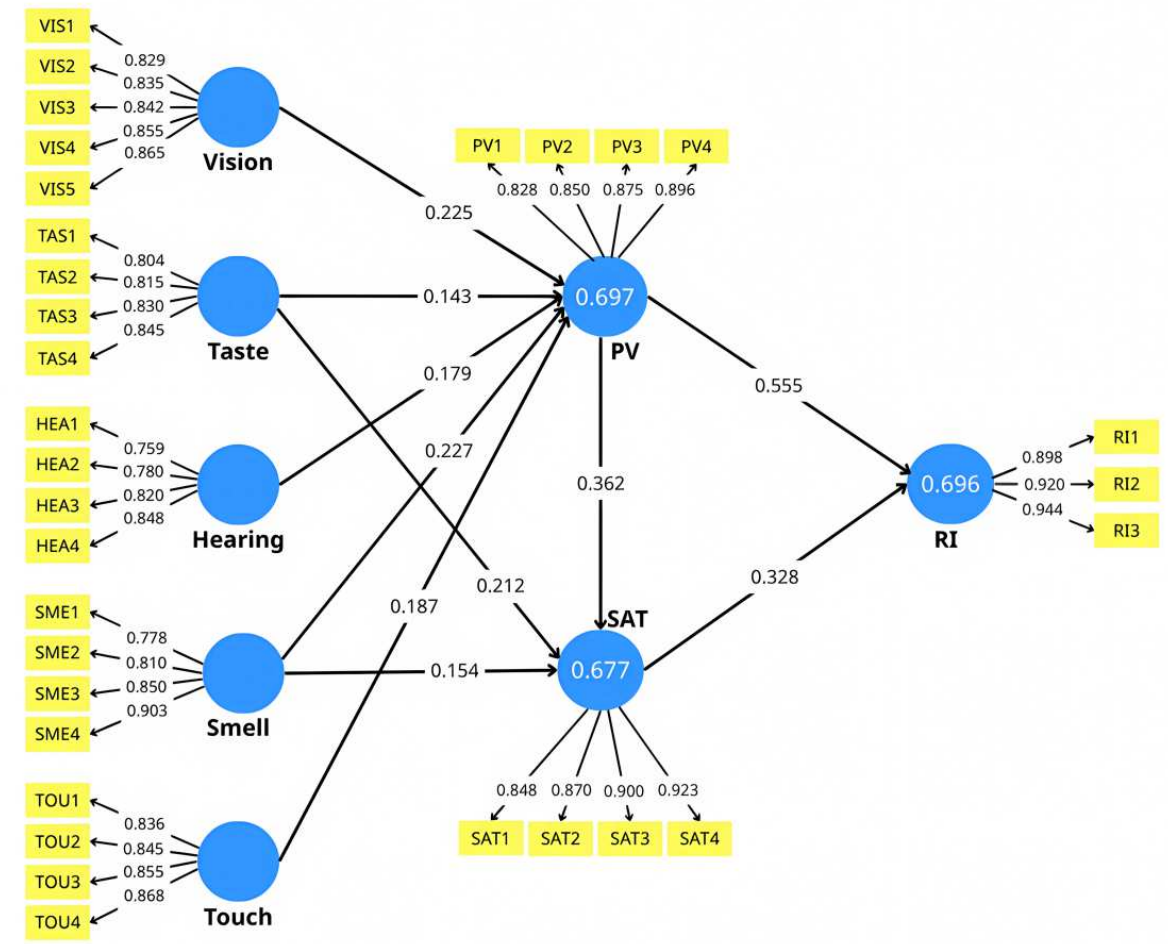

Note: Only significant structural paths are displayed. Non-significant paths from Vision, Hearing, and Touch to Customer Satisfaction are omitted for clarity. All outer loadings are statistically significant at $p < 0.001$.

Figure 2. Structural model results with standardized path coefficients (β) and R^2 values

ates as a more selective mediator, mainly through taste and smell, in the context of multisensory hotel experiences.

The study then used the R^2, Q, and f indices to assess the overall model fit after testing the hypotheses and mediating effects. Model performance was further assessed using R^2, Q^2, and f^2 statistics to evaluate explanatory power, predictive relevance, and effect sizes, as summarized in Table 7.

The results show that Perceived Value (PV), Customer Satisfaction (SAT), and Revisit Intention (RI) have adjusted R^2 values of 0.697, 0.677, and

Table 6. Mediation analysis results

Relationship	Path Coefficient (β)	T-value	p-value	Result
H6a: Vision → PV → RI	0.125	3.613	< 0.001	Supported
H6b: Taste → PV → RI	0.079	2.489	0.013	Supported
H6c: Hearing → PV → RI	0.099	2.863	0.004	Supported
H6d: Smell → PV → RI	0.126	3.336	0.001	Supported
H6e: Touch → PV → RI	0.104	3.526	< 0.001	Supported
H7a: Vision → SAT → RI	0.031	1.531	0.127	Not supported
H7b: Taste → SAT → RI	0.070	3.044	0.002	Supported
H7c: Hearing → SAT → RI	0.002	0.147	0.907	Not supported
H7d: Smell → SAT → RI	0.051	2.267	0.024	Supported
H7e: Touch → SAT → RI	0.011	1.452	0.136	Not supported

Table 7. R^2, Q^2, and f^2 indices of the research model

Index	Value	Index	Value
Adjusted R^2 (PV)	0.697	f^2 Taste → SAT	0.048
Adjusted R^2 (SAT)	0.677	f^2 Smell → SAT	0.025
Adjusted R^2 (RI)	0.696	f^2 PV → SAT	0.125
f^2 Vision → PV	0.066	f^2 PV → RI	0.414
f^2 Taste → PV	0.025	f^2 SAT → RI	0.241
f^2 Hearing → PV	0.036	Q^2 (PV)	0.528
f^2 Smell → PV	0.065	Q^2 (SAT)	0.536
f^2 Touch → PV	0.046	Q^2 (RI)	0.595

0.696, respectively. These values indicate that the model has strong explanatory power in explaining the variance in the key endogenous constructs. Furthermore, the Q^2 values for PV (0.528), SAT (0.536), and RI (0.595) are all greater than zero, confirming the predictive relevance of the model. The f^2 effect sizes further indicate different levels of influence among the constructs. Specifically, perceived value has a large effect on revisit intention ($f^2 = 0.414$) and a small-to-medium effect on customer satisfaction ($f^2 = 0.125$), while customer satisfaction has a medium effect on revisit intention ($f^2 = 0.241$). The sensory dimensions have small effect sizes on perceived value, with vision ($f^2 = 0.066$) and smell ($f^2 = 0.065$) showing relatively stronger effects than touch ($f^2 = 0.046$), hearing ($f^2 = 0.036$), and taste ($f^2 = 0.025$). Overall, the R^2, Q^2, and f^2 values support the explanatory and predictive quality of the proposed research model.

4. DISCUSSION

According to the study's findings, customers' perceptions of value are positively impacted by all five senses. The most significant effects are those of smell ($\beta = 0.227$, $p < 0.001$) and vision ($\beta = 0.225$, $p < 0.001$), showing the importance of aroma and spatial design in the hotel experience. Food quality, physical comfort, and ambient sound also play important roles in shaping perceived value, indicating that customers' value perceptions are formed through a holistic combination of sensory stimuli rather than a single dominant sense. These results align with previous studies (Fong et al., 2023; Krishna, 2012).

The findings demonstrate that multisensory marketing enhances customer satisfaction primarily through taste and smell. More importantly, taste and smell emerge as the most influential sensory dimensions for customer satisfaction, highlighting the importance of pleasurable and emotionally engaging experiences in hospitality settings. In contrast, visual, auditory, and tactile cues appear to play a more supportive or indirect role in shaping satisfaction, rather than exerting direct influences. Recent research on "sensehacking" in hotels supports the findings (Spence, 2022).

The findings indicate that a significant determinant of satisfaction and inclination to return is perceived value. In particular, satisfaction is strongly influenced by perceived value, consistent with the findings of Mohd Kamal et al. (2025) and Qiu et al. (2024), which emphasize that higher functional and emotional benefits enhance customer satisfaction. The present results reinforce the importance of perceived value in shaping revisit intention, consistent with Rosli et al. (2023), who highlight the strong predictive role of perceived value in repeat behavioral outcomes. Furthermore, the findings indicate that customer satisfaction positively influences revisit intention, consistent with earlier studies by Liu et al. (2018) and Guan et al. (2021). This finding underscores the psychological mechanisms through which perceived value and satisfaction strengthen customer loyalty in the hospitality sector.

The study demonstrates that perceived value plays a mediating role in the association between multisensory marketing and desire to revisit. In particular, the senses of sight, taste, sound, smell, and touch not only produce firsthand experiences but also improve the way in which clients assess the value of the services they receive. This result supports research by

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Rosli et al. (2023), Hasan et al. (2020), and Kim et al. (2020a), which highlights that when visitors believe the hotel offers more benefits than drawbacks, they decide to build closer bonds with the establishment and keep their intention to return. This study extends the work of Liu et al. (2018) and Kim et al. (2017) by clarifying the mediating role of perceived value in multisensory hotel experiences, demonstrating that sensory cues primarily influence revisit intention indirectly through value formation rather than through direct behavioral effects.

The study further demonstrates that customer satisfaction plays a selective mediating role in the relationship between multisensory marketing and revisit intention, operating significantly through taste and smell, while other sensory dimensions do not exhibit indirect effects via satisfaction. In addition to having a direct impact, sensory components – particularly taste and smell – can raise customer satisfaction levels. Customer satisfaction represents a key psychological mechanism linking service experiences with customer loyalty (Kim et al., 2020a; Liu et al., 2018). These findings provide additional empirical support for their arguments. Additionally, the current study expands on the findings of Hasan et al. (2020) and Rosli et al. (2023) by demonstrating that the advantages of multisensory marketing can only be translated into a continuous intention to return when customers attain a high degree of satisfaction. It highlights the critical role of customer satisfaction in the hospitality sector.

CONCLUSION

This study examined how five sensory dimensions of multisensory marketing – vision, taste, hearing, smell, and touch – influence hotel guests' revisit intention through perceived value and customer satisfaction in the context of three- to five-star hotels in Ho Chi Minh City, Vietnam. The findings show that all five sensory dimensions significantly enhance perceived value, while only taste and smell have significant direct effects on customer satisfaction. Perceived value positively affects both customer satisfaction and revisit intention, and customer satisfaction also has a positive effect on revisit intention. The mediation results further indicate that perceived value mediates the effects of all five sensory dimensions on revisit intention, whereas customer satisfaction mediates only the effects of taste and smell. These findings suggest that multisensory marketing contributes to revisit intention mainly through value formation, rather than through satisfaction alone. For hotel managers, this means that sensory cues should be designed as an integrated experience that strengthens guests' perceived value, while food and beverage quality and ambient scent should receive particular attention because they directly enhance satisfaction. Overall, the study contributes to hospitality marketing research by clarifying the different roles of perceived value and satisfaction in transforming sensory hotel experiences into guests' revisit intention. Future studies could extend this research by comparing different hotel star ratings, examining domestic and international guests separately, testing the model in other Vietnamese cities or international hospitality contexts, and further examining direct paths from sensory dimensions to revisit intention as well as sequential mediation mechanisms involving perceived value and customer satisfaction.

AUTHOR CONTRIBUTIONS

Conceptualization: Le Thi Kim Hoa.
Data curation: Le Thi Kim Hoa.
Formal analysis: Le Thi Kim Hoa.
Methodology: Le Thi Kim Hoa.
Visualization: Le Thi Kim Hoa.
Writing – original draft: Le Thi Kim Hoa.
Writing – review & editing: Le Thi Kim Hoa.

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AI STATEMENT

Grammarly was used as an AI-assisted language tool solely for grammar checking, spelling correction, punctuation, sentence clarity, and stylistic refinement of the English text. All scientific content, including the theoretical framework, methodology, results, discussion, and conclusions, was developed, reviewed, and verified by the author. The author takes full responsibility for the accuracy, integrity, and originality of the manuscript.

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APPENDIX A

Table A1. Measurement scales, items, and sources

Construct	Item code	Measurement items in English	Adapted from
Vision (VI)	VI1	The interior design and layout of the hotel are visually attractive.	Lee et al. (2019), Kirillova and Chan (2018), Liu et al. (2021)
	VI2	The lighting in the hotel creates a pleasant atmosphere.	
	VI3	The food, drinks, and hotel amenities are attractively presented.	
	VI4	The hotel's color scheme creates a comfortable visual impression.	
	VI5	The hotel's decorations enhance the attractiveness of the overall environment.	
Taste (TA)	TA1	The food and drinks at the hotel suit my taste.	Kim et al. (2020a), Yang et al. (2021), Şahin and Kılıçlar (2023)
	TA2	The food and drinks at the hotel maintain consistent quality.	
	TA3	The culinary offerings at the hotel provide a pleasant taste experience.	
	TA4	The hotel offers diverse food and beverage options.	
	TA5	I can sense the freshness of the food and drinks at the hotel.	
Hearing (HE)	HE1	The voices and communication style of the hotel staff sound pleasant.	Liu et al. (2018), Fong et al. (2023)
	HE2	Noise from other guests is well controlled.	
	HE3	Noise from service areas does not cause discomfort.	
	HE4	The hotel has good soundproofing from the outside environment.	
	HE5	The background music in the hotel makes me feel comfortable.	
Smell (SM)	SM1	I enjoy the fragrance of the food and beverages at the hotel.	Krishna (2012), Fong et al. (2023), Teller and Dennis (2012)
	SM2	The ambient scent of the hotel gives me a comfortable feeling.	
	SM3	Unpleasant odors from service areas are well controlled.	
	SM4	The pleasant scent of the hotel improves my overall experience.	
Touch (TO)	TO1	The dining utensils and hotel amenities are clean and hygienic.	Lee et al. (2019), Kirillova and Chan (2018), Hasan et al. (2020)
	TO2	The temperature of the food and beverages served is appropriate.	
	TO3	The furniture and materials in the hotel feel comfortable to touch.	
	TO4	The hotel maintains an appropriate room and air temperature.	
Perceived Value (PV)	PV1	I feel that the services at this hotel are of high quality.	Blut et al. (2024), Sairanen et al. (2024), Qiu et al. (2024)
	PV2	The hotel provides me with a sense of reliability.	
	PV3	The overall experience at the hotel is worth the money spent.	
	PV4	The hotel experience provides benefits that are worth my time and effort.	
Customer Satisfaction (SAT)	SAT1	The products and services of the hotel meet my expectations.	Oliver (1997), Guan et al. (2021), Kim et al. (2020a)
	SAT2	I am satisfied with the service environment of this hotel.	
	SAT3	I feel that choosing this hotel was a wise decision.	
Revisit Intention (RI)	RI1	I intend to stay at this hotel again in the future.	Hellier et al. (2003), Kim et al. (2017), Liu et al. (2018)
	RI2	I would choose this hotel again over other hotels in the future.	
	RI3	I intend to stay at this hotel again when visiting Ho Chi Minh City.	

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