



# Conceptual Paper: Impact of Hotel Frontliners' Social Attractiveness on Consumer Participation: Mediating Role of Consumer Appreciation and Moderating Influence of Interpersonal Trust

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**Abstract.** Underpinned in the Stimulus-Organism-Response (S-O-R) framework, this conceptual paper presents a model that explores how consumers' intentions to participate and their level of appreciation are influenced by their perceptions of service frontliners in the context of hotels. The model is based on established theories and draws from a wide array of literature in psychology, sociology, and service marketing. This study examines the relationship between the social attractiveness of hotel frontliners (Stimulus) and consumer participation intentions (Response), with consumer appreciation (Organism) acting as a mediating variable. In this context, social attractiveness is analysed through three dimensions: likability, similarity, and friendliness. Beyond S-O-R, interpersonal trust is considered as a moderator to strengthen social attractiveness' influence toward consumer participation.

**Keywords:** Full-service Hotel, Interpersonal Attractiveness, Likeability, Service Marketing, Similarity, Friendliness.

## 1. INTRODUCTION

Consumer participation in the service industry has gained significant attention, reflecting a shift from passive reception to proactive involvement in value co-creation (Fang et al., 2020; Y. Zhao et al., 2018). Especially during resort hotel service encounter, as resorts offer a range of amenities, from accommodation and dining to fitness and recreation, encouraging guests to stay longer on-site (Baiomy et al., 2013). Understanding that guests seek highly personalized experiences, service providers are focusing on enhancing service participation and value (Guan et al., 2021; Mengqi et al., 2024).

Consumer participation benefits both guests and service providers by improving satisfaction, efficiency, and organizational effectiveness (Bagozzi et al., 2012). In hospitality, it helps reduce operational costs and boosts brand loyalty and competitiveness (Bendapudi & Leone, 2003). The role of frontliners is crucial in influencing guest participation, with their interpersonal skills significantly impacting the guest experience (Beaujean et al., 2006). Previous research in the tourism and hospitality sector has primarily concentrated on physical attractiveness, which is associated with service quality (Abubakar et al., 2019; Mengqi et al., 2024; Nault et al., 2020). However, the importance of social attractiveness—characterized by personality traits and social skills—has been less emphasized (Kim, 2018; Singh et al., 2017). Social attractiveness significantly impacts social interactions and consumer participation in service contexts (Graziano et al., 2007), including hotels (Friedman et al., 1988). This study highlights the role of social attractiveness in influencing consumer participation and appreciation, proposing that it, plays a crucial role in shaping guests' engagement and perceptions in the hotel sector.

Resort hotels offer not only accommodation but also a variety of recreational activities (Baiomy et al., 2013), which require active participation from guests (Guo et al., 2020). While past research has focused on the outcomes of consumer participation (Dabholkar, 2015), less attention has been given to employee-related factors that drive participation (Blut et al., 2023). This study highlights the significance of service employees' attributes in influencing consumer participation in hotel settings. As hotels strive to enhance guest experiences beyond basic services (Robinot et al., 2021), understanding how employee attributes affect participation is vital for creating value and improving service delivery (Guan et al., 2021; Yang et al., 2021)

Full-service hotels offer extensive recreational activities and rely heavily on frontliners for service delivery, making their roles crucial for competitive advantage (Mengqi et al., 2024). This study proposes a framework to utilize the stimulus-organism-response (S-O-R) theory to explore how frontliners' interpersonal attributes, particularly social attractiveness, influence consumer participation (Mehrabian & Russell, 1974). The S-O-R framework suggests that frontliners as environmental stimuli affect guests' emotional responses and behavioural intentions during service encounters (Jacoby, 2002). This study emphasizes the significance of social attractiveness (Kim, 2018), such as friendliness, similarity and likability, in motivating consumer participation (Gabbott & Hogg, 2000). It aims to identify how these interpersonal traits enhance consumer participation and improve the overall service experience in hotels. There is limited guidance for hotel management on which traits to prioritize when hiring frontliners. This study addresses this gap by examining three social attractiveness traits likeability, friendliness, and similarity in the hotel context. It explores how these traits influence consumer appreciation and participation.

## **2. SIGNIFICANCE OF THIS STUDY**

### **2.1. Novelty**

This study makes important theoretical contributions by being one of the first to examine the relationship between social attractiveness and consumer participation intention. Unlike prior research that focused primarily on physical attractiveness, this study addresses the overlooked role of social dimensions, filling a key gap in the tourism and hospitality literature. It addresses the underlying process linking social attractiveness and participation, identifying consumer appreciation as a mediating variable. By incorporating frontliners' social attractiveness as a predictor in a unified model, this research expands existing knowledge in the hotel service domain. Additionally, it introduces the concept of social attractiveness within the context of hotel services, offering a more nuanced understanding of its role. The study further integrates interpersonal trust as a moderating variable, broadening the comprehension of how trust amplifies the effects of attractiveness in service encounters. Testing the interconnections among attractiveness, trust, appreciation, and participation within a single model is a novel approach, offering a comprehensive perspective on guest–employee interactions.

### **2.2. Theoretical and Managerial Contributions**

This research provides empirical contributions to the hotel guest–employee interaction literature by introducing emotion-specific consumer appreciation into service models and addressing the antecedents of consumer participation intention. It advances prior studies on interpersonal attractiveness stereotypes in service encounters and connects internal human resource management practices with external organizational effectiveness. By examining how frontliner attributes influence guest behaviour, the study enhances the understanding of service dynamics within resort hotels.

From a practical perspective, the findings help resort managers strategically manage guest interactions and foster active participation. They highlight the importance of frontliner social attractiveness in enhancing service encounters, suggesting that human resource policies and training modules should prioritize social traits like friendliness and likeability. These insights can inform employee development programs, equipping frontliners to deliver more engaging and effective service experiences, ultimately benefiting resort hotels' competitive advantage.

## **3. LITERATURE REVIEW**

### **3.1. Theoretical Underpinning**

The stimulus–organism–response (S-O-R) framework is the underpinning theory, positing that external stimuli (e.g., social attractiveness of frontliners) affect individuals' emotional responses and behaviours, leading to approach or avoidance reactions (Jacoby, 2002; Mehrabian & Russell, 1974). This model has superseded the traditional input–output approach in consumer behaviour research due to its superior predictive power regarding consumer interactions (Kwon et al., 2016). Within this framework, stimuli encompass external factors such as environment and social interactions, while the organism refers to internal emotional and cognitive processes, such as appreciation (Unde & Seniwati, 2019). In this study, consumer appreciation serves as a key mediation factor, linking the social attractiveness of frontliners to consumer participation (Wang, 2018). Specifically, guest appreciation of frontliners' social attributes fosters positive attitudes and behaviours, thereby mediate their willingness to participate in service processes.

Social exchange theory (SET) further supports the understanding of guest behaviour, suggesting that interpersonal exchanges are rooted in reciprocity, where benefits received from interactions generate an obligation to reciprocate (Blau, 1964; Homans, 1958). SET highlights the role of both functional and relational benefits, which, when met, increase guest engagement and participation (Cropanzano & Mitchell, 2005). In this context, interpersonal trust functions as a moderator, influencing the strength of the relationship between frontliners' social attractiveness and consumer participation. Trust enhances communication and cooperation, encouraging guests to engage more openly and reciprocate with increased participation, showing the importance of relational benefits (M. Li & Hsu, 2018). This theory guides the investigation of how frontliners' social attractiveness moderated by trust, affects guest participation in service delivery.

### **3.2. Consumer Participation**

Consumer participation is crucial in the hospitality industry, as it reduces operating costs, enhances guest experiences, and benefits hotels overall (Bagozzi et al., 2012; Damali et al., 2021). It is strongly linked to consumer satisfaction and loyalty, with higher participation leading to more memorable experiences (Auh et al., 2019; Yang et al., 2021). Consumer participation, which is distinct from consumer engagement and involvement, is defined as the extent to which guests invest resources, such as time and effort, in the service process (Hsieh et al., 2004). This includes information seeking, sharing expectations, responsible behaviour, and personal interaction (Kellogg et al., 1997; Yi & Gong, 2013). Research highlights that frontliners' behaviour (Y. Zhao, 2014), interpersonal skills, and environmental factors impact consumer participation (Auh et al., 2019). Key studies have examined the influences on consumer participation; categorized factors into context-, consumer-, and firm-based categories; and emphasized the role of consumer experience, value, and satisfaction (Lim Khong Chiu

et al., 2014).

Consumer participation in service delivery has evolved, with modern concepts focusing on intangibility, value cocreation, and the active role of consumers in the service process (Yang et al., 2021). Unlike goods, which can be owned, services require consumer involvement in their production and delivery (Y. Zhao, 2014). This shift emphasizes the importance of frontliners' social attractiveness in influencing guests' participation decisions (Gabbott & Hogg, 2000; Mills & Morris, 1986). Research also shows that frontliners' attractiveness impacts consumer evaluations and behaviours, affecting overall service judgments and participation intentions (Bitner, 1992; Salem, 2021). Effective enhance frontliner interactions is crucial, as these interactions can enhance or hinder consumer participation and brand loyalty (Bendapudi & Leone, 2003; Lovelock & Wirtz, 2010). Despite its importance, there is limited research on how frontliners' social attractiveness influences consumer participation. Yi & Gong identified four dimensions: information seeking, information sharing, responsible behaviour, and personal interaction (Yi & Gong, 2013). Information seeking involves guests clarifying service needs, whereas information sharing includes providing feedback and suggestions. Responsible behaviour refers to guests' active involvement in service, and personal interaction involves direct engagement with service staff.

Consumer participation is often studied as an independent variable, with limited research on factors affecting participation intention and ways to enhance it. This study provides a different view of participation as a dependent variable to identify the factors that influence participation intention.

### 3.3. Social Attractiveness

Research has shown that social attractiveness can promote social commerce engagement (Shen et al., 2019). Social attractiveness transcends simple interpersonal traits such as similarity, friendliness, and likeability. A well-studied social attractiveness factor affects consumers' emotional and behavioural intentions (Glascock & Ruggiero, 2006; Myers et al., 2009).

Likeability, a key aspect of social attractiveness, refers to the perception of a frontliner as pleasant and enjoyable (Ahearne et al., 1999). It significantly influences consumer cooperation and participation (Cheng et al., 2020), with studies showing that it can even outweigh attitude similarity in terms of social attractiveness (Aronson et al., 1966). Likeability encompasses traits such as sociability, fun, and niceness (L. L. McCroskey et al., 2006) and is consistently valued across cultures (Buss, 1989). Recent research has indicated that likeable frontliners can improve consumer participation (Z. Zhao et al., 2017) and cooperation (Cheng et al., 2020) and that a positive impression of likeability enhances interactions in various service settings (DeShields et al., 1996; O'Connor et al., 2016).

Similarity, also called homophily, significantly impacts interpersonal attraction, affecting how individuals relate to one another (L. L. McCroskey et al., 2006; Montoya & Horton, 2004). It encompasses shared attitudes, personality traits, and demographic characteristics (Mackinnon et al., 2011). Social similarity involves common experiences, beliefs, and values (L. L. McCroskey et al., 2006). Research suggests that guests are more likely to engage with frontliners who exhibit similar traits (Myers et al., 2009), which aligns with the similarity-attraction paradigm (Byrne, 1971), where individuals are drawn to those with comparable attributes (Kwon et al., 2016). This concept is rooted in social comparison theory (Festinger, 1954) and has been linked to greater trust and comfort in service interactions (Danaher et al., 2008; Y. Li et al., 2019).

Friendliness is a key attribute of social attractiveness, enhancing service encounters and building strong consumer relationships (Price & Arnould, 1999; Schweitzer et al., 2017). It is crucial for developing rapport and emotional connections between hotel guests and frontliners (M. T. Liu et al., 2016). Friendliness, often displayed through a smile and positive demeanour, improves guest reactions and overall service satisfaction (Hennig-Thurau et al., 2006; Mmutle & Shonhe, 2017). It influences guest emotions and evaluations, facilitating a positive service experience by addressing emotional needs and establishing warmth (Grayson, 2007; Saxe & Weitz, 1982). Recent studies highlight friendliness as essential for success in hospitality, fostering personal connections and enhancing consumer participation (Frolova et al., 2020; Wan et al., 2012). Friendly frontliners are perceived as more approachable, positively impacting guest engagement and satisfaction (M. T. Liu et al., 2016; Myers et al., 2009).

Despite extensive research, the connection between frontliners' social attractiveness and consumer participation in hotels has been underexplored. Myers et al. (2009) examined how college students' participation was influenced by instructors' social attractiveness and reported that socially attractive instructors encouraged greater student engagement. This study suggests that a similar dynamic may apply in hotels, where guests also expect positive interactions with frontliners (Giebelhausen et al., 2014).

### 3.4. Consumer Appreciation

Appreciation is a kind of attitude or emotion, which involves recognizing and valuing attractiveness (Y. Zhao et al., 2018). This study views consumer appreciation as a positive attitude toward an attractive frontliner, often associated with desirable traits such as intelligence and social competence (Albada et al., 2002; Mertens et al., 2021). This positive attitude or emotions influences consumer behaviour, reinforcing the intention to engage positively (Robinot et al., 2021).



explores the direct relationship between social attractiveness and consumer participation. Hypothesis 2 (H2) examines the direct relationship between social attractiveness and consumer appreciation. Hypothesis 3 (H3) investigates the direct relationship between consumer appreciation and consumer participation. Hypothesis 4 (H4) assesses whether consumer appreciation mediates the relationship between social attractiveness and consumer participation. Hypothesis 5 (H5) tests the interpersonal trust's moderator effect of the relationship between social attractiveness and consumer appreciation and participation. To enhance both theoretical and practical insights, social attractiveness is further divided into three subdimensions, Likeability, Similarity and friendliness. Hypothesis shows below:

*Hypothesis 1a:* Likeability of frontliner positively affects consumer participation directly.

*Hypothesis 1b:* Similarity between consumer and frontliner positively affects consumer participation directly.

*Hypothesis 1c:* Friendliness of frontliner positively affects consumer participation directly.

*Hypothesis 2a:* The likeability of the frontliner positively affects consumer appreciation directly.

*Hypothesis 2b:* The similarity between the consumer and the frontliner positively affects consumer appreciation directly.

*Hypothesis 2c:* The friendliness of the frontliner positively affects consumer appreciation directly.

*Hypothesis 3:* Consumer appreciation positively affects consumer participation intention.

*Hypothesis 4a:* Consumer appreciation mediates the relationship between the likeability of the frontliner and consumer participation.

*Hypothesis 4b:* Consumer appreciation mediates the relationship between the similarity between the consumer and the frontliner and consumer participation.

*Hypothesis 4c:* Consumer appreciation mediates the relationship between the friendliness of the frontliner and consumer participation.

*Hypothesis 5a:* Interpersonal trust moderates the relationship between the likeability of the frontliner and consumer appreciation and participation.

*Hypothesis 5b:* Interpersonal trust moderates the relationship between the similarity between the consumer and the frontliner and consumer appreciation and participation.

*Hypothesis 5c:* Interpersonal trust moderates the relationship between the friendliness of the frontliner and consumer appreciation and participation.

## 5. RESEARCH METHODOLOGY

### 5.1. Research Design

This study proposes a post-positivism paradigm, combining ontology and epistemology to explore consumer behavior in hotels through quantitative research. Post-positivism is ideal for examining the relationships between consumer-perceived frontliners' social attractiveness, consumer appreciation, and consumer participation intention (Panhwar et al., 2017; Turyahikayo, 2021). This paradigm allows for hypothesis testing and theory refinement, contrasting with positivism's focus on objective reality and interpretivism's emphasis on idea exploration (Ryan, 2018). By integrating S-O-R theory and SET, the study aims to clarify these relationships and assess the mediating role of consumer appreciation in a unified model of consumer participation

In line with the post-positivism paradigm, to enhance research validity by detailing the processes for data collection and analysis (Aityan, 2022; Bryman & Bell, 2007; Creswell & Creswell, 2018; Weyant, 2022). It adopts a descriptive, quantitative approach to investigate the relationships between consumer participation and perceptions of frontliner attractiveness, guided by theoretical frameworks. Methodologically, hospitality research typically employs inductive, deductive quantitative, or mixed methods (Carlisle et al., 2021; Levesque & Li, 2014). This study suggests a deductive quantitative approach, aligning with post-positivist principles to rigorously test and extend theories, focusing on explaining variable relationships through theoretical generalization (Saunders et al., 2009).

### 5.2. Population

This study focuses on full-service hotels consumers aged 18 and older, irrespective of demographic variables. The emphasis on hotels stems from their unique context where both physical and social attractiveness of frontliners significantly impact consumer appreciation and participation.

The study includes full-service hotels offering interactive services such as entertainment, health care, wellness, training courses, and dining. To be eligible, guests must interact with at least one frontliner on the day of data collection, recall their impression of the frontliner, and participate in at least one interactive service offered by the hotel.

### 5.3. Sample Size and Technique

Selecting the appropriate sampling and technique is crucial to ensure reliable research results (Ferber, 1977; Lonner & Berry, 1986). For theoretical generalisation research, non-probability sampling is often preferred (Reynolds et al., 2003), despite its limitations in representativeness and generalisability (Long, 2021). Its advantages include lower cost and practicality, making it common in social science research (Rowley, 2014). In

contrast, probability sampling offers better statistical representation but is less practical for research with limited resources (Sarstedt et al., 2018).

Given the practical constraints and the lack of an ideal sampling framework, this study employs non-probability sampling, specifically judgmental sampling. This method is chosen for its ability to leverage the researcher's expertise to select participants who are most likely to provide relevant and valuable data (Aityan, 2022; Sekaran, 2006). Judgmental sampling is practical for this study, given the widespread and numerous natures of hotels, which makes probability sampling impractical. However, non-probability sampling has limitations, including reduced generalizability and potential selection bias. The study will distribute questionnaires to guests in hotel lobbies and public areas like bars and restaurants. Accurate data collection is essential for research validity and determining an appropriate sample size is crucial. Most researcher recommend a minimum of 250 samples for business studies (Dolnicar et al., 2016). Sekaran (2006) suggests multiplying the number of variables by the sample size; for this study with 8 variables, the required sample sizes would be 80, 160, or 240. Researchers also advise a sample size greater than 100 or 200 for PLS-SEM models (Hair et al., 2012; Malhotra & Grover, 1998; Shmueli et al., 2019), while Sekaran recommends sample sizes between 30 and 500 (Sekaran, 2003).

Given the lack of a universal rule for sample sizes in SEM analysis (Wang, 2018), a minimum sample size of 200 was determined to achieve a power level of 0.80 (Sekaran, 2006). Considering confidence levels, costs, and time constraints, a sample size of 500 was deemed adequate for robust hypothesis testing. To ensure representativeness across all full-service hotel and genders, more than 150 samples per gender are required, reducing the risk of bias and ensuring a comprehensive representation.

#### 5.4. Instrument

This study examines the relationship between hotel guests' participation and their perceptions of service frontliners' attractiveness. A survey questionnaire is chosen for this study due to its effectiveness in gathering data on consumer behaviour and attitudes in hospitality research (Lonner & Berry, 1986; Robinot et al., 2021; Weyant, 2022). Given the large sample size requirement of 500, the questionnaire facilitates cost-effective data collection (Bryman, 2012). Trained enumerators will distribute the digital questionnaire via QR code and web link to hotel guests, including group and business travellers, ensuring wide participation.

This study investigates the impact of hotel frontliners' physical and social attractiveness on consumer emotions (appreciation) and participation. Therefore, customer-based perception measures are preferred over supervisor or organizational measures (Williams & Anderson, 1991). The questionnaire is carefully crafted to avoid leading questions. It starts with a screening question to confirm that all participants have interacted with the hotel frontliners. Respondents need assess the social attractiveness of the frontliners who recently served them. The survey will collect basic demographic information, including the gender of both the respondent and the service staff, and will ensure respondent anonymity to promote honest feedback. Participants will evaluate the attractiveness and appreciation of a specific staff member and disclose their participation intention. All measures are adapted from existing scales and rated on a five-point scale. Statistical tests will be employed to account for potential confounding variables.

#### 5.5. Measurements

The study includes 15 items across three dimensions of social attractiveness: likeability, similarity, and friendliness, with five items per dimension. These items are sourced from various studies (Ahearne et al., 1999; J. C. McCroskey & McCain, 1974; Sirgy et al., 1997). Responses are measured on a 5-point Likert scale, ranging from "Strongly disagree" to "Strongly agree."

For assessing likeability, this study utilizes modified items from Ahearne et al. (1999), which are previously rated on a 5-point Likert scale (Schweitzer et al., 2017).

**Table 1:** Measurement items for consumer-perceived hotel frontliner likeability.

Item	Source
The frontliner is easy to like	(Ahearne et al., 1999)
The frontliner is a fun person to be around	
The frontliner is liked by others	
I consider the frontliner as a good friend	
The frontliner is a nice person	

Similarity is assessed based on attitude and background similarities, following the approaches of Fassinger (Fassinger, 1995) and McCroskey, Richmond, and McCroskey (J. C. McCroskey et al., 2006). This study specifically measures similarity through consumers' self-perceived alignment in attitudes, personality traits, and demographic factors (Kwon et al., 2016; Mackinnon et al., 2011). Respondents are asked to compare themselves with the service staff using a modified version of the measurement developed by (Sirgy et al., 1997) and (Kwon et al., 2016).

**Table 2:** Measurement items for similarity between consumer and frontliner.

Items	Sources
The frontliner reflects the type of person I am	(Kwon et al., 2016)
The frontline is similar to me	
The frontliner is very much like me.	
The frontliner come from a similar background to myself.	(Brocato et al., 2012)
I fit right in with the frontliner.	

The friendliness of service staff is assessed through consumers' subjective perceptions, based on Mmutle and Shonhe (Mmutle & Shonhe, 2017). Five items, adapted from McCroskey and McCain's (J. C. McCroskey & McCain, 1974) measure of social attractiveness, specifically address friendliness. Originally using a 7-point Likert scale, this study modified it to a 5-point scale for consistency.

**Table 3:** Measurement Items for Consumer Perceived Friendliness.

Items	Sources
I think the hotel frontliner could be a friend of mine.	(J. C. McCroskey & McCain, 1974)
It would not be difficult to meet and talk with the frontliner.	
The frontliner would fit into my circle of friends	
We could establish a personal friendship with each other.	
I would like to have a friendly chat with the frontliner.	

Interpersonal trust is influenced by perceived competence, honesty, and benevolence (M. Li & Hsu, 2018). Research explored trust from attitudinal and self-reported behavioural perspectives (Glaeser et al., 2000). In hotel services, trust can be effectively measured using a well-structured questionnaire. The Interpersonal Trust Scale (Rotter, 1967), a widely used and validated tool with 25 items on a Likert-type scale, assesses interpersonal trust across multiple dimensions (Nießen et al., 2020; Pangalila & Budiarto, 2017). This scale has been translated into several languages, including Chinese, enhancing its accuracy in diverse contexts (J. Liu et al., 2015). The current study employs Rotter's scale with improvements by Evans (Evans, 2020), Rotter (Rotter, 1971), and Pangalila & Budiarto (Pangalila & Budiarto, 2017), focusing on five items across four dimensions: competence, reliability, integrity, and consistency.

**Table 4:** Measurement items for interpersonal trust.

Items	Sources
Your perceptions of the confidence in the of hotel service in the service encounter.	(Chang et al., 2013)
I trust the frontliner's competence to deliver the service promise.	(Evans, 2020; Pangalila & Budiarto, 2017; Rotter, 1967, 1971)
I believe the frontliner is reliable.	
I believe that the frontliner acts with integrity.	
The frontliner tend to behave consistently over time.	

Consumer appreciation is measured through self-reported emotional attitudes toward the hotel frontliner, including pleasure, enjoyment, liking, and favourability (van Ittersum et al., 2007). A five-point Likert scale assessed these emotions, and stepwise linear regression analysed the mediating effect. While Bradley and Lang's Self-Assessment Manikin Scale (Bradley & Lang, 1994), which uses humanoid figures to measure valence, arousal, and dominance, is suitable for lab-based studies, this research utilized Mehrabian and Russell's 12-item semantic differential scale (Mehrabian & Russell, 1974). This scale, consisting of bipolar adjective pairs on a five-point Likert scale, evaluates pleasure and arousal, and is commonly used to assess emotional responses in service contexts.

**Table 5:** Measurement items for consumer appreciation.

Items	Sources
My personal feeling during a service encounter	(Detandt et al., 2017)
Happy - Unhappy	
Pleased - Annoyed	
Satisfied - Unsatisfied	
Contented - Melancholic	
Hopeful - Despairing	
Relaxed - Bored	
Stimulated - Relaxed	
Excited - Calm	
Frenzied - Sluggish	
Jittery - Dull	
Wide-awake - Sleepy	
Aroused - Unaroused	

Consumer participation intention spans from basic physical presence to active value co-creation, measured through self-reported willingness across four dimensions: information seeking, information sharing, responsible behaviour, and personal interaction. Adapted from Yi and Gong (Yi & Gong, 2013), the study employs a 5-point

Likert scale to assess these dimensions. Information seeking helps consumers integrate into the service process, while information sharing involves disclosing essential details, potentially including personal insights. Responsible behaviour encompasses adherence to service rules and active involvement in service co-creation, including extra-role behaviours. Personal interaction measures politeness, friendliness, and respect, reflected in behaviours like eye contact and smiling. The measurement model is evaluated for reliability, discriminant validity, and convergent validity.

**Table 6:** Measurement items for consumer participation.

Item	Source
I have asked the frontliner for information on the other services of the resort apart from accommodation	(Yi & Gong, 2013)
I have searched for information on the specific locations of other services of the resort apart from accommodation	
I have paid attention to the explanation of the frontliner to use this service well.	
I clearly explained what I wanted the frontliner to do.	
I gave the frontliner proper information	
I provided necessary information so that the frontliner could perform his or her duties.	
I answered all the frontliner's service-related questions	
I performed all the tasks that are required	
I adequately completed all the expected behaviors	
I fulfilled responsibilities to the business.	
I followed the frontliner's directives or orders.	
I was friendly to the frontliner.	
I was kind to the frontliner.	
I was polite to the frontliner.	
I was courteous to the frontliner.	
I didn't act rudely to the frontliner.	

## 6. CONCLUSION

This conceptual paper proposes a framework that social attractiveness of hotel frontliner will influence on consumer's participation intention. This framework investigates the influence of hotel frontliners' social attractiveness on consumer appreciation and participation, with consumer appreciation as a mediator and interpersonal trust as a moderator. Focusing on likeability, similarity, and friendliness, the findings highlight the significant role of these traits in driving consumer engagement. These influences can be tested by a self-report questionnaire, which full measurement items are proposed.

This study contributes to the theoretical understanding of consumer participation in service encounters by integrating social attractiveness, trust, and consumer appreciation in a single model. It offers practical insights for enhancing service delivery. This conceptual paper offers actionable insights for researcher in this area. By conducting this research, it expands the understanding of consumer behaviour in hospitality by examining the impact of hotel frontliners' social attractiveness traits—likeability, similarity, and friendliness—on consumer appreciation and participation through the S-O-R framework.

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