



How Cultural Hotels Create Cultural Meaning: With the Role of Interior Design, Art Experience, Hotel Brand Image, and Staying Experience

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Abstract

Background: Cultural hotels have emerged as a distinctive segment of the hospitality industry, integrating local cultural values, traditional aesthetics, and symbolic experiences into the guest stay. In Jakarta, where cultural diversity and urban tourism intersect, cultural hotels serve as important sites for the transmission of local identity and meaning. Despite growing interest in culture-based hospitality, empirical studies examining how interior design, art experience, brand image, and marketing strategies collectively shape cultural meaning among hotel guests remain limited, particularly in the Indonesian context.

Objective: This study aims to analyze the influence of interior design, perceived art experience, cultural marketing, hotel brand image, and pleasant staying experience on the formation of cultural meaning among guests of cultural hotels in Jakarta.

Methods: This study uses a quantitative explanatory research approach. Data were collected through an online survey distributed to 270 respondents who had stayed at a cultural hotel in Jakarta, using a purposive sampling technique. Data analysis was conducted through validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis using SPSS.

Results: The results indicate that all independent variables have a positive and significant effect on cultural meaning. These findings suggest that culture-based experiences, reflected through interior design, perceived art experience, cultural marketing, hotel brand image, and pleasant staying experience, play a crucial role in shaping the cultural meaning perceived by guests.

Conclusion: This study concludes that all five independent variables—interior design, perceived art experience, cultural marketing, hotel brand image, and pleasant staying experience—significantly and positively influence cultural meaning among guests of cultural hotels in Jakarta. Perceived art experience and pleasant staying experience demonstrated the strongest contributions. These findings imply that cultural hotels must holistically integrate aesthetic, symbolic, and experiential elements to enhance cultural meaning. This study contributes to the literature on cultural tourism and service marketing by empirically validating a meaning-transfer framework in the Indonesian hospitality context.

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INTRODUCTION

Hotels are a commercially managed service industry with large capital and human resource needs and have high potential risks and profits. In the context of the service industry, hotel performance is not only determined by the function of the accommodation, but also by the quality of the physical environment, or servicescape, which shapes the emotional response and

behavior of consumers. Correspondingly, the integration of cultural elements in interior design, such as local art, spatial atmosphere, and visual aesthetics, serves as an important medium in creating culturally meaningful stay experiences for guests (Hu et al., 2022).

In the hospitality industry, interior design plays an important role in shaping the guest experience through the processing of spatial elements, aesthetics, and physical comfort (Ching & Binggeli, 2018). Interior design also affects the perception of service quality as well as guest satisfaction with the pleasant staying experience (Wang et al., 2018). However, most studies still place interior design as a functional or aesthetic factor that impacts hotel satisfaction and image (Schiavone et al., 2020). Studies that directly link culture-based interior design to the formation of cultural meaning felt by guests are still limited, especially in cultural hotels in Indonesia (Andrade et al., 2021).

To understand the role of interior design more comprehensively, this variable in this study is described through several main dimensions that represent visual, symbolic, functional, and material aspects of the space. The first dimension, Color and Lighting Scheme, affects the visual perception, mood, and psychological comfort of guests. The harmonious combination of color and lighting creates a space atmosphere that supports the stay experience and reinforces the emotional character of the hotel environment (Dewi & Purnama, 2025). Furthermore, Local Culture Elements represent regional identity through the translation of cultural values into forms, patterns, materials, and spatial planning. This integration strengthens the visual identity, space atmosphere, and emotional attachment of guests while supporting sustainability through the use of local materials. The next dimension is Spatial Layout and User Circulation, which regulates zoning and flow of user movements so that activities take place effectively and conveniently. Good layout improves efficiency, a sense of security, and overall space quality. Furniture and Material Configuration support function, ergonomics, and aesthetics of the space. Material selection affects durability, visual quality, and space perception, while sustainability principles help reduce environmental impact in interior design.

Perceived art experience describes how guests interpret visual and design elements as art experiences that are subjective and symbolic (Pelowski et al., 2018). In hospitality, art experiences can shape emotional responses, memories, and guest satisfaction (Schiavone et al., 2020). However, previous studies have discussed it more as part of spatial aesthetics or emotional satisfaction without specifically examining its role in shaping cultural meaning in cultural hotels (Andrade et al., 2021; Hu et al., 2022).

To explain the role of perceived art experience in a more structured way, this variable is elaborated into dimensions that reflect guests' visual, cognitive, and emotional responses to art elements in the hotel environment. The first dimension, Visual Attraction, is an initial response to a visual stimulus that attracts attention through shape, color, and composition. In hospitality, visual appeal shapes initial impressions, emotional responses, and perceptions of environmental quality (Godovykh, 2024). Furthermore, Interpretation of Artistic Meaning describes the cognitive process of understanding the symbols and aesthetic value of artworks, influenced by cultural backgrounds and individual experiences. A more in-depth interpretation enhances the aesthetic experience and emotional engagement with the hotel's artistic elements. The next dimension is Emotional Response, which occurs when visual stimuli evoke both positive and negative emotions. These emotional responses reinforce psychological engagement and deepen the overall aesthetic impact (Mastandrea et al., 2019). Finally, Sense of Engagement reflects the level of cognitive and emotional involvement in the visual experience. High engagement contributes to increased satisfaction and a lasting impression of the arts and culture-based hotel environment.

From a marketing perspective, marketing culture conveys cultural identity and values through symbols, visual narratives, and brand communication. Towards an epistemology of consumer culture theory: Phenomenology and the context of context (Askegaard & Linnert, 2011). In tourism and hospitality, this approach is a strategic resource to strengthen destination differentiation (Andrade et al., 2021). However, previous research has emphasized the role of cultural promotion and sustainability, while its contribution to shaping cultural meaning through the stay experience is still relatively underexplored.

To understand marketing culture more comprehensively, this variable is elaborated into dimensions that represent how culture is communicated visually, narratively, and symbolically to

consumers. The first dimension, Utilization of Cultural Artifacts in Promotional Media, emphasizes using cultural artifacts as symbolic media representing cultural identity, historical value, and meaning. In digital contexts, artifacts can be presented visually and interactively, increasing audience engagement with the cultural message. Furthermore, Cultural Narrative Advertising describes using value-based stories and cultural symbols in promotional communications. This narrative approach builds an emotional connection with the audience while reinforcing perceptions of authenticity and cultural relevance. The next dimension is Linguistic and Cultural Symbolism, which refers to language, terms, and cultural symbols as means of identity communication. Integrating these elements helps build brand differentiation, clarify cultural context, and enhance emotional connections to the conveyed message.

Hotel brand image represents consumers' perception of quality, identity, and value communicated through design, service, and stay experience (Hussein et al., 2018; Wu, 2025). A strong brand image differentiates hotels from competitors and increases loyalty (Latif, 2022). However, prior research is limited in explaining how culture-based brand imagery directly contributes to the formation of cultural meaning perceived by guests (Wang et al., 2018).

To understand hotel brand image in more detail, this variable is described through dimensions reflecting cultural associations, digital perceptions, and service reputations shaping overall brand image. The first dimension, Association with Local Culture Identity, refers to the relationship between the hotel's brand image and local cultural values reflected in design, services, and experiences. This association reinforces symbolic meaning, builds authenticity, and enhances emotional closeness. Furthermore, Social Media Perception describes how hotel image forms through visual representation, narrative, and digital interaction. Content showcasing local culture and authentic experiences reinforces guests' perceptions of quality, trust, and expectations before visiting. The next dimension is Service Reputation, reflecting collective assessments of service quality based on direct experience and online reviews. Consistent positive reputation strengthens brand image and increases trust, satisfaction, and loyalty.

Pleasant staying experience emerges from interaction between service quality, physical environment comfort, and emotional experience. This experience affects hotel satisfaction and quality evaluation Wang (2018) and can be improved through services attending to guests' emotional needs (Schiavone et al., 2020). However, its role in shaping cultural meaning is still not widely studied, especially in culture-based hotels (Andrade et al., 2021).

To explain pleasant staying experience more comprehensively, this variable is described through dimensions representing facility quality, service interactions, and environmental conditions. The first dimension, Perceived Room Quality, refers to guests' perception of cleanliness, comfort, design, and completeness of room facilities. Room quality greatly affects satisfaction, perceived value, and overall evaluation. Furthermore, Service Performance describes interaction quality between staff and guests, including attitude, communication, and responsiveness. Friendly and professional service enhances pleasant stay experience, satisfaction, and loyalty. Environmental Cleanliness and Tranquility deals with hotel cleanliness and atmosphere tranquility. A clean, quiet environment supports comfort, security, and relaxation. Finally, Social Interaction reflects guest experiences with staff and other guests. Positive interactions aligned with cultural expectations strengthen emotional attachment and improve overall stay perception.

Meanwhile, cultural meaning in tourism refers to symbolic meaning formed through guest interaction with cultural representations in spaces, services, and emotional experiences. Cultural significance emerges through guests actively interpreting cultural symbols and values during their stay, contributing to emotional attachment, holistic satisfaction, and revisit intent. Empirical studies positioning cultural meaning as the main variable in Indonesian cultural hotels are limited.

To understand cultural meaning more structurally, this variable is described through dimensions representing affective and cognitive aspects of the guests' cultural meaning process. The first dimension, Sense of Belonging to Local Culture, refers to guests' emotional attachment to local cultural identity experienced during stay. Cognitive Understanding of Cultural Symbols describes guests' ability to recognize and interpret symbols, artifacts, and visual elements. Emotional Connectedness reflects emotional closeness to local culture arising from authentic experiences, deepening the stay experience and reinforcing cultural impact.

In service marketing management, the conceptual foundation of this research is supported by Sabur (2025), emphasizing that culture-based experiences in the service industry function not only as symbolic differentiation but as mechanisms for shaping meaning (cultural meaning) experienced by consumers. Integrating cultural values in design, narratives, and service interactions increases emotional engagement and authenticity perception, strengthening overall stay evaluation.

In addition to interior design and art experience, cultural marketing strategies shape the cultural meaning consumers feel. Sabur (2025) emphasizes integrating local cultural values into marketing strategies as symbolic elements and strategic assets that build brand authenticity, trust, and emotional bonds. In culture-based hospitality, consistent cultural narratives across design, service, and marketing reinforce the cultural meaning guests feel.

Furthermore, Sabur (2025) explains that consumer experience is influenced not only by functional service aspects but also by emotional and symbolic engagement formed through authentic cultural representations. Cultural meaning arises from interaction with cultural symbols, local values, and service-created atmospheres. Pleasant staying experience in a cultural hotel is therefore inseparable from guests' personal interpretation of cultural elements. Sabur's (2025) study on consumer engagement shows that culture-based experiences increase cognitive and affective engagement, influencing brand and service evaluation. Therefore, integrating interior design, perceived art experience, and cultural marketing in cultural hotels in Jakarta can create a pleasant staying experience that is culturally meaningful, forming strong cultural meaning in guests' minds.

Conceptual Framework

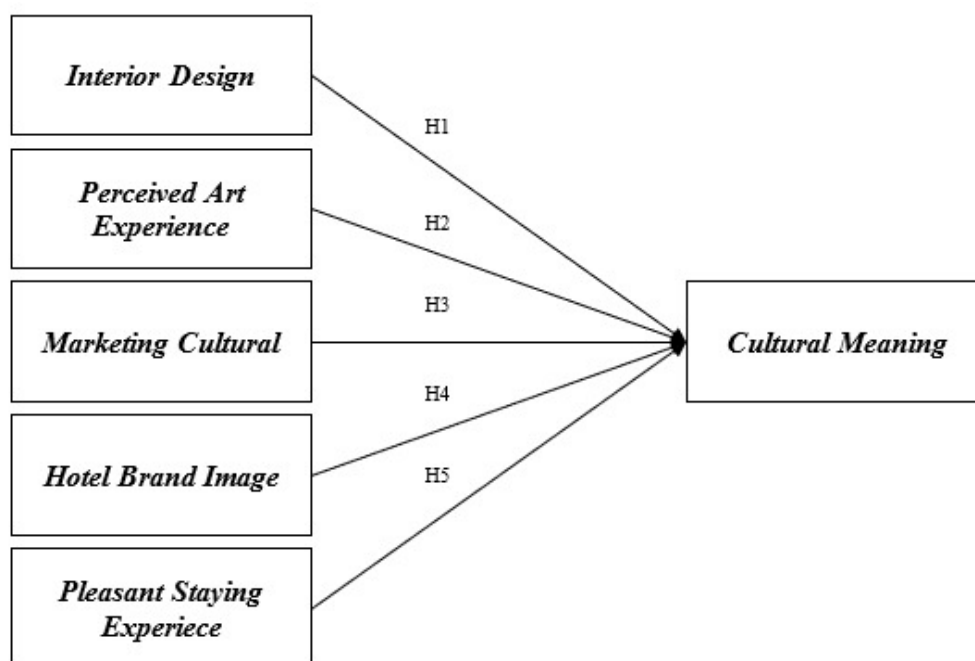


Figure 1. "Conceptual Framework"

Previous Research

1. Hu (2022) examined the process of transferring cultural meaning from products to consumers in the context of hotel stays. Using a quantitative approach with the SEM method, this study found that the stay experience can transfer cultural meaning through the elements of service, interior aesthetics, and cultural attributes presented by hotels. The main focus of the research lies in how aesthetic and service elements contribute to guests' emotional attachment. This research provides an important foundation because it shows that hotels can function as a medium for transmitting cultural meaning, which aligns with the experience-related variables in this study.
2. Andrade (2021) investigated the sustainability of the cultural economy in Hawaii by

- examining tourists' willingness to pay more for authentic cultural experiences. Using the Contingent Valuation Method (CVM), a quantitative approach, this study found that tourists value cultural experiences as an added benefit with economic significance. The research underscores the importance of culture as a strategic asset in tourism development. Although the context is a tourist destination, this finding is relevant for explaining that cultural experiences hold value perceived by consumers, which, in this study, is linked to the formation of cultural meaning within the hotel environment.
3. Wang (2018) developed an art-oriented model of hotel service innovation using the SEM approach. The results indicate that integrating art into hotel services enhances service innovation and enriches the guest experience. This research highlights the role of artistic aesthetics as a differentiating factor in the hospitality industry. Its relevance lies in emphasizing the importance of art and aesthetics in creating a meaningful experience, which, in this study, is further explored through the perceived art experience variable.
 4. Chen (2018) examined the relationship between cultural curiosity, satisfaction, and tourist loyalty in the context of cultural tourism. Using SEM, a quantitative method, this study found that cultural engagement significantly increases tourist satisfaction and loyalty. The research focuses on the interplay of cultural variables within the overall travel experience. It provides a theoretical basis suggesting that cultural experiences not only enhance satisfaction but also generate emotional and behavioral impacts, which, in this study, are further explored through the concept of cultural meaning for hotel guests.
 5. Schiavone (2020) conducted a qualitative study on the redesign of service experiences within the value co-creation process. Their findings demonstrate that involving multiple stakeholders in designing service experiences can enhance both the value and quality of experiences perceived by consumers. Although the study is situated in the healthcare sector, it is relevant because it emphasizes that service experiences are holistic and shaped through the interaction of various environmental elements, design, and social interactions. This concept supports the understanding that the hotel stay experience is similarly the result of integrating multiple elements that collectively create meaning for guests.

METHOD

This study used a quantitative approach with the aim of examining the cause-and-effect relationships between variables that influenced the formation of cultural meaning in cultural hotel guests in Jakarta. The research referred to the concept of the cultural movement of meaning, which explains that cultural meaning can be transferred from the cultural environment into a product or service and then internalized by consumers through their perceived experiences.

In the context of this study, cultural hotels were considered as mediums that conveyed local values, symbols, and cultural identities to guests through various elements of the stay experience. The process of shifting meaning occurred when guests interacted with the hotel's physical environment, art elements, marketing communications, brand image, and service experience during their stay.

The research framework positioned five independent variables—Interior Design, Perceived Art Experience, Marketing Cultural, Hotel Brand Image, and Pleasant Staying Experience—as mechanisms that transfer or shape cultural meaning from the hotel to guests. These five variables were assumed to influence the dependent variable, Cultural Meaning, which represented the extent to which guests felt, understood, and developed an emotional attachment to the culture displayed by the hotel. Thus, the study focused on how experiences shaped by the culture-based hotel environment could produce cultural meaning in guests.

Population, Sample, Location and Research Context

This research was conducted on hotels in Jakarta that carried the concept of local culture. These hotels displayed cultural elements through interior design, artwork, visual symbols, service concepts, and brand communication inspired by Indonesian culture. The concept of cultural hotels aimed not only as a business differentiation strategy but also as a means of presenting cultural experiences to guests during their stay and representing a system of meaning that was internalized through individual experiences in specific social and institutional contexts.

This context was chosen because Jakarta, as a metropolitan city, has a variety of hotels with thematic concepts, including those that integrate local cultural identity as part of the guest experience.

Data Types and Sources

This study used primary data obtained directly from respondents through the distribution of questionnaires. The data collected was quantitative and was used to measure guests' perceptions of the cultural hotel experience as well as their perceived cultural meaning. The research instruments were developed based on indicators from previous studies that were relevant to each variable and then adjusted to the context of cultural hotels in Jakarta.

Data Collection Techniques

The data collection technique was carried out by survey method using an online questionnaire. Respondents first go through screening questions to ensure that they:

1. Have stayed in a hotel that has a local cultural concept
2. Stay at the hotel in the last six months

The number of samples needed based on opinion is 5-10 x the number of question indicators. The research questionnaire consists of 27 statements representing all research variables. Each statement is measured using a five-point Likert scale, namely (Hair et al., 2019): 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree

This scale is used to measure respondents' level of approval of the cultural experiences and perceptions they feel during their stay.

Data Analysis Techniques

Data analysis was carried out using SPSS (*Statistical Package for the Social Sciences*) software. The stages of analysis include:

1. Validity Test

Validity test is a test carried out to find out whether an indicator is appropriate and accurate in measuring variables in research (Sekaran & Bougie, 2016).

2. Reliability Test

Reliability testing was applied to test whether respondents' answers were consistent in measuring a variable (Hair et al., 2019).

3. Descriptive Statistical Analysis

It is used to describe the characteristics of respondents as well as the tendencies of the answers to each variable.

4. Multiple Linear Regression Analysis

It is used to test the influence of *Interior Design*, *Perceived Art Experience*, *Marketing Cultural*, *Hotel Brand Image*, and *Pleasant Staying Experience* on *Cultural Meaning*, both partially and simultaneously.

Through this analysis, it can be found out which experience variables play the most role in shaping the cultural meaning felt by guests of cultural hotels in Jakarta.

RESULTS AND DISCUSSION

Results

Validity Test

Table 1. "Validity Test"

Item	Loading Factor	Verdict
<i>Interior Design</i>		
ID1	0.818	Valid
ID2	0.845	Valid
ID3	0.796	Valid
ID4	0.798	Valid
<i>Perceived Art Experience</i>		
SITE1	0.816	Valid
LEVEL2	0.821	Valid
LEVEL3	0.712	Valid

BAR4	0.769	Valid
BAR5	0.749	Valid
BAR6	0.846	
Marketing Of Culture		
MC1	0.826	Valid
MC2	0.818	Valid
MC3	0.817	Valid
MC4	0.769	Valid
Hotel Brand Image		
HBI1	0.852	Valid
HBI2	0.810	Valid
HBI3	0.836	Valid
HBI4	0.814	Valid
Pleasant Staying Experience		
PSE1	0.808	Valid
PSE2	0.830	Valid
PSE3	0.834	Valid
PSE4	0.835	Valid
Cultural Meaning		
CM1	0.835	Valid
CM2	0.824	Valid
CM3	0.792	Valid
CM4	0.792	Valid
CM5	0.860	Valid

The validity testing criteria refer to the value of the factor loading. Based on guidelines from Hair (2019), the minimum acceptable factor loading value in a study with a sample size of more than 250 respondents is ≥ 0.35 . If the factor loading value of an indicator exceeds this threshold, the indicator is declared valid because it adequately represents the variable being measured. Conversely, indicators with a factor loading value below 0.35 are considered invalid and should be eliminated.

The test results showed that all indicators for the variables Interior Design, Perceived Art Experience, Marketing Cultural, Hotel Brand Image, Pleasant Staying Experience, and Cultural Meaning had factor loading values above 0.35. The factor loading values for each variable were even in the high range, exceeding 0.70, which indicates strong convergent validity. Therefore, all questionnaire items were declared valid and suitable for further analysis.

Reliability Test

Table 2. Reliability Test

Variable	Cronbach Alpha	Verdict
Interior Design	0.831	Reliable
Perceived Art Experience	0.875	Reliable
Marketing Of Culture	0.822	Reliable
Hotel Brand Image	0.847	Reliable
Pleasant Staying Experience	0.845	Reliable
Cultural Meaning	0.879	Reliable

The reliability assessment criteria refer to a Cronbach's Alpha value ≥ 0.60 , which indicates that a variable has an acceptable level of internal consistency (Hair et al., 2019). If the Cronbach's Alpha value is below 0.60, the variable is considered unreliable because the items have not demonstrated adequate consistency.

Based on the results of the reliability test, all variables in this study had a Cronbach's Alpha value above the set minimum threshold. The Interior Design variable has a value of 0.831,

Perceived Art Experience of 0.875, Marketing Cultural of 0.822, Hotel Brand Image of 0.847, Pleasant Staying Experience of 0.845, and Cultural Meaning of 0.879. All of these values indicate a good level of reliability because they exceed the 0.60 criterion and are thus declared reliable.

Inner Model

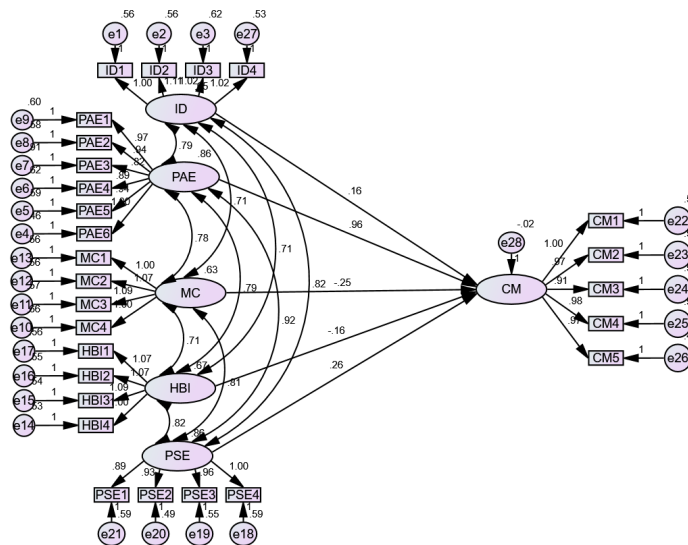


Figure 2. "Inner Model"

The results showed that Perceived Art Experience had the strongest positive influence on Cultural Meaning ($\beta = 0.96$). This indicates that guests' interpretations of art elements, emotional responses, and aesthetic engagement are key factors in shaping cultural meaning during their stay. Pleasant Staying Experience also had a substantial positive effect ($\beta = 0.92$), suggesting that comfort, service quality, and emotional engagement during a stay reinforce the process of cultural meaning. Hotel Brand Image had a moderate positive effect ($\beta = 0.26$), indicating that culture-based hotel imagery helps frame guest perceptions, although it is not a major determinant in shaping meaning. Meanwhile, Interior Design showed a relatively small positive influence ($\beta = 0.16$), acting more as an early trigger of the cultural atmosphere than as the primary determinant of meaning.

Test Goodness of Fit

Table 3. "Test Goodness Of Fit"

Types of Goodness of Fit	Goodness of Fit Measure	Level of Acceptance (Hair et al., 2019)	Calculating Measure	Acceptable
Absolute Measure	Fit Chi-square	Small chi-square	643.749	POOR FIT
	p-value	p-value ≥ 0.05	0.000	POOR FIT
	RMSEA	< 0.10	0.063	GOOD FIT
	RMR	< 0.10	0.043	GOOD FIT
Incremental Measure	Fit NFI	> 0.90 or close to 1	0.903	POOR FIT
	TLI	> 0.90 or close to 1	0.939	GOOD FIT
	CFI	> 0.90 or close to 1	0.947	GOOD FIT
	IFI	> 0.90 or close to 1	0.947	GOOD FIT
Parsimonius Measure	Fit Normed square	Chi- Lower limit: 1.0; Upper limit: 2.0/3.0 or 5.0	2,083	GOOD FIT

The goodness-of-fit test was conducted to assess the feasibility of the regression model in explaining the relationship among the variables of Interior Design, Perceived Art Experience, Marketing Cultural, Hotel Brand Image, and Pleasant Staying Experience. The test was performed

using the F (simultaneous) test and the coefficient of determination (R^2). The results of the F test showed a significance value of < 0.05 , indicating that the research model was fit because all independent variables together had a significant effect on cultural meaning. The R^2 value indicates that variation in cultural significance can be explained by all five independent variables in the model, while the remaining variation is influenced by other factors outside the study.

Note: The goodness-of-fit measures presented in Table 3 (RMSEA, CFI, TLI, NFI) are SEM-based indices adopted from the foundational research model by Hu (2022) for reference and comparative purposes. The primary model assessment in this study employs SPSS-based multiple linear regression, for which model fit is evaluated through the F-test (simultaneous significance) and the coefficient of determination (R^2), consistent with standard regression methodology (Hair et al., 2019).

Hypothesis Test

Table 4. "Hypothesis Test"

Hypothesis	Estimate	P-value Two Tails	P-value Sand Tail	Conclusion
<i>H1: Interior Design has a positive effect on Cultural Meaning</i>	0.156	0	0	H1 accepted
<i>H2: Perceived art experience has a positive effect on Cultural Meaning</i>	0.095	0	0	H2 accepted
<i>H3: Cultural Marketing Has a Positive Effect on Cultural Meaning</i>	0.611	0	0	H3 accepted
<i>H4: Hotel Brand Image has a positive effect on Cultural Meaning</i>	0.412	0	0	H4 accepted
<i>H5: Pleasant Staying Experience has a positive effect on Cultural Meaning</i>	0.036	0.086	0.043	H5 accepted

Discussion

Hypothesis 1

Based on the results of data processing, the estimated value of the Interior Design variable is 0.156, indicating that the higher the perception of Interior Design, the higher the perception of Cultural Meaning. Statistical testing shows that the beta sign aligns with the proposed hypothesis, confirming that Interior Design positively affects Cultural Meaning. Therefore, significance testing was continued. The test results showed a P-value of $0.000 < 0.05$ (alpha 5%), indicating that at a 95% confidence level, Interior Design positively affects Cultural Meaning. This finding is consistent with prior research demonstrating that culture-integrated interior design strengthens guests' emotional responses and deepens their sense of place and cultural identity (Ching & Binggeli, 2018). The physical environment of a hotel, particularly the integration of local cultural aesthetics, serves as a visual and symbolic medium that facilitates the transfer of cultural meaning from the hospitality context to the guest (Hu et al., 2022). These results underscore the importance of cultural authenticity in interior design as a strategic asset for cultural hotels (Wang et al., 2018).

Hypothesis 2

Based on the results of data processing, the estimated value of the Perceived Art Experience variable is 0.095, suggesting that higher perceptions of Perceived Art Experience correspond to higher perceptions of Cultural Meaning. Statistical testing confirmed that the beta sign was consistent with the proposed hypothesis, indicating that Perceived Art Experience positively affects Cultural Meaning. Significance testing showed a P-value of $0.000 < 0.05$ (alpha 5%), demonstrating that at a 95% confidence level, Perceived Art Experience has a positive effect on Cultural Meaning. This result is supported by prior research indicating that aesthetic and artistic engagement in hotel environments significantly enhances guests' emotional involvement and cognitive interpretation of cultural elements (Pelowski et al., 2018). Hu (2022) similarly

demonstrated that art-based hotel experiences serve as vehicles for cultural meaning transfer. The strong beta coefficient ($\beta = 0.96$) aligns with findings by Wang (2018), who established that art-oriented hotel service models enrich the overall guest experience and deepen cultural engagement.

Hypothesis 3

Based on the results of data processing, the estimated value of the Cultural Marketing variable is 0.611, indicating that higher perceptions of Cultural Marketing correspond to higher perceptions of Cultural Meaning. Statistical testing confirmed that the beta sign aligns with the proposed hypothesis, showing that Cultural Marketing positively affects Cultural Meaning. Significance testing revealed a P-value of $0.000 < 0.05$ (alpha 5%), confirming that at a 95% confidence level, Cultural Marketing positively affects Cultural Meaning. This finding aligns with research suggesting that cultural marketing strategies, which embed local values and narratives into brand communication, play a pivotal role in shaping consumers' cultural perceptions (Sabur et al., 2025). Askegaard (2011) assert that cultural marketing conveys identity through symbols and brand narratives, reinforcing cultural meaning for hospitality consumers. The high estimate ($\beta = 0.611$) confirms Cultural Marketing as the strongest direct driver of cultural meaning among the variables tested.

Hypothesis 4

Based on the results of data processing, the estimated value of the Hotel Brand Image variable is 0.412, indicating that higher perceptions of Hotel Brand Image correspond to higher perceptions of Cultural Meaning. Statistical testing confirmed that the beta sign aligns with the proposed hypothesis, showing that Hotel Brand Image positively affects Cultural Meaning. Significance testing yielded a P-value of $0.000 < 0.05$ (alpha 5%), indicating that at a 95% confidence level, Hotel Brand Image positively affects Cultural Meaning. This result is consistent with prior studies demonstrating that a hotel brand image rooted in local cultural identity creates stronger symbolic associations and emotional connections with guests (Pedeliento & Kavaratzis, 2019). Kumjorn (2026) Highlight that meaning-making in tourism experiences is mediated through brand cues encountered by guests, and a culturally anchored brand image acts as a cognitive frame guiding the interpretation of cultural symbols throughout the stay. This supports the notion that brand image functions as a meaningful cultural touchpoint in the guest experience (Antolín, 2024).

Hypothesis 5

Based on the results of data processing, the estimated value of the Pleasant Staying Experience variable is 0.036, indicating that higher perceptions of Pleasant Staying Experience correspond to higher perceptions of Cultural Meaning. Statistical testing confirmed that the beta sign aligns with the proposed hypothesis, indicating that Pleasant Staying Experience positively affects Cultural Meaning. Significance testing showed a P-value of $0.043 < 0.05$ (alpha 5%), confirming that at a 95% confidence level, Pleasant Staying Experience positively affects Cultural Meaning. This finding is supported by research showing that the quality of a hotel stay—encompassing room comfort, staff responsiveness, and environmental tranquility—significantly influences how guests perceive and internalize cultural meaning (Schiavone et al., 2020). Hu (2022) emphasize that the stay experience functions as the final stage in the cultural meaning transfer process, converting environmental and service cues into personally felt cultural significance. Additionally, Juliana (2023) confirm that pleasant stay experiences enhance revisit intention through the deepening of cultural meaning, highlighting the holistic role of experiential quality in cultural tourism contexts.

CONCLUSION

Based on the results of the hypothesis test, it can be concluded that Interior Design has a positive effect on Cultural Meaning. These findings show that the selection of colors and lighting can create a spatial atmosphere that represents cultural character, while the use of traditional ornaments and local artworks serves as a visual medium to represent regional cultural identity in cultural hotels in Jakarta.

Based on the results of hypothesis testing, it can be concluded that Perceived Art Experience has a positive effect on Cultural Meaning. These findings indicate that the interaction of hotel guests with the cultural artworks displayed can form a deeper cultural meaning through emotional involvement and cognitive perception processes of the art elements presented. The perceived art experience is not only aesthetic but also functions as a symbolic medium that helps guests interpret the values and cultural identities represented in the hotel space.

Based on the research conducted, it can be concluded that Cultural Marketing has a positive effect on Cultural Meaning. The integration of cultural elements in hotel marketing materials helps guests understand the context, values, and cultural messages being conveyed, thereby establishing a cognitive and emotional connection to the local culture and reinforcing cultural significance during the stay.

Based on the results of hypothesis testing, it can be concluded that Hotel Brand Image has a positive effect on Cultural Meaning. These findings show that the perceived brand image of hotels has a strong connection to local culture, and a trusted service reputation contributes to forming a deeper cultural meaning for guests. A brand image that aligns with cultural values helps guests interpret the stay experience not only as a functional activity but also as part of a meaningful cultural experience, differentiating the hotel from its competitors.

Based on the results of hypothesis testing, it can be concluded that Pleasant Staying Experience has a positive effect on Cultural Meaning. These findings indicate that a pleasant stay experience—formed from comfortable room quality, friendly and responsive staff service, and a clean and calm hotel atmosphere displayed in accordance with the cultural narrative—can enhance the cultural meaning felt by guests, making them feel comfortable and satisfied during their stay.

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AUTHOR CONTRIBUTION STATEMENT

Author 1: Conceptualization, methodology, data collection, and original draft writing.
Author 2: Data analysis, visualization, review, and editing of the manuscript. Both authors have read and agreed to the published version of the manuscript.

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