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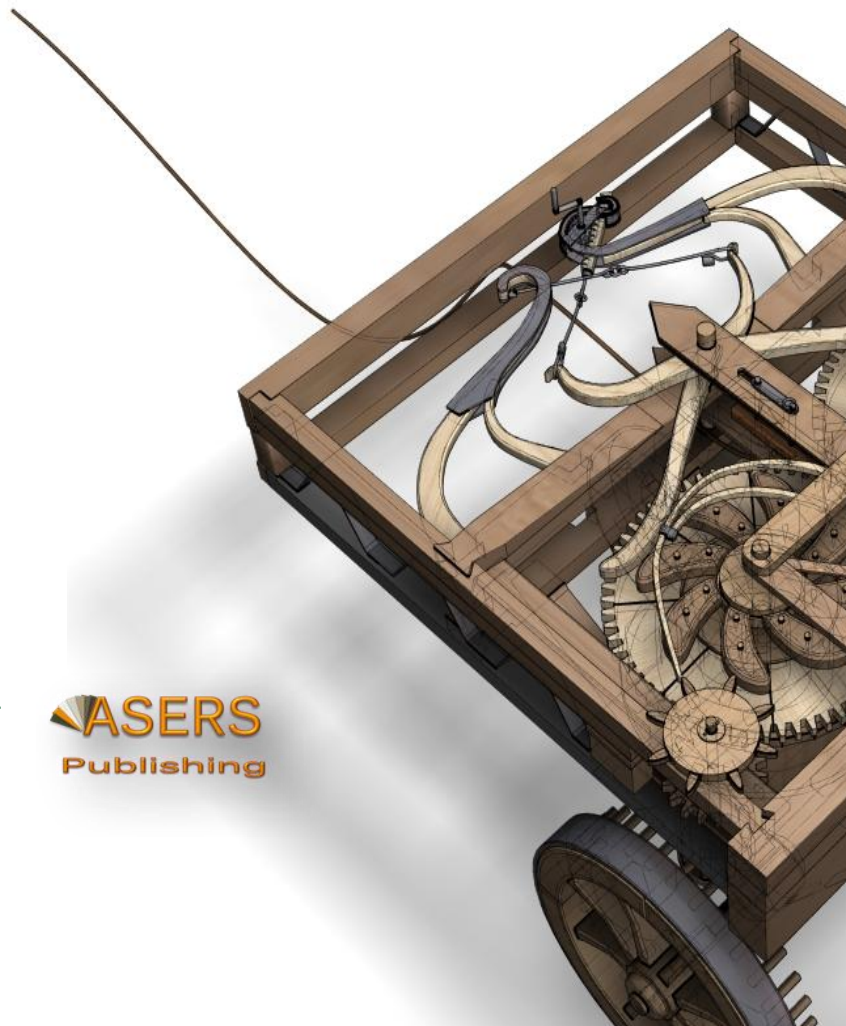
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Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

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Implementation of Sensory Marketing in Korean Concept Hotels

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Abstract: The hospitality industry continues to innovate and renew itself to build a personal and profound brand for hotel guests. The hospitality industry in Indonesia, in particular, continues to grow with various concepts applied to create a different experience. Indonesia is currently heavily influenced by Korean culture, particularly the K-pop phenomenon. Korean dramas, food, fashion, and cosmetics are increasingly popular among young people and are spreading rapidly in Indonesia. So, the influence of Korean culture is also emerging in the hospitality industry. One of the hotels that adopt Korean culture is Tama Boutique Hotel Bandung.

This study aims to apply sensory marketing in a Korean concept hotel, a case study of Tama Boutique Hotel Bandung. The method used is the Netnography method. To collect data through reviews from Travelokal, Google.com, and Agoda.com to get answers to the application of sensory marketing in the Korean concept Tama Boutique hotel. In this study, researchers also interviewed informants who had stayed at the Tama Boutique Hotel. I will also conduct direct observations of the Korean concept of the Tama Boutique Hotel in Bandung. The results obtained that the application of sensory marketing on the sense of "sight" at Tama Boutique Hotel with a Korean concept in building a new brand reached 65% seen from the design, lighting, and ornaments that are typical of Korea then the application of sensory marketing on the sense of "hearing" in building a new brand reached 20.5%. The sense of "smell" in building a new brand reached 22.5% because the elements of "hearing" and "smell" have not been applied optimally. Furthermore, according to theory, the application of sensory marketing on the sense of "Taste" in building a brand has reached 31%. In comparison, the sense of "Touch" in creating a new brand reached 12.5% because its application is still minimal.

Keywords: sensory marketing; korean concept hotel.

JEL Classification: Z32; Z33; M39; R11.

Introduction

The hospitality industry continues to innovate and renew itself to build a personal and profound brand for hotel guests. The hospitality industry in Indonesia, in particular, continues to grow with various concepts applied to create a different experience. Indonesia is currently heavily influenced by Korean culture, particularly the K-pop phenomenon. Korean dramas, food, fashion, and cosmetics are increasingly popular among young people and are spreading rapidly in Indonesia. So, the influence of Korean culture is also emerging in the hospitality industry. One of the hotels that adopt Korean culture is Tama Boutique Hotel Bandung.

The influence of Korean culture in Indonesia is enormous, so the hotel industry that applies the Korean hotel concept needs to pay attention to sensory marketing, which aims to build the hotel's brand identity. Sensory marketing utilizes the five senses to influence perception, memory, and learning processes to manipulate consumer motivation, desires, and behavior. The goal is to create a sensory experience that strengthens the relationship with the user through a process involving the rational and emotional parts of the brain, although

varying degrees. As part of this process, the subconscious component facilitates automatic decision-making and behavior based on lessons learned through past experiences (Manzano, Serra, & Gavilan, 2019).

According to Krishna (2012), sensory marketing involves the consumer's senses and influences consumer behavior. Meanwhile, according to Jang & Lee (2015), sensory marketing is a marketing strategy that stimulates consumer emotions instead of rational judgment by appealing to the five human senses: sight, hearing, smell, touch, and taste. According to Hulten (2020), sensory marketing is an integrative marketing approach and model that explains how companies can apply the five senses in business practices. Especially when it comes to how brands, objects, products, places, and service environments are multi-sensory brand experiences. According to the definition given by the American Marketing Association, sensory marketing "is a marketing technique that aims to seduce consumers by using the senses to influence consumer feelings and behaviour". Sensory refers to what people feel, see, hear, smell, and taste when exposed to external stimuli from a particular environment and their visual, auditory, and tactile perceptions of those experiences (Zuckerman, M., 2014).

Human senses have long been neglected in marketing, although we know their importance. The five human senses are essential to the individual experience in purchasing and consumption. Through these senses, each individual becomes aware of and perceives companies, products, and brands. Therefore, further knowledge of the human senses can make corporate marketing more successful and individual marketing of sensory experiences more personalized (Hultén et al., 2009).

Hotels have developed and sold differentiated services and products by mobilizing sensory marketing strategies to stimulate the five senses. Consumers are no longer satisfied with the previous general marketing advice that sensory marketing elements should be issued only on special occasions. In response, corporate management has approached consumers with different types of marketing, including marketing of color, fragrance, sound, and even healing. In the hospitality industry, such marketing strategies are due to the increasing number of hotels, and almost everyone needs to develop and maintain a competitive advantage by providing differentiated services (Kim et al., 2020).

The sense of smell is closely related to our emotional life, and aromas can significantly affect our emotions. A human can remember more than 10,000 scents, and the perception of a scent experienced previously is enough for us to associate it with precious memories. Scents can contribute to sensory experiences that create lasting memory images in customers' minds, increase awareness, and create an image of a brand both temporarily and long-term (Hultén et al., 2009).

Visualization as a visual sensory strategy means creating brand awareness and building a product or brand image that sharpens the customer's sensory experience. The image that a company wants to convey about itself then contributes to its identity and forms the basis of the image that customers have of it (Hultén et al., 2009).

Taste is one of our most distinct emotional senses. This fact is often expressed through sweet, sour, and taste concepts. Taste experiences of various kinds can contribute to creating the image of a product or brand. The concept of "taste" is often more related to the overall sensory experience of the customer than just what is put in the mouth (Hultén et al., 2009).

The sense of touch is the sense of touch with which we make physical contact with the world around us and can investigate three-dimensional objects. The sense of touch also contributes to building a sense of shape that tells us whether an object is sharp, rigid, or round. Unique tactile experiences have a great potential to create an identity and image around a product in terms of tactile marketing. The urge to touch can make customers willing to interact with products they would not usually know. This increases the chances of impulse or unplanned purchases (Hultén et al., 2009).

This study focuses on implementing sensory marketing in Korean-concept hotels and a case study of Tama Boutique Hotel Bandung with a Korean concept. This study will analyze how the application of sensory marketing from the senses of sight, hearing, smell, taste, and touch in building a brand in Tama Boutique Hotel Bandung with a Korean concept.

1. Research Background

Sensory marketing, first proposed by Schmitt (1999), is a marketing strategy that stimulates consumers' emotions instead of rational judgment by appealing to the five human senses: sight, smell, sound, taste, and touch. According to Jang & Lee (2015), the application mechanism of sensory marketing creates stimuli based on external environmental factors that can appeal to consumers' senses. These external ecological factors influence consumers' emotions and product or brand evaluations; Therefore, these factors may ultimately influence customer purchasing intentions and behavior. According to Jang & Lee (2015), external environmental stimuli

affect the five human senses. Humans are most influenced by "sight"; the first impression conveyed through sight helps consumers form product and brand images. "Sight" is the most practical sense for communicating marketing messages to customers. Since "smell" is connected to breathing, it is the only sense that cannot be ignored. "Smelling" most directly and quickly affects memory. Voices vary according to pitch, tempo, and intonation. "Sound" has a long-term effect on memory, and much information is absorbed through sound. "Taste" differentiates between sweet, salty, sour, bitter, and savory. When humans consume food, the five senses operate in harmony, as food is related to taste, smell, texture, appearance, and sound of chewing. Lastly, "Touch" is a sensory factor felt by the skin. When touch occurs when a person comes into contact with something or someone, it leads to a connection between the two, changing human emotions and significantly affecting communication.

Meanwhile, according to Hulten (2020), sensory marketing is an integrative marketing approach and model that explains how companies can apply the five senses in business practices. Especially when it comes to how individuals might perceive and experience brands, objects, products, places, and service environments as multi-sensory brand experiences. Sensory marketing, as a marketing-oriented experience, is an innovative solution that allows consumers to experience products and services (Shabgou & Daryani, 2014). The color and shape of a product or atmosphere that emits odors, efficient songs, and freedom to touch and taste delicious food products with different effects motivate consumer behavior (Shabgou & Daryani, 2014). According to Kotler Armstrong (2018), vision is associated with color, brightness, arrangement, and design; hearing is associated with sound and loudness; smell is associated with artificial or natural fragrances; touch is associated with softness, smoothness, and temperature.

2. Method also Called Materials and Methods or Experimental Methods

This study uses the Netnography method. The Netnography method is a qualitative study that uses the Internet to collect and analyze data on social and cultural phenomena in online communities. This method adapts ethnography, which is traditionally conducted face-to-face in a physical environment. This method was developed in 1995 by Robert Kozeinets, a Northwestern University, United States professor. Netnography is different from ethnography because, when collecting research data, there is no direct face-to-face meeting with participants via the Internet. Researchers can use various applications on the Internet to collect as much data as possible. This study will collect data by looking at reviews from Travelokal, Google.com, and agoda.com to get answers to the application of sensory marketing at the Tama Boutique Hotel with a Korean concept. In this study, researchers also interviewed informants who had stayed at the Tama Boutique Hotel. I will also conduct direct observations at the Tama Boutique Hotel using a Korean concept.

3. Case Studies

Based on the Central Statistics Agency (BPS) reported that there are 4,129-star hotels in Indonesia in 2023. The number has increased by 25 units compared to 2022. In 2023, three-star hotels dominate with 1,606 units or 38.89% of the total national star hotels. There are 865 four-star hotels in Indonesia, and two-star hotels nationally reach 862 units. Furthermore, there are 554 one-star hotels. The number of Five-star hotels is the lowest, at 254 units nationally.

Figure 1. Number of Star Hotels in Indonesia



Source: <https://databoks.katadata.co.id/properti/statistik/60db570e8eaf1a2/jumlah-hotel-bintang-di-indonesia-2023-mayoritas-bintang-tiga>

Based on the data above, the most dominant three-star hotels in Indonesia means that competition is getting tighter between three-star hotels in Indonesia. To survive and compete, it is necessary to build a brand identity according to each hotel's concept to attract guests. One way to build a brand is by using sensory marketing. Sensory marketing involves the five human senses (sight, hearing, smell, touch, and taste) to create a memorable experience and build an emotional connection with consumers. The goal is to influence the perception of consumer attitudes and behavior towards the brand.

One of the three-star hotels in Indonesia is Tama Boutique Hotel Bandung. Tama Boutique Hotel builds its brand identity with a Korean concept. Indonesia is currently heavily influenced by Korean culture, particularly the K-pop phenomenon. Korean dramas, food, fashion, and cosmetics are increasingly popular among young people and are spreading rapidly in Indonesia. So, the influence of Korean culture also appears in the hotel industry. Tama Boutique Hotel strives to compete and survive by adhering to the Korean concept of attracting guests.

4. Research Results

The results of the implementation of sensory marketing at the Korean-concept Tama Boutique Hotel in building a brand are not yet optimal, as seen in the Table 1.

Table 1. The results of implementing sensory marketing at the Korean-concept Tama Boutique Hotel

Sensory Marketing	Building Brands in Sensory Marketing	Sensory Marketing Implementation of Korean Concept Tama Boutique Hotel in Bandung
Sensory Marketing on the Sense of "Taste"	31%	31 %
Sensory Marketing on the Sense of "Vision"	80%	65%
Sensory Marketing on the Sense of "Hearing"	41%	20,5%
Sensory Marketing on the Sense of "Smell"	45%	22,5%
Sensory Marketing on the Sense of "Touch"	25%	12,5%

Source: Research Result

5. Discussions

A. Sensory Marketing on the Sense of "Vision"

Vision is the dominant sensory system, and the most potent sense used in marketing. More than 80% of commercial communication and shopping is done through the sense of sight. Logos, colors, packaging, and product design are visual stimuli that can be part of any brand strategy.

Figure 1. Korean Concept Hotel at Tama Boutique Hotel

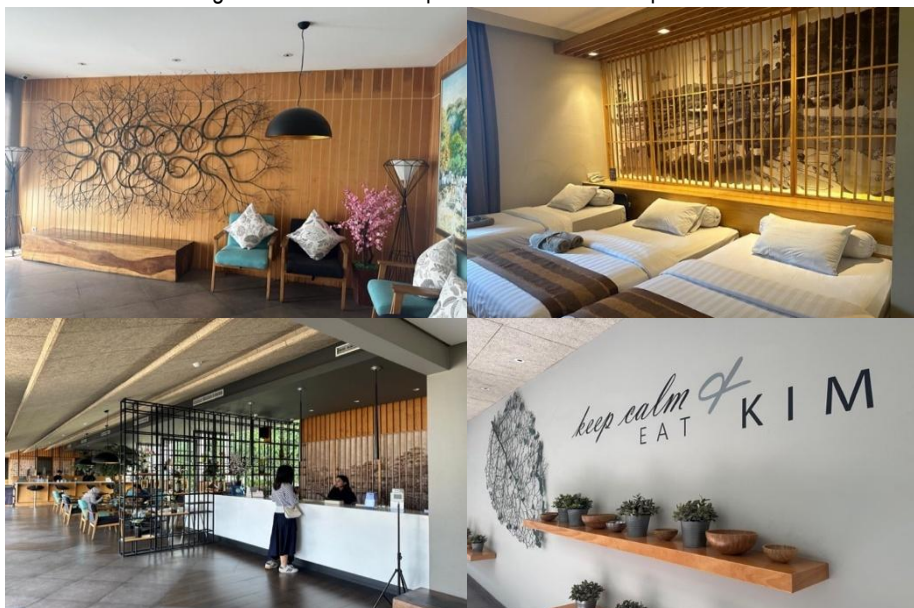


Photo Source: Personal Document

Colors produce different reactions (biological, psychological, and attracting attention to an object) in people and have a specific mental impact on customers. Significant factors such as logos, packaging, colors, designs, and attractive shapes can be strategic approaches to strengthen and create the desired image of a product in the minds of consumers (Shabgou, M. & Daryani, S. 2014). Vision is the dominant sensory system and, therefore, the most potent sense used by sales. It is also important to note that customers, despite not having access to other data, either overall or negative, are tormented by visual stimuli. Also, because they attract them, they show emotional responses. Vision is the most reliable and necessary sense for many humans and rarely drives the primary impression. For this reason, inventive administrators have long worked to create images, messages, and calls to action that are both appealing and easy to understand (Singh et al., 2020).

Based on the review results on traveloka from several guests who have stayed at Tama Boutique Hotel with a Korean concept, seen from Sensorik Marketing "Vision":

"Korean-style hotel, Good facilities. Good, spacious, and comfortable rooms. The food is also Korean-style and delicious because the hotel has a Korean restaurant. Next time, I will come back here."

"Although it is in a not-too-big building, the aesthetic design and comfort are not in doubt. Clean bed sheets. Complete amenities and additional requests are served if they do not match the number of guests who made the reservation. You can borrow prayer equipment. Breakfast is an order type, not a buffet. The choice is quite limited but enough. Pleasant experience."

"The vibes of the Korean hotel are felt; the playlist is only romantic Korean songs, the food, and the interior exterior too. It's a shame there is only one elevator, so we use the stairs if there is a problem."

"Satisfied staying here. The room is beautiful and clean, and it has Korean-style kiyowok. The breakfast is also delicious."

"A Korean nuance hotel, which is very comfortable, not noisy, and very peaceful. Clean rooms and Korean nuance interior design, bathroom shower, and sufficient toilet amenities, equipped with a refrigerator and standard minibar. Helpful and friendly hotel staff. According to the request, the breakfast provided already has a menu at the beginning, Korean food style. Very suitable for those who want to staycation or holiday to Bandung, staying at this hotel at an affordable price but can make you feel at home and linger in Bandung."

Based on the review results on Agoda from several guests who have stayed at Tama Boutique Hotel with a Korean concept seen from Sensorik Marketing "Vision":

"Satisfied staying at Tama Boutique Hotel with a Style concept; the room is quite large, as well as the bed even though it is a twin - clean & comfortable. The breakfast is also different from hotels in general".

Korean-themed hotel, clean rooms, and a cozy atmosphere.

"So, the story is that I accidentally found this thematic hotel on Agoda. I was immediately interested because it was Instagrammable and had good ratings; the price was also okay. It turned out to be cute; the room was big and clean, the service was friendly, and it was not too crowded. The interior is Korean style with wooden doors and ornaments; even the hotel sandals have rattan motifs".

Based on the results of interviews with several guests who have stayed at Tama Boutique Hotel with a Korean concept, seen from the Sensory Marketing "Vision":

"Sensory marketing "vision" is not yet optimal because the interior appearance does not show the uniqueness of Korean excellence, like the Korean Palace. The interior shown is still standard. The employee's clothing does not reflect traditional Korean clothing."

"Sensory marketing "vision" is seen in the bathroom, which is designed with stones that reflect Korean characteristics and already reflect Korean characteristics."

It is concluded that Tama Boutique Hotel, with a Korean concept of applying sensory marketing to the sense of "Sight," reaches 65%, which means that Tama Boutique Hotel, in building a new brand, reaches 65% while according to the theory of the sense of "sight" in building a brand reaches 80% - judging from the interior design in the lobby, rooms & restaurants using Korean style with white nuances combined with brown from wooden ornaments. The lighting in the hotel is quite bright, and the layout is aesthetic so that the Korean concept can be felt. Then, the hotel decoration has ginseng roots, a characteristic of Korea. Likewise, the bathroom is

designed with rocks, a characteristic of Korea. However, sensory marketing has not been fully implemented in the Sense of "Sight" at Tama Boutique Hotel; it still needs to add ornaments & designs that are more characteristic of Korean culture so that the Korean nuance can be felt as a whole. It is also necessary to add the appearance of staff wearing Korean clothing to make the nuance more pronounced.

B. Sensory Marketing on the Sense of "Hearing"

Sound has long been recognized as an essential driver of positive effects on consumer mood, preferences, and behavior. The share of hearing in building a brand is 41%. Sound can be used as an efficient tool to communicate with consumers' subconscious needs. This study shows that store music can effectively increase sales and influence purchase intentions (Shabgou, M. & Daryani, S. 2014). The human ear can diagnose a minimum of sixteen to 28,000 cycles per second. Most companies know that sound is considered a strategy to elevate the overall identity and image. If sound is implemented consciously, companies have a good chance of making sound to differentiate the whole. The influence of sound on our judgments and comments regarding the products and improvements we are likely to buy, if truth be told, is the influence of sound on purchasing behavior and habits (Singh et al., 2020).

Based on the review results on Google.com from several guests who have stayed at the Korean-concept Tama Boutique Hotel, seen from the Sensory Marketing "Hearing":

"The room is clean, neat, and tidy and certainly not noisy even though the location is in the middle of the city. The sound of vehicles is not heard".

"This hotel has spacious, clean, cool, fragrant rooms. Strategic location, close to everywhere, and in an environment that is not noisy".

"One of the hotels with affordable prices is strategically located close to the food center. The room is clean, neat & tidy and certainly not noisy even though the location is in the middle of the city. The sound of vehicles is not heard at all".

Based on the results of interviews with several guests who have stayed at Tama Boutique Hotel with a Korean concept, seen from the Sensory Marketing "Hearing":

"Music can only be heard at the entrance on the 1st floor, while the lobby and corridors do not hear any music. As for the voices of the hotel employees, they are enough to be heard well and do not use typical Korean language when greeting or greeting."

It is concluded that Tama Boutique Hotel with a Korean concept in applying sensory marketing to the sense of "Hearing" reaches 20.5%, which means that Tama Boutique Hotel in building a new brand reaches 20.5% while according to the theory of the sense of "hearing" in building a brand reaches 41%. This is because not all sensory marketing of the Sense of "Hearing" is applied in the Tama Boutique Hotel, such as Korean-style music. Music is only heard in the lobby area; even then, the music is not always played.

Sound, mainly music, is one of the most effective ways to evoke emotions and memories in hotel guests who stay. Sound is also the most effective way to motivate guests to book hotel rooms.

The music applied in the hotel will be different in each room; for example, the lobby must be based on the overall hotel concept because the lobby is the first meeting place for hotel guests with the hotel. While in the restaurant, the music should be slower.

C. Sensory Marketing on the Sense of "Smell"

The sense of smell involves 45% of brand communication. The sense of smell is very close to consumer emotions and behavior and significantly influences consumer behavior. In the long term, smell causes more fragrant memories, and aromatic objects are much more attractive than non-aromatic ones. In a shopping center, they concluded that smell directly affects buyers' impressions and influences consumer behavior (Shabgou, M. & Daryani, S. 2014). The smell is the second most widely used sense, behind the sight, because everyone has a unique and individual experience with smell and associates it with personal experiences (Sendra et al., 2017). According to Singh et al. (2020), the sense of smell involves forty-five complete communications. It is very on the threshold of our emotions and behavior and positively influences consumer behavior. In addition, smell dramatically influences the perception of quality and product regulation.

Based on the review results on Agoda from several guests who have stayed at the Korean-concept Tama Boutique hotel, seen from the Sensory Marketing "Smell":

"For the room, please add a fragrance to make it smell good."

Based on the review results on Traveloka from several guests who have stayed at Tama Boutique Hotel with a Korean concept, seen from the Sensory Marketing "Smell":

"This hotel is excellent. Maybe a suggestion is to add air fresheners in the bathroom and room area to make it fresher."

Based on the results of interviews with several guests who have stayed at Tama Boutique Hotel with a Korean concept, seen from Sensory Marketing "Smell":

"The aroma in the lobby & rooms is still standard like hotels in general; it does not have Korean characteristics."

"The aroma of the food can already increase appetite."

It is concluded that Tama Boutique Hotel with a Korean concept in applying sensory marketing to the sense of "Smell" reaches 22.5%, which means that Tama Boutique Hotel in building a new brand reaches 22.5% while according to the theory of the sense of "Smell" in building a brand reaches 45%. This means that Tama Boutique Hotel still does not have an aroma that characterizes Korea both in the lobby area and the rooms. The aroma of the food is appropriate so that it can arouse appetite. Aroma is a means of communication used by the human body. When the aroma is pleasant, it can automatically improve a person's mood.

D. Sensory Marketing on the Sense of "Taste"

The flavor associated with brand building has a share of 31%. In a situation where there is intense competition among food product marketers, intuitively good taste expressions effectively influence consumer behavior (Shabgou, M. & Daryani, S., 2014).

Figure 1. Food Menu at Tama Boutique Hotel



Photo Source: Personal Document

The relevance of food taste in purchasing decisions is limited. This is an opportunity, and taste can represent an excellent potential for creative marketing campaigns (Sendra et al., 2017). The flavor associated with the complete building has dozens of parts in cases of intense competition among food merchandise marketers and poor treatment. Intuitive expressions of fine style are efficient blessings to influence consumer behavior (Singh et al., 2020).

Based on the review results on Agoda from several guests who have stayed at the Tama Boutique Hotel with a Korean concept:

"There are also several options for breakfast because it is a set menu, and the food is delicious. Yesterday, I was four people who tried different menus. Korean sets 1,2,3 were all delicious. The American breakfast is also delicious; you can eat it in the lounge or deliver it to your room. I highly recommend Tama Boutique Hotel, a hotel that has an interesting theme and is very comfortable".

"The Korean breakfast menu is also highly recommended."

"Breakfast can also be delivered to your room, and because it is a la carte, we can choose the breakfast menu. Overall, we are satisfied staying at Tama Hotel. Thanks all"

"Complete breakfast, suitable for children aged 18 months. So I don't need to buy lunch for my little one. Delicious & complete breakfast. Rice, meat, vegetables, seaweed soup, delicious and soft tofu, fruit jelly suitable for little ones".

"Excellent service, friendly staff, strategic location, perfect interior design, clean. Most importantly the breakfast is delicious, especially for Korean food".

"The lobby is located on the upper floor so that it maintains guest privacy, a choice of Korean breakfast menus that are rarely found in other hotels, a large bed (rarely found in other hotels) & comfortable."

"The breakfast menu is also Korean-style and very delicious. Downstairs, there is a Korean restaurant called Bornga."

"Spacious room, large twin bed, delicious food, especially for Korean lovers; you are spoiled here."

"Delicious Korean style breakfast, clean and large room."

Based on the review results on Google.Com from several guests who have stayed at the Tama Boutique hotel with a Korean concept:

"The breakfast is cool, unlike the usual hotel; here, several breakfast packages can be delivered and eaten in the room, making it more practical and comfortable."

"Breakfast a la carte, wow delicious (Korean style)...aah everything is excellent. Want to come here again".

"The food is also delicious; there are many choices from Korean to Indonesian, and big portions are also satisfying."

"I appreciate breakfast the most (breakfast choices, not buffet), but everything is perfectly served, my son said. I got jelly dessert. If the taste of each tongue, I happened to order Korean food, and I don't understand the definition of delicious, but the ingredients used are guaranteed fresh. Five of us; we ordered food for four people, and the food was enough for five".

"Get a breakfast set menu that can be chosen; there is a Western, Asian, or fusion menu. It can be eaten on the rooftop or in the room, too."

"What I like the most is that the breakfast is Korean food, and it can be delivered to the room for those who are lazy. I recommend it for those who want to stay in Bandung."

Based on the results of interviews with several guests who have stayed at the Korean-concept Tama Boutique hotel:

"The taste of the food served already has a distinctive Korean character."

It is concluded that the Tama Boutique Hotel, a Korean concept hotel implementing sensory marketing on the sense of "Taste," has reached 31%, meaning it has built a 31% brand according to theory. The sense of taste or taste is a sensory system that allows humans to taste food and drinks. In addition to functioning as a taste bud, the tongue has other functions, such as helping to communicate, chew, and swallow food.

E. Sensory Marketing on the Sense of "Touch"

Touch is the body's largest sensory organ and is a symbol of physical contact through the skin. The sense of touch associated with brand building has a share of 25%. Material, temperature, weight, and shape positively impact the tactile experience, increase the positive impact on the tactile experience, and increase customer loyalty. Visual and auditory sensory cues affect customer attention and positively correlate purchasing behavior with product touching. Sensory stimulation makes consumers closer to the product and more likely to touch it (Shabgou, M. & Daryani, S., 2014). Consumers love to touch products and want to test products by consumers themselves. The clever use of tactile cues can challenge many companies (Sendra et al., 2017). Touch is the body's largest sensory organ and a picture of physical contact through the skin. A little sense is related to the entire building, which has twenty-five parts. By touching the merchandise, the client's behavior and appearance perspective are ultimately affected (Singh et al., 2020).

Based on the review results on Agoda from several guests who have stayed at the Korean-concept Tama Boutique hotel:

"The cleanliness of the room is lacking; suggestions for replacing the sheets and pillow bolsters with new ones, the bedcover has holes, and the sheets have stains in several places. Even if we complain, room service comes quickly, and the sheets are immediately replaced".

"When I was there yesterday, the pillowcases and sheets had a few stains. Maybe if the hotel took the time to be more thorough, there should be a program to remove the stains. Likewise, one of the towels I got was torn at the edges. A towel for a foot mat would be better. However, I give a thumbs up to how the hotel responded to my complaint; less than 5 minutes after I called the front desk, a replacement towel came immediately".

"The room is clean and tidy, and facilities and service are good, minus the new towels smell."

Based on the review results on Google.Com from several guests who have stayed at the Korean-concept Tama Boutique hotel:

"Nice Hotel. Every time I go to Bandung, I have stayed here several times. The service is the best... Very friendly, the AC is cold. The room is also big and clean, highly recommended".

"Very recommended hotel. Comfortable room and bed, cold AC, good toilet".

"Friendly staff, clean room, cold AC, there is a bolster, really love it."

"Clean room, cold AC, waiting for hot water is extended."

Based on the results of interviews with several guests who have stayed at the Korean-concept Tama Boutique hotel:

"The materials used, such as bed sheets and towels, are standard hotel standards in general, so there is no difference. The room temperature functions well so that guests feel comfortable."

It is concluded that the Korean concept of Tama Boutique Hotel in implementing sensory marketing on "Touch" has only reached 12.5%, which means that Tama Boutique Hotel in building a new brand has only reached 12.5%. In contrast, according to the sensory theory, "Touch" in building a brand reaches 25%. Using standard bed sheets and towel materials so that the application of sensory marketing on "Touch" is not optimal. Meanwhile, the room temperature is the temperature needed by hotel guests. The sense of touch or touch functions to feel pressure, temperature, pain, and vibration.

Conclusions and Further Research

It can be concluded that Sensory Marketing at Tama Boutique Hotel in building a brand identity as a Korean concept hotel has not been fully fulfilled; only sensory marketing on the Sense of "taste" is implemented comprehensively, which is 31% according to theory. Meanwhile, sensory marketing on the Senses of Sight, Hearing, Smell, and Touch has not been fulfilled. Therefore, Tama Boutique Hotel needs to act quickly to improve and fulfill all elements of sensory marketing, including the senses of sight, hearing, smell, and touch.

The new thing about this study is the discovery of sensory marketing that is different from hotels in general. Usually, hotels have relatively the same sensory marketing; this study focuses on Korean concept hotels that are applied in Indonesia so that different sensory experiences are found from the aspects of the senses of sight, smell, sound, taste, and touch for hotel guests. So, this study is essential for the hotel industry, especially for Indonesia's most dominant three-star hotels. To build a brand, it is necessary to create different sensory marketing strategies to attract the interest of hotel guests.

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Credit Authorship Contribution Statement

Yustisia Pasfatima Mbulu: Conceptualization, Investigation, Formal analysis, Writing – original draft, Supervision,

Validation, Writing – review and editing.

Devi Roza K. Kausar: Conceptualization, Investigation, Methodology, Supervision

Declaration of Competing Interest

The author honestly declares that there is no conflict of interest regarding the publication of this paper.

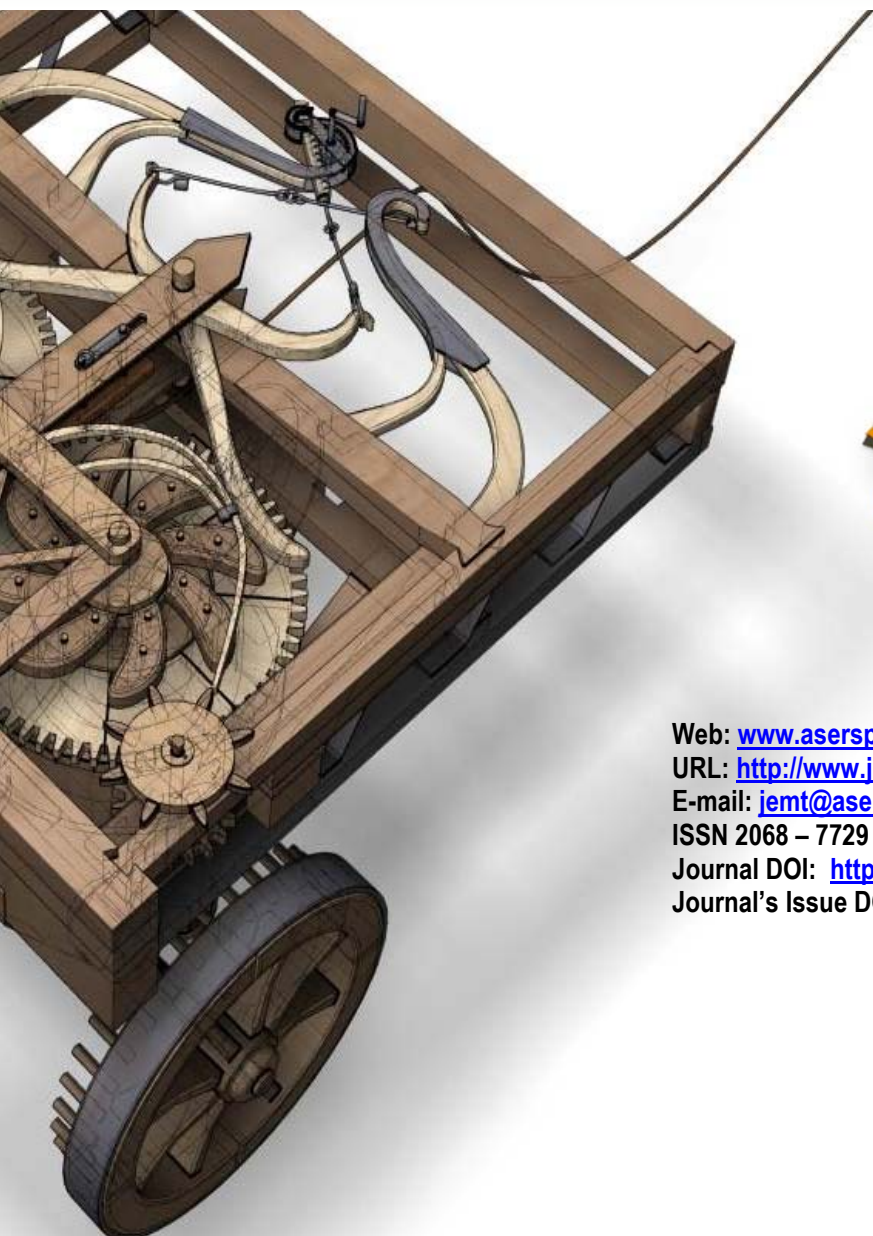
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