

Supplementary Table S1. Measurement Items, Operationalization, and Sources

Construct	Indicator	Operational Definition / Dimension	Measurement Item	Source
Perceived Service Personalization (PSP)	PSP1 – Adaptive service	Customers' perceptions of service adaptation to individual needs	Hotel employees adjust their services according to my specific needs.	(Piccoli et al., 2017; Shen, 2024; Zaidan, 2025)
	PSP2 – Responsiveness	Customers' perceptions of employees' responsiveness to individual requests	Hotel employees respond promptly to my requests and concerns.	(Piccoli et al., 2017; Shen, 2024; Zaidan, 2025)
	PSP3 – Customer understanding	Customers' perceptions that employees understand their preferences and expectations	Hotel employees understand my personal preferences and expectations.	(Piccoli et al., 2017; Shen, 2024; Zaidan, 2025)
	PSP4 – Personalized attention	Customers' perceptions of individualized attention during service encounters	I receive personal attention from hotel employees during my stay.	(Piccoli et al., 2017; Shen, 2024; Zaidan, 2025)
Perceived Promotional Communication Effectiveness (PPCE)	PPCE1 – Communication clarity	Customers' perceptions of the clarity of promotional communication	Hotel promotional information is clear and easy to understand.	(Chan, 2020; MacDonald et al., 2013)
	PPCE2 – Message relevance	Customers' perceptions of the relevance of promotional messages	Hotel promotions are relevant to my needs and preferences.	(Chan, 2020; MacDonald et al., 2013)
	PPCE3 – Communication consistency	Customers' perceptions of consistency across promotional communication channels	The hotel delivers consistent promotional messages across different communication channels.	(Chan, 2020; MacDonald et al., 2013)

	PPCE4 – Promotional attractiveness	Customers’ perceptions of the attractiveness of promotional communication	Hotel promotional activities attract my attention.	(Chan, 2020; MacDonald et al., 2013)
Relationship Marketing (RM)	RM1 – Trust	Customer-perceived trust in the hotel relationship	I trust this hotel to deliver reliable services.	(Morgan & Hunt, 1994; Ndubisi, 2007)
	RM2 – Emotional connection	Customer-perceived emotional connection with the hotel	I feel emotionally connected to this hotel.	(Morgan & Hunt, 1994; Ndubisi, 2007)
	RM3 – Relationship communication	Customer-perceived quality of relationship communication	The hotel maintains good communication with its customers.	(Morgan & Hunt, 1994; Ndubisi, 2007)
	RM4 – Meaningful relational interaction	Customer-perceived quality of meaningful relational interaction	This hotel maintains strong and meaningful interactions with its customers.	(Morgan & Hunt, 1994; Ndubisi, 2007)
Customer Satisfaction (CS)	CS1 – Overall satisfaction	Overall evaluation of the hotel service experience	Overall, I am satisfied with the hotel service I received.	(Nana et al., 2022; Oliver, 1996)
	CS2 – Experience satisfaction	Satisfaction with the overall hotel experience	I am satisfied with my experience at this hotel.	(Nana et al., 2022; Oliver, 1996)
	CS3 – Decision satisfaction	Satisfaction with the decision to stay at the hotel	Overall, I am satisfied with my decision to stay at this hotel.	(Nana et al., 2022; Oliver, 1996)
	CS4 – Expectation fulfillment	Perceived fulfillment of service expectations	The hotel service met my expectations.	(Nana et al., 2022; Oliver, 1996)
	CS5 – Expected–experienced service consistency	Consistency between expected and experienced service	The hotel provided an experience that was close to what I expected.	(Nana et al., 2022; Oliver, 1996)

Note. All items were administered in Indonesian using a five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). The items were adopted, adapted, or developed based on the cited literature and contextualized to the Indonesian hotel setting. The RM indicators were researcher-developed based on the relationship marketing literature. All constructs were specified as reflective constructs. The questionnaire was pilot-tested with 30 respondents, and no measurement items were modified following the pilot test.