

Supplementary Table S4. Online–Offline Comparison of Focal Constructs

Construct	Online n = 358	Offline n = 48	Mann–Whitney U	p-value	Effect size (r)
Perceived Service Personalization (PSP)	—	—	8,695.00	0.889	—
Perceived Promotional Communication Effectiveness (PPCE)	—	—	8,041.00	0.467	—
Relationship Marketing (RM)	—	—	6,913.00	0.026	0.109
Customer Satisfaction (CS)	—	—	8,426.50	0.828	—

Note. The Mann–Whitney U test was conducted as a supplementary robustness check to compare the distributions of the focal constructs between online and offline respondents. The same eligibility criteria, measurement items, and focal-hotel instructions were applied across both survey modes.

Interpretation

The comparison showed no statistically significant differences between online and offline respondents for **PSP** ($p = .889$), **PPCE** ($p = .467$), or **CS** ($p = .828$). A statistically significant difference was observed for **RM** ($p = .026$); however, the effect size was **small** ($r = .109$). Thus, the survey-mode comparison provides supplementary evidence regarding the robustness of the dataset, while the result for RM indicates that some mode-related difference cannot be entirely ruled out.