ANALYSIS OF THE EFFECT OF SERVICE STAFF PERFORMANCE, PHYSICAL SORROWNINGS AND POSITIVE INTERACTIONS ON AUTHENTICITY PERCEPTION AND EXPERIENTIAL VALUE AND ITS IMPACT ON CUSTOMER SATISFACTION AT NAMAAZ DINING

ANALISA PENGARUH *SERVICE STAFF PERFORMANCE, PHYSICAL SORROUNDINGS* DAN *POSITIVE INTERACTIONS* TERHADAP *AUTHENTICITY PERCEPTION* DAN *EXPERIENTIAL VALUE* SERTA DAMPAKNYA TERHADAP *CUSTOMER SATISFACTION* NAMAAZ DINING

Akhmad Ramadhan[1], Zoel Hutabarat[2*]
Master of Management Study Program, Universitas Pelita Harapan, Indonesia[1,2]
01619230121@student.uph.edu[1]

ABSTRACT
Nowadays, restaurants are not only used as a place to eat, but can also be a place to get a pleasant experience such as at Namaaz Dining, which applies the concept of fine dining with molecular gastronomy to provide a more enjoyable experience to consumers. This study aims to test the effect of service staff performance, physical surroundings and positive interactions on authenticity perception and experiential value and their impact on customer satisfaction on consumers who have visited the Namaaz Dining restaurant. The study was conducted quantitatively with a causal approach. Data were collected directly by distributing questionnaires to research respondents and obtained 238 respondents. The analysis was carried out using the structural equation modeling (SEM) analysis technique on the SmartPLS application. The results of the study showed that all hypotheses in this study were accepted, meaning that service staff performance, physical surroundings and positive interactions had a significant positive effect on authenticity perception, as well as authenticity perception which had a significant and positive effect on experiential value, and experiential value and perceived value had a significant and positive effect on customer satisfaction.
Keywords: *Restaurant, Service Staff Performance, Physical sorroundings, Positive Interactions, Authenticity perception, Experiential Value, Customer Satisfaction*

ABSTRAK
Restoran saat ini bukan hanya dijadikan sebagai tempat makan, namun juga dapat menjadi tempat untuk memperoleh pengalaman yang menyenangkan seperti misalnya pada Namaaz Dining, yang menerapkan konsep *fine dining* dengan gastronomi molekuler untuk memberikan pengalaman lebih kepada para konsumen. Penelitian ini bertujuan untuk menguji pengaruh dari variabel service staff performance, *physical sorroundings* dan *positive interaction*s terhadap *authenticity perception* dan *experiential value* serta dampaknya terhadap *customer satisfaction* pada konsumen yang pernah melakukan kunjungan pada restoran Namaaz Dining. Penelitian dilakukan secara kuantitatif dengan pendekatan kausal. Data dikumpulkan secara langsung dengan menyebarkan kuesioner pada responden penelitian dan diperoleh 238 responden. Analisa dilakukan dengan menggunakan teknik analisa *structural equation modelling* (SEM) pada aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa seluruh hipotesis pada penelitian ini diterima, artinya service staff performance, *physical sorroundings* dan *positive interaction*s berpengaruh signifikan positif terhadap *authenticity perception*, begitu juga dengan *authenticity perception* yang berpengaruh signifikan dan positif terhadap *experiential value*, dan *experiential value* serta *perceived value* berpengaruh signifikan dan positif terhadap *customer satisfaction*.
Kata Kunci : Restoran, Kinerja Staf Layanan, Lingkungan Fisik, Interaksi Positif, Persepsi Keaslian, Nilai Pengalaman, Kepuasan Pelanggan.

INTRODUCTION

Indonesia's economy is largely driven by increased household consumption, where one of the industries that has the largest contribution to Gross Domestic Product (GDP) is the food and beverage industry. In the second quarter of 2024, the food and beverage industry was able to contribute up to 40.33 percent to the GDP of the non-oil and gas

industry. The growth of the food and beverage industry in 2024 is much better than the growth of the non-oil and gas industry which grew by 4.63 percent and the general economic growth at 5.05 percent (Avisena, 2024). Even throughout 2023, the contribution of the food and beverage industry will reach 6.5% of national GDP, and will be able to create up to 43% of jobs (Kemenparekraf, 2024). This shows that the culinary industry in Indonesia is something that needs to be paid attention to because if there is a decline, it will have an impact on the economy on a national scale.

The high contribution of the food and beverage economy in Indonesia directly creates competitive conditions for industry players. So it is important for managers to be able to create various attributes such as originality, uniqueness, added value, and consumer satisfaction in order to become a 'differentiator' so that they can survive in a competitive industry. One of the restaurant concepts that has become a trend in the last 2 decades is the concept of molecular gastronomy, which is a branch of science that studies the physicochemical transformation of edible materials and was popularized by Nicholas Kurti, a physicist in Hungary in 1988. In Indonesia, one of the restaurants that adopted molecular gastronomy is Namaaz Dining which first operated in Jakarta in 2012. Namaaz Dining is a restaurant that serves food with the concept of molecular gastronomy, so that the food served can provide an interesting experience because it is able to touch 5 human sensory explorations such as taste, smell, attractive shape, touch with attractive texture, and mind, such as food with a shape resembling a real cigarette but consisting of marshmallows and popcorn and cigarette ash with a shrimp paste flavor. Or a roll

of toothbrush cap thread made of mochi filled with minced chicken (Cahya, 2019). Although serving food with a unique concept, consumer satisfaction has not been fully met by Namaaz Dining. The results of the investigation specially on google review showed that quite a lot of consumers felt dissatisfied after visiting Namaaz Dining.

Customer satisfaction is the most important factor to consider, especially in service companies such as Namaaz Dining, where the main bargaining power is an interesting dining experience. If there are dissatisfied consumers, it can result in consumers moving to other competitors. If seen from several complaints made, the comparison between product quality and price is a factor that is often used as the main reason, where this refers to the perceived value of Namaaz Dining.

Customer perceived value represents the difference between the benefits and costs perceived by the customer (Correa *et al.*, 2021). In this case, the quality of the product from Namaaz Dining that is most often complained about is the temperature which is already cold and the taste which sometimes does not match the taste of some consumers such as being too spicy or too salty. Research conducted by Yum & Kim (2024) and Haya Wijayantiarni & Roostika (2022) shows that perceived value has a significant positive influence on customer satisfaction.

Namaaz Dining is a restaurant that offers a unique dining experience with a variety of unusual foods because it adopts molecular gastronomy techniques. This is then related to the experiential value obtained by consumers. Experiential value is the customer's perception of a product or service, either through direct use or indirect observation (Naser & Amor, 2020). The value of experience arises

from various forms of experience, in this case the experience of dinner served by Namaaz Dining. Research conducted by Tsai et al. (2024) shows that experiential value significantly influences customer satisfaction. Similar research conducted by Kim et al. (2021) and Naser & Amor (2020) shows that experiential value can significantly influence customer satisfaction.

Almost all of the menus served by Namaaz Dining are authentic menus because Namaaz Dining is the first molecular gastronomy concept restaurant in Indonesia which also often combines elements of Indonesian Nusantara food. So the food served can be considered authentic food (Ghaffar et al., 2023). With authentic brand perception, consumers are expected to engage with a brand in multiple ways because authentic brands enhance consumers' interactive and collaborative experiences. Research conducted by Tsai et al. (2024) shows that authenticity perception significantly influences experiential value.

Each consumer's perception of authenticity is different because it depends on experience and other factors. (Lu et al., 2015), In this case, authenticity perception can be influenced by various things. In a study conducted by Tsai et al. (2024), Authenticity perception can be influenced by service staff performance, physical surroundings and positive interaction with other customers. In service interactions, service staff play a central role, together with customers, and must complete tasks that are planned and specified in a script that explains each customer's role during the service (Nguyen et al., 2021). Ghaffar et al. (2023) In his research, he also showed that the quality of service from employees can influence consumer

perceptions of the level of authenticity of a brand.

Physical surroundings or in this case can be called restaurant environment refers to the places where the service takes place, including the space and facilities where the service is provided (Tsai et al., 2024). Arranging the design of a restaurant can also serve to create its symbolic character and form a good impression in the minds of consumers (Al-Kilani et al., 2021), therefore physical design can influence the authentic perception of a brand. Research conducted by Al-Kilani & El Hedhli (2021) shows that physical design factors are able to significantly influence authenticity perception.

Positive interactions with other customers, commonly referred to as active interactions, can be seen as an exchange process in which individuals exchange information, emotions, and feelings to facilitate the development of relationships (Lin et al., 2020). Interaction with other customers is important and influences customers' assessment of the authenticity of consumer products (Tsai et al., 2024). Research conducted by Valdio & Berlianto (2023) shows that interactions between consumers can increase authentic perceptions in the minds of consumers.

RESEARCH METHODS

This research was conducted quantitatively on the population of all consumers who had visited Namaaz Dining and were domiciled in Jabodetabek, where the sample in this study was 238 respondents using the convenience sampling technique. Customer satisfaction is measured by 5 indicators from Tsai et al. (2024), experiential value by 11 indicators, authenticity perception by 5 indicators, service staff performance by 9

indicators, physical sorroundings by 6 indicators and positive interactions with other customers by 5 indicators from Tsai et al. (2024), and perceived value is measured by 5 indicators from Konuk (2019). The data were analyzed using structural equation modeling in SmartPLS.

RESULT AND DISCUSSIONS

The data in this study were collected directly by distributing questionnaires to consumers who had visited the Namaaz Dining restaurant at least 3 times. The number of data obtained was 238 respondents. As many as 141 respondents or 59.2% were women, while the remaining 97 respondents or 40.8% were men. Although there were more women, this number was not too significant. So it can be concluded that the respondent profile in this study came from mixed gender and did not represent differences in respondents based on gender.

Table 1. Respondents Profile

Category		Freq	%
Gender	Male	97	40,8%
	Female	141	59,2%
Job	College Student	10	4,2%
	Private Employee	152	63,9%
	Civil Servant	19	8,0%
	Self-Employed	14	5,9%
	Housewife	40	16,8%
	Other	3	1,3%
Age	18 - 25 years	49	20,6%
	26 - 35 years	124	52,1%
	36 - 45 years	65	27,3%
Visiting Frequency	3x	67	28,2%
	More than 3x	171	71,8%

Outer Model is a measurement model to evaluate the accuracy and dependability of the model. If a concept or research model has not gone through the measurement model purification stage, then it cannot be tested in the relational and causal relationship prediction model. Validity testing is carried out to determine how well the instrument is able to measure what is intended to be measured. Instrument validity testing is carried out using Smart PLS 4 software.

Table 2. Convergent Validity

Variable	Code	Outer Loading	AVE
Authenticity perception	AP.01	0,932	0,861
	AP.02	0,909	
	AP.03	0,928	
	AP.04	0,934	
	AP.05	0,937	
Customer satisfaction	CS.01	0,885	0,819
	CS.02	0,857	
	CS.03	0,892	
	CS.04	0,947	
	CS.05	0,940	
Experiential value	EV.01	0,868	0,696
	EV.02	0,867	
	EV.03	0,851	
	EV.04	0,854	
	EV.05	0,822	
	EV.06	0,767	
	EV.07	0,819	
	EV.08	0,865	
	EV.09	0,769	
	EV.10	0,833	
	EV.11	0,854	
Positive Interactions With Other Customers	PI.01	0,910	0,82
	PI.02	0,894	
	PI.03	0,906	
	PI.04	0,906	
	PI.05	0,911	
Physical sorroundings	PS.01	0,524	0,681
	PS.02	0,873	
	PS.03	0,890	
	PS.04	0,798	
	PS.05	0,912	
	PS.06	0,890	
Perceived value	PV.01	0,903	0,811
	PV.02	0,882	

Variable	Code	Outer Loading	AVE
	PV.03	0,899	
	PV.04	0,913	
	PV.05	0,906	
Service staff performance	SP.01	0,931	0,759
	SP.02	0,905	
	SP.03	0,857	
	SP.04	0,849	
	SP.05	0,876	
	SP.06	0,835	
	SP.07	0,833	
	SP.08	0,874	
	SP.09	0,877	

There are several indicators that have an outer loading of less than 0.700, according to Hair et al. (2022), Outer loading which is in the range of 0.400-0.700 can be used if the AVE value is more than 0.500. If we look at the AVE value of each variable, all variables have a set AVE value of >0.500, so that the convergent validity of all variables is declared to have passed the test.

Table 3. Discriminant Validity

Variable	AP	CS	EV	PV	PS	PI	SP
Authenticity perception							
Customer satisfaction	0,466						
Experiential value	0,621	0,427					
Perceived value	0,651	0,459	0,693				
Physical sorroundings	0,681	0,477	0,648	0,635			
Positive Interactions	0,606	0,144	0,643	0,646	0,698		
Service staff performance	0,603	0,136	0,633	0,564	0,556	0,572	

It can be seen in the table that all variables have fulfilled the discriminant validity aspect because all values are below the recommended value, which is below 0.90. So it can be concluded that all indicators in each variable have been able to measure the targeted variable and do not measure other variables.

Table 4. Reliability Test

Variable	Cronbach's alpha	Composite reliability
Authenticity perception	0,960	0,969
Customer satisfaction	0,945	0,958
Experiential value	0,956	0,962
Perceived value	0,942	0,955
Physical sorroundings	0,899	0,926
Positive Interactions	0,945	0,958
Service staff performance	0,960	0,966

The structural model called the inner model is used to determine the cause between latent variables (Ghozali,

2018). In the inner model, hypothesis testing is carried out as well as the r square value in the research model. The following are the results of the inner model test in this study:
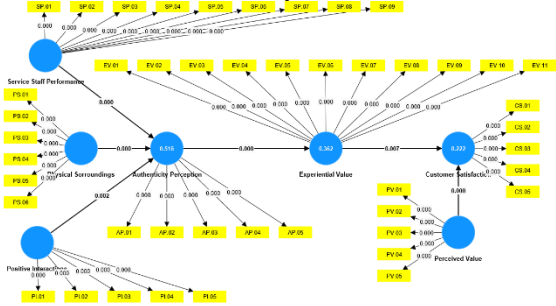

Figure 1. Inner Model Result

Multicollinearity testing is done by looking at the VIF value, if the VIF value is less than 3.00 then it can be said that there is no multicollinearity in the research model. The following are the results of the multicollinearity test in this study.

Table 5. Multicollinearity Test

| Variable	Authenticity perception	Customer satisfaction
Experiential value		1,781
Perceived value		1,781
Physical sorroundings	1,841	
Positive Interactions	1,885	
Service staff performance	1,553	

All VIF values have values less than 3.00 so it is concluded that there is no multicollinearity in the research model.

Table 6. R Square

Variabel	R-square	R-square adjusted
Authenticity perception	0,516	0,510
Customer satisfaction	0,222	0,216
Experiential value	0,362	0,359

The r square value for the customer satisfaction variable is 0.216, which means that 21.6% of the customer satisfaction variable can be explained by the experiential value and perceived

value variables, while the remaining 78.4% is explained by other variables outside this study.
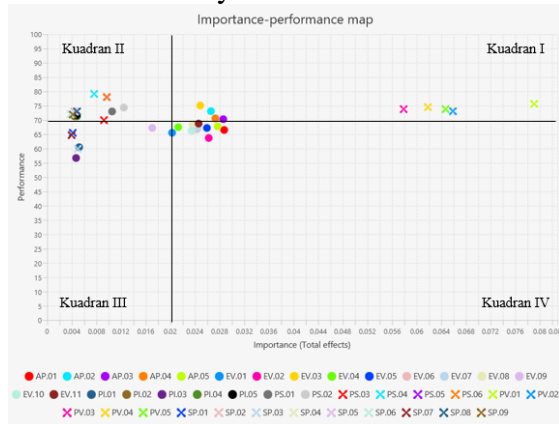
Figure 2. IPMA Result

Quadrant IV in this study is an indicator that is considered important in influencing customer satisfaction, but has a performance that is not as expected. Thus, the company must focus and prioritize paying attention to indicators in this quadrant, namely AP.01 related to "The uniform used by Namaaz Dining staff is in accordance with the theme", AP.05 related to "I think the dinner process at Namaaz Dining is in line with the determined theme", EV.02 related to "The food at Namaaz Dining has very good quality with reasonable prices", EV.04 related to "Namaaz Dining can provide an authentic dining experience to its customers", EV.05 related to "I feel a smooth dinner experience at Namaaz Dining", EV.06 related to "The design of the Namaaz Dining restaurant is aesthetic", EV.07 related to "Dinner at Namaaz Dining is interesting to me", EV.08 related to "Dinner at Namaaz Dining makes me feel comfortable", EV.10 related to "I think the overall dinner process is unique", and EV.11 related to "I feel the whole setting at Namaaz Dining is interesting". The majority of indicators in quadrant IV are indicators related to experiential value, which means that it is important for companies to be able to provide valuable experiences to consumers in increasing

satisfaction when visiting Namaaz Dining.

Table 9. Hypothesis Test

	Hypothesis	Path coefficient	P Val	Result
H1	*Perceived value -> Customer satisfaction*	0,298	0,000	Supported
H2	*Experiential value -> Customer satisfaction*	0,217	0,007	Supported
H3	*Authenticity perception -> Experiential value*	0,601	0,000	Supported
H4	*Service staff performance -> Authenticity perception*	0,282	0,000	Supported
H5	*Physical sorroundings -> Authenticity perception*	0,383	0,000	Supported
H6	*Positive Interactions -> Authenticity perception*	0,180	0,002	Supported

The results of the H1 test show that perceived value has a significant and positive influence on customer satisfaction because it has a p-value of 0.000 which is below alpha 0.05. Perceived value can affect consumer satisfaction because perceived value reflects consumer assessment of the benefits and quality of the product compared to the price paid (Haya & Roostika, 2022). The results of this study are in line with those conducted by Yum & Kim (2024) and Haya Wijayantiarni & Roostika (2022) shows that perceived value has a significant positive influence on customer satisfaction.

The results of the H2 test show that experiential value has a significant and positive influence on customer satisfaction because it has a p-value of 0.007 which is below alpha 0.05. Experiential value affects consumer satisfaction because it includes emotional and sensory aspects experienced during interactions with products or services. The experience felt by consumers while at Namaaz Dining can include various aspects such as

service, food quality, and education obtained by consumers can also make a good dinner experience.

The results of the H3 test show that authenticity perception has a significant and positive influence on experiential value because it has a p-value of 0.000 which is below alpha 0.05. Authenticity perception can significantly affect the value of experience because it fosters trust and emotional connection with the brand or product. When Namaaz Dining offers an authentic experience, both in terms of menu, service, and atmosphere, consumers tend to feel more satisfied because they get a unique and authentic experience. Thus, it can be concluded that hypothesis 3 in this study is accepted. The results of this study are in line with those conducted by Tsai et al. (2024) shows that authenticity perception significantly influences experiential value.

Hypothesis 4 in this study tests whether service staff performance has a significant positive effect on authenticity perception. The test results show that service staff performance has a significant and positive effect on authenticity perception because it has a p-value of 0.000 which is below alpha 0.05. The results of this study are in line with those conducted by Tsai et al. (2024) and Ghaffar et al. (2023) shows that service employee performance significantly influences authenticity perception. Professional and knowledgeable service staff can give the impression that the restaurant is truly committed to quality and authenticity. For example, if the staff of Namaaz Dining can explain the origin of the ingredients, the cooking process, and the story behind each dish well, consumers will feel that they are getting an authentic and valuable culinary experience.

The results of the H5 test show that physical surroundings have a significant and positive influence on authenticity perception because it has a p-value of 0.000 which is below alpha 0.05. The physical environment significantly influences the perception of authenticity because it is the setting for the entire customer experience. A carefully designed environment that reflects the brand's values and story enhances a restaurant's sense of authenticity. For example, a cafe with rustic decor and locally sourced furniture can strengthen the brand's commitment to sustainability and community. The results of this study are in line with those conducted by Tsai et al. (2024) and Al-Kilani & El Hedhli (2021) shows that physical surroundings significantly influence authenticity perception.

The results of the H6 test show that positive interaction with other customers has a significant and positive influence on authenticity perception because it has a p-value of 0.002 which is below alpha 0.05. Positive interactions with other customers significantly affect the perception of authenticity by creating a sense of togetherness and shared experiences. Observing positive interactions also enhances the overall experience, making it feel more authentic and credible. These interactions serve as evidence of the brand's true values, which further strengthens its authenticity in the eyes of customers. The results of this study are in line with those conducted by Tsai et al. (2024) and Valdio & Berlianto (2023) shows that positive interaction with other customers significantly influences authenticity perception.

CONSLUSION AND SUGGESTION

The results of the study indicate that all hypotheses in this study are accepted, meaning that service staff

performance, physical surroundings and positive interactions have a significant positive effect on authenticity perception, as well as authenticity perception which has a significant and positive effect on experiential value, and experiential value and perceived value have a significant and positive effect on customer satisfaction. Namaaz Dining can conduct training related to excellent service, where in the training the service staff are required to be 'sensitive' to consumers who need help, such as coming to ask if they need help if the consumer looks difficult or is looking right and left looking for staff. Each period, Namaaz Dining will determine the theme of the restaurant so that the food menu will also follow the theme. It is recommended that Namaaz Dining can play music that is also in accordance with the determined theme. It is recommended that Namaaz Dining can possibly widen the distance between tables so that the sound from the next table is not too audible, to create a sense of comfort from the sound caused by other consumers. In addition, adjusting the music volume can usually help reduce the sound caused by other consumers from other tables. In addition, adjusting the staff uniforms can also be done so that they match the specified theme, and so that operational costs do not increase, accessories can be used to match the theme.

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