

# THE SILENT PERSUADER: EXPLORING THE ROLE OF NONVERBAL CUSTOMER INTERACTIONS IN SHAPING RESTAURANT REVISIT INTENTIONS

Fairuz Abd Hakim<sup>1</sup>  
Suria Sulaiman<sup>2</sup>  
Irina Mohd Akhir<sup>3</sup>  
Khairil Anuar Bahari<sup>4</sup>  
Nor Hafizah Mazlan<sup>5</sup>  
Zynoreen Husain<sup>6</sup>

<sup>1</sup>Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Permatang Pauh, Pulau Pinang, Malaysia, (Email: fairuz295@uitm.edu.my)

<sup>2</sup>Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Permatang Pauh, Pulau Pinang, Malaysia, (Email: suriasul@uitm.edu.my)

<sup>3</sup>Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Permatang Pauh, Pulau Pinang, Malaysia, (Email: irina.akhir @uitm.edu.my)

<sup>4</sup>Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Permatang Pauh, Pulau Pinang, Malaysia, (Email: khairil777@uitm.edu.my)

<sup>5</sup>Universiti Teknologi MARA, Cawangan Pulau Pinang, Kampus Permatang Pauh, Pulau Pinang, Malaysia, (Email: hafizahmazlan@uitm.edu.my)

<sup>6</sup>UCSI Universiti, Kampus Kuching Sarawak, Malaysia, (Email: zynoreen@ucsiuniversity.edu.my)

## Article history

**Received date** : 4-9-2025  
**Revised date** : 5-9-2025  
**Accepted date** : 5-10-2025  
**Published date** : 30-10-2025

## To cite this document:

Abd Hakim, F., Sulaiman, S., Mohd Akhir, I., Bahari, K. A., Mazlan, N. H., & Husain, Z. (2025). The silent persuader: Exploring the role of nonverbal customer interactions in shaping restaurant revisit intentions. *Journal of Islamic, Social, Economics and Development (JISED)*, 10 (77), 1080 – 1092.

**Abstract:** *This study investigates the impact of nonverbal customer-to-customer interactions (NVCCI) on customers' revisit intentions in Malaysian restaurants. While customer-to-customer interaction (CCI) is recognised as influential, limited research focuses on nonverbal cues such as kinesics, proxemics, paralanguage, and physical appearance. Guided by the Stimulus-Organism-Response (S-O-R) framework, this study examines how these NVCCI dimensions shape dining experiences and revisit intentions. Using a quantitative survey with 195 respondents analysed via SPSS, results showed that kinesics ( $\beta = 0.389$ ), proxemics ( $\beta = 0.164$ ), and paralanguage ( $\beta = 0.212$ ) significantly and positively influenced revisit intention, while physical appearance had no significant effect. The model explained 45% of variance in revisit intention ( $R^2 = 0.450$ ). These findings highlight the importance of body language, personal space, and vocal tone in enhancing customer satisfaction and loyalty, with kinesics as the strongest predictor. This study contributes to NVCCI literature in hospitality and offers practical insights for managers to foster positive nonverbal interactions to encourage repeat visits.*

**Keywords:** *Stimulus-organism-response (S-O-R), nonverbal customer-to-customer interactions (NVCCI), kinesics, proxemics, paralanguage, revisit intention*

## Introduction

In many service sectors, particularly hospitality, the presence and behaviour of other customers significantly influence service experiences (Leith, 2020; Söderlund, 2011; Tuzovic, Kabadayi, & Paluch, 2022; Zhang, Filep, Matteucci, Vada, & Moyle, 2025). While customer-to-customer interaction (CCI) has been categorised into verbal and nonverbal forms, nonverbal CCI (NVCCI) remains underexplored despite its strong impact on customer perceptions, emotions, and behavioural intentions (Bonaccio, O'Reilly, O'Sullivan, & Chiochio, 2016; Cheng, 2021; H. Lin, Zhang, & Gursoy, 2020). Customers often communicate nonverbally through cues such as eye contact, gestures, proxemics, paralanguage, and physical appearance (Sundaram & Webster, 2000), which can shape overall dining satisfaction. Existing studies have focused more on verbal interactions (J. Kim, Choi, & Martin, 2020; H. Lin, Gursoy, & Zhang, 2020) with limited research examining how NVCCI influences customers' desire to return, especially within Malaysia's culturally diverse restaurant settings (Cheng, 2021; H. Lin, Zhang, et al., 2020; Tuzovic et al., 2022; Zhang et al., 2025).

Addressing this gap, this study uses the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974) to analyse how environmental stimuli such as NVCCI affect diners' cognitive and emotional states, which in turn drive revisit intention. Therefore, this study investigates the effect of four NVCCI dimensions – kinesics (body language), proxemics (personal space), paralanguage (tone and pace of speech), and physical appearance – on customers' revisit intentions in Malaysian restaurants. It aims to answer the research question: Does nonverbal customer-to-customer interaction influence customers' willingness to revisit a restaurant? The findings will enhance theoretical understanding of NVCCI in hospitality and provide practical insights for restaurant managers to improve customer loyalty through nonverbal service design.

## Literature Review

### Stimulus-Organism-Response (S-O-R)

The Stimulus-Organism-Response (S-O-R) theory explains how environmental stimuli influence individuals' internal states, which then drive their behaviours (Mehrabian & Russell, 1974). In hospitality, stimuli such as restaurant ambience or customer interactions affect diners' thoughts and feelings (organism), shaping their behavioural responses, like satisfaction or revisit intention (Asyraff, Hanafiah, Aminuddin, & Mahdzar, 2023; Asyraff, Hanafiah, & Zain, 2024; H. Lin, Zhang, et al., 2020; Pham, Do, & Phung, 2016). Recent studies, including Lin, Gursoy et al. (2020), applied this theory to show that nonverbal customer-to-customer interactions (NVCCI) impact how customers evaluate their dining experiences and future intentions.

### Nonverbal customer-to-customer interaction (NVCCI)

Nonverbal communication involves how individuals relate to and influence others through behaviours and cues rather than words (Cheng, 2021). In restaurants, customer-to-customer interactions (CCI) can create either positive or negative dining experiences (Asyraff et al., 2024;

Lee & Lu, 2025; Zhang et al., 2025). NVCCI refers specifically to nonverbal aspects of these interactions, such as body language, comfort levels, and observing others' behaviours (Moura e Sá & Amorim, 2017; Nicholls, 2020). These interactions are a crucial part of the dining experience, as nonverbal exchanges can strongly influence customers' emotions and behavioural responses (Darioly & Mast, 2014; Tuzovic et al., 2022). Despite their importance, more research is needed to understand how different types of NVCCI affect customer evaluations and experiences.

### **Kinesics**

Kinesics studies how the body moves, particularly how it positions itself (Bowden, 2015; Furnham & Petrova, 2010; Islam & Kirillova, 2021). Body language reveals sentiments and emotions. Customers tend to gesture more when they are passionate, driven, and energetic. In addition, eye contact is a potent nonverbal cue that enhances communication's four important goals (Islam, 2023; Stacks, Hickson III, Deyo, & Walt, 2011). Prolonged and intense eye contact is typically associated with behavioural, defensiveness, or passionate attraction. Kinesics is the most part nonverbal interaction style (Gamble and Gamble, 2013). Kinesics, which refers to communicative behaviour in which ideas are expressed by symbols of sight, gestures, and posture (Argyle, 1994; Birdwhistell, 1952; Islam, 2023; Islam & Kirillova, 2021).

### **Proxemics**

The study of the separation between two bodies is known as proxemics, and it involves choosing the appropriate spacing for various circumstances. According to Waroquier, Marchiori, Klein, and Cleeremans (2010) and (Morwitz, 2014), proxemics is a communication endpoint that focuses on spatial interactions, including physical communication distances and the symbolic effects of a spatial structure (C.-Y. Lin & Lin, 2017). Proxemics is the study of how customers interact with one another in physical space. Every living creature tries to inhabit, grow, protect, and use space. The method for establishing ownership of a location varies amongst cultures. Customers typically feel nervous when dealing with strange environments (Agnus, 2012). Different layouts and design aspects within the same spatial distance limitations might affect the customers' perceived psychological distance (Gussago, 2017). Customers spent more time at booth tables than at restaurant tables, which may have impacted how much time was spent socializing with servers and other customers and the overall dining experience.

### **Paralanguage**

While verbal interaction relates to the content of the communication, paralanguage focuses on how a verbal message is transmitted (Hargie, 2011). Natural communication needs to apply paralanguage, which improves spoken language communication. However, unsuitable paralanguage, such as a high-pitched voice, might make customers feel awful (S. H. Kim, 2007). Face-to-face communication increases the chance that it will be processed subconsciously; in-person gestures and nonverbals are encoded and decoded to varying degrees of awareness and control (Knapp, Hall, & Horgan, 2013). According to H. Lin, Zhang, et al. (2020), paralanguage significantly impacts both happy and negative emotions. Customers who are the main point of communication benefit from clear, appropriate, and swift communication from other customers.

### Physical Appearance

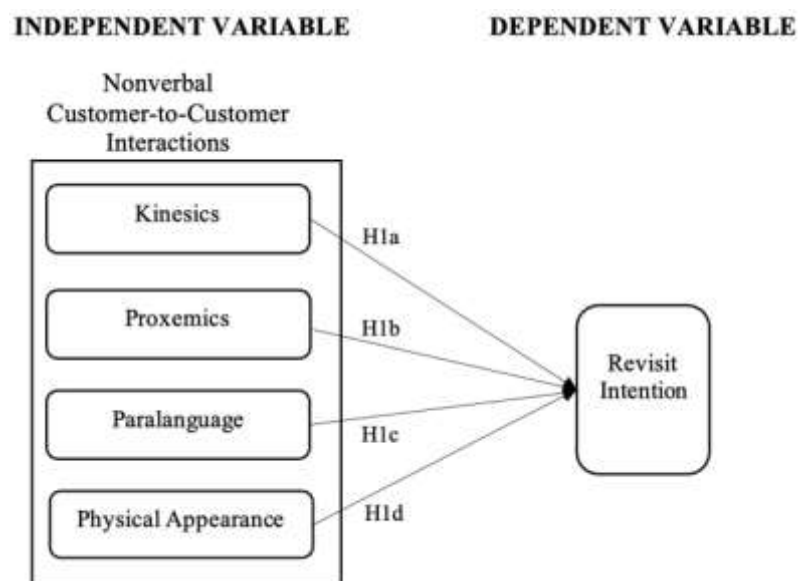
Physical appearance primarily relates to other consumers' physical beauty and wardrobe (Jung & Yoon, 2011). Physical appearance has a more significant effect on first impressions than ongoing, long-term relationships (Reis et al., 1982). Height, weight, skin colour, eye and hair colour, clothing and accessory style and colour, body art, and grooming are all elements of physical appearance (Burgoon, Guerrero, & Manusov, 2011). This might be because focused customers expect other customers to respect their personal space and to be appropriately groomed. For example, the presence of other customers who are not adequately groomed is likely to cause an unpleasant emotional state in customers. In contrast, well-groomed and beautiful physical looks are unlikely to influence customers' emotional states (H. Lin, Zhang, et al., 2020).

### Customer Revisit Intention

Revisit intention predicts customers' future behaviour to repurchase or return (Asyraff et al., 2024; H. Lin, Zhang, et al., 2020). It reflects a deep commitment to engage in future behaviour based on positive experiences (Alnawas & Hemsley-Brown, 2019; Gussago, 2017; Islam, 2023; Islam & Kirillova, 2021). Studies show that customer satisfaction with service quality, atmosphere, pricing, and value strongly influences revisit intention, and this relationship varies by restaurant type (Asyraff et al., 2024). Moreover, favourable impressions of a restaurant's atmosphere, service, and food quality enhance intentions to revisit and recommend it to others (Asyraff et al., 2024; Morwitz, 2014). Therefore, this study posits those positive impressions, including those shaped by other customers' behaviours, influence dining decisions and revisit intention.

### Research Framework

The research model used for this study investigates the effect of nonverbal customer-to-customer interaction towards revisiting intention to restaurants in Malaysia. Figure 1 shows the conceptual framework of Nonverbal customer-to-customer interactions.



**Figure 1: Research Framework of NVCCI on Customer Revisit Intention.**  
Source Adapted from Jung and Yoon (2011).

## Hypothesis Development

### **Relationship between kinesics and customer revisit intention**

According to Jung and Yoon (2011), kinesics and proxemics significantly influence customers' pleasant emotions. For example, smiles, eye contact, and facial emotions are kinesics indicators that are mostly mentioned when discussing the most memorable or worst dining experience. Therefore, it is suggested that customers are more likely to revisit the restaurant when they are satisfied and have positive emotions about the dining experience. Therefore, this study hypothesizes that;

H1 (a): Kinesics will positively affect customer revisit intention.

### **Relationship between proxemics and customer revisit intention**

Proxemics In terms of nonverbal communication, service providers should maintain suitable distances from customers in service situations to positively affect customers' emotions (Lang, Greenwald, Bradley, & Hamm, 1993). Different layouts and design aspects, on the other hand, might modify customers' perceived psychological distance within the same spatial distance parameters (Gussago, 2017). Kimes and Robson (2004) discovered that table elements could impact the time of a customer's mealtime. Positive emotions experienced by customers in service settings will directly improve satisfaction, according to (Oliver, 1993) and (Muller, David, & Venkatasubramaniam, 1991). Positive emotions experienced by customers in service situations will also have a significant impact on customers' intentions to revisit. Thus, it is hypothesized that:

H1 (b): Proxemics will positively affect customer revisit intention.

### **Relationship between paralanguage and customer revisit intention**

A conversational speaking style is generally perceived as friendly and welcoming, which enhances dining experiences (Lin, Zhang et al., 2020). However, unsuitable paralanguage, such as a high-pitched voice or harsh tone, can elicit negative feelings from customers (Kim, 2007). Paralanguage, which includes voice tone, pitch, and speech rate, significantly influences both positive and negative emotions during interactions (Sundaram & Webster, 2000). Customers benefit when others speak clearly and at an appropriate pace, while unclear or overly fast speech may cause discomfort. This highlights that nonverbal components like paralanguage are as important as verbal content in shaping perceptions. Supporting studies found that customer satisfaction increases with friendly greetings, appropriate speaking volume, eye contact, and simple courtesies such as saying, "thank you."

H1 (c): Paralanguage will positively affect customer revisit intention.

### **Relationship between physical appearance and customer revisit intention**

Physical appearance influences more than ongoing, long-term connections (Reis et al., 1982). An unpleasant appearance correlates with lower social acceptance (Kleck et al., 1974). An attractive physical appearance of employees is considered positive for corporate performance, particularly in the case of a restaurant where employees have face-to-face contact with customers, as better-looking staffs have more traits required for the business (Hurley-Hanson & Giannantonio, 2006). Customer satisfaction and workers' physical attractiveness are

positively correlated, claims Söderlund (2011). This refers to the effort that goes into "appearing nice" and "sounding great" (Warhurst & Nickson, 2007) Thus, it is hypothesized that:

H1 (d): Physical Appearance will positively affect customer revisit intention

## Methodology

### Data collection

This study examined the impact of nonverbal customer-to-customer interactions (NVCCI) on revisit intention in Malaysia. G\*Power analysis determined a minimum sample size of 195 respondents. Data were collected via a self-administered, dual-language questionnaire distributed on social media platforms (WhatsApp, Facebook, Twitter, Instagram) and analysed using SPSS Version 26. The questionnaire used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) and included three parts: Part A (screening questions), Part B (Kinesics, Proxemics, Paralanguage, Physical Appearance, Revisit Intention), and Part C (demographics). Content validity was confirmed by academic experts at UiTM Cawangan Pulau Pinang, and a pilot test with 35 respondents showed Cronbach's Alpha values between 0.772 and 0.918, indicating high reliability.

## Findings

### Demographics of the respondents

Table 1 presents the demographic profile of the respondents. Most respondents were female, representing 84.1% (n=164), while male respondents accounted for 15.9% (n=31). In terms of age distribution, the largest group was 18-24 years old, comprising 53.3% (n=104) of the total respondents. This was followed by the 25-34 years old category at 19.5% (n=38), 55 years and above at 16.9% (n=33), 45-54 years old at 6.7% (n=13), and 35-44 years old at 3.6% (n=7). Regarding race, the vast majority were Malay at 95.4% (n=186), with Chinese respondents comprising 2.6% (n=5), Indian respondents at 1.0% (n=2), and other ethnicities also at 1.0% (n=2). Overall, these demographic results indicate that the sample predominantly consisted of young adult Malay females, reflecting the targeted population of restaurant customers surveyed in this study.

**Table 1: Demographic Profile (n=388)**

Items	Frequency	Percentage	Items
Gender	Female	164	84.1
	Male	31	15.9
Age	18 - 24 Years	104	53.3
	25 - 34 Years	38	19.5
	35 - 44 Years	7	3.6
	45 - 54 Years	13	6.7
	55 Years and above	33	16.9
Race	Malay	186	95.4
	Indian	2	1.0
	Chinese	5	2.6
	Other	2	1.0

### Reliability test

Five Cronbach's Alpha coefficients in this questionnaire were higher than 0.7, showing strong internal reliability for each of the questionnaire's first-level indicators. Table 2 shows the reliability test results. Kinesics scored the highest (mean =18.74, SD = 3.020), indicating that kinesics determined customer revisit intention since most respondents agreed with the item. The second variable of proxemics shows that (mean=11.36, SD=1.843). Next, paralanguage indicates (mean=14.67, SD=2.474). Furthermore, Physical Appearance showed a mean total of 11.03 and a standard deviation of 1.924. Lastly, the dependent variable - Revisit intention (mean=18.57, SD=3.122).

**Table 2: Results of the Reliability Test**

Items	No. of item	Mean	SD	Cronbach's alpha
Kinesics	5	18.74	3.020	0.828
Proxemics	3	11.36	1.843	0.803
Paralanguage	4	14.67	2.474	0.847
Physical appearance	3	11.03	1.924	0.801
Revisit intention	5	18.57	3.122	0.901

Note: N=388

### KMO and Bartlett's Test

To measure the sampling adequacy, Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity tests were conducted in this study. The result presented in Table 3 shows that the KMO measure of sampling adequacy test (0.836) and Bartlett's test of sphericity (0.001) indicate that the data were appropriate for factor analysis. The KMO test results of each variable show that all are above 0.5. The test values of the KMO and Bartlett test of each of the variables tested in the questionnaire all met the requirements, indicating that they passed the validity test.

**Table 3: KMO and Bartlett's Test**

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.836
Bartlett's Test of Sphericity	<b>Approx. Chi-Square</b>
	<b>343.301</b>
	<b>df</b>
	<b>10</b>
	<b>Sig.</b>
	<b>.001</b>

### Multi Linear Regression Analysis

Multiple linear regression describes the relationship between two or more independent variables and one dependent variable. The primary goal of this analysis is to determine the impact of the independent variable on the dependent variable. Based on Table 4 below shows that the R square is 0.671. It means that there is a 67.1% variance of the dependent variable (revisit intention) that is explained by the independent variables (nonverbal customer-to-customer interactions), which is statistically significant as p-value <0.05

**Table 4: Model Summary**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.671 <sup>a</sup>	.450	.438	2.33806	.450	38.847	4	190	.001

a. Predictors: (Constant), Kinesics, Proxemics, Paralanguage, Physical Appearance

b. Dependent Variable: RI

**Table 5: ANOVA Model**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	849.430	4	212.357	38.847	.001 <sup>b</sup>
	Residual	1038.642	190	5.467		
	Total	1888.072	194			

a. Dependent Variable: RI

b. Predictors: (Constant), Kinesics, Proxemics, Paralanguage, Physical Appearance

The results of the (ANOVA) test used to establish whether the significance of the previously evaluated regression model is shown in Table 5 above. The p-value was found to be 0.05, as shown in the table. This suggests that the notion of no effect should not be accepted. This suggests that the regression model that was used in the study was appropriate for the research that was conducted.

**Table 6: Coefficients Model**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients <sup>t</sup>	Sig.	Collinearity Statistics		
		B	Std. Error			Tolerance	VIF	
1	(Constant)	3.046	1.293		2.357	.019	.497	5.596
	Kinesics	.401	.069	.389	5.805	.001	.265	.538
	Proxemics	.278	.119	.164	2.323	.021	.042	.513
	Paralanguage	.267	.091	.212	2.942	.004	.088	.447
	Physical Appearance	.083	.106	.051	.783	.434	.126	.293

a. Dependent Variable: RI

Table above shows the coefficients result: the standardized coefficient for kinesics is 0.389, proxemics is 0.164, paralanguage is 0.212, and physical appearance is 0.051. Then, the significance of kinesics is 0.001; proxemics is 0.021, paralanguage is 0.004, and physical appearance is 0.434. The p-value of kinesics, proxemics and paralanguage is p-value < 0.05,



meaning that there is a significant impact on the three dimensions of NVCCI and revisit intention. In contrast, the physical appearance p-value > 0.05 means no significant impact on the physical appearance. From the table, we can conclude that kinesics, proxemics and paralanguage have a more significant impact on the customers' intention to revisit the restaurants because the standardized coefficient of workload is more significant than physical appearance.

### Hypothesis Testing

The results on Table 7 show a significant impact between NVCCI and customers' intention to revisit the restaurants. However, on individual dimensions, there is no significant impact on customers' physical appearance on the customers; revisit intention to the restaurants.

### Discussion

The main objective of this research is to examine the effect of nonverbal customer-to-customer interactions towards revisit intention. Hence, the result shows positive relationships between all the dimensions of NVCCI and customer revisit intention. Findings show that three dimensions of NVCCI, kinesics, proxemics and paralanguage, significantly influence customers' revisit intention to the restaurants. Kinesics has the most prominent nonverbal with the highest significance towards the customer's intention to revisit the restaurant. Lin supports this finding, and Zhang (2020), identified that the impact of other customers might be primarily attributed to nonverbal cues, such as eye contact and courtesy nods. This suggests that customers are likely to experience positive/most memorable dining experiences if other customers show appropriate kinesics ((Islam, 2023)Islam & Kirillova, 2020).

**Table 7: Hypothesis Summary**

Model	Beta ( $\beta$ )	t-statistic	p-value	R2	Hypothesis
<b>H1: NVCCI &gt; Revisit Intention</b>	.658***	12.147	0.001	.433	Accept
<b>H1a: Kinesics &gt; Revisit Intention</b>	.389***	5.805	0.001	.450	Accept
<b>H1b: Proxemics &gt; Revisit Intention</b>	.164*	2.323	0.021		Accept
<b>H1c: Paralanguage &gt; Revisit Intention</b>	.212**	2.942	0.004		Accept
<b>H1d: Personal appearance &gt; Revisit Intention</b>	.051	.783	0.434		Reject

Note: \*p < 0.05, \*\*p < 0.01, <0.001\*\*\*p

However, there is no significant impact between physical appearance and customers' revisit intention to the restaurant. A similar result by Lin & Zhang 2020 reported that the presence of other customers who are not properly groomed or have attractive physical appearances are not likely to have any impact on customers' intention to revisit the restaurant. This concludes that

physical attractiveness did not affect preferences; however, when the person was not seen as an expert, attractiveness is an issue (Joseph, 1982). Therefore, the current study contributes to the literature by reporting that the three NVCCI dimensions (Kinesics, Proxemics, & Paralanguage) significantly affect customers' willingness to revisit the restaurant.

### **Contributions of the study**

The findings of this study provide valuable insights into how nonverbal customer-to-customer interactions (NVCCI) shape dining experiences and influence customers' intention to revisit restaurants. By applying the Stimulus-Organism-Response (S-O-R) theory in the context of Malaysian restaurants, this study enriches existing literature and addresses the call by Tuzovic et al. (2022), Lin, Zhang et al. (2020), and Park et al. (2019) for more in-depth research on NVCCI in hospitality settings. Previous research has shown that customer-to-customer interactions affect how people evaluate their dining experiences. This study builds on that understanding by highlighting how body language, personal space, and vocal tone among customers can create a more positive dining atmosphere and encourage repeat visits. From a practical perspective, these findings offer important implications for restaurant managers. By paying closer attention to the subtle nonverbal interactions happening among customers, restaurateurs can design spaces and service styles that foster positive NVCCI. Simple actions like arranging seating for comfortable personal space, encouraging a warm and welcoming atmosphere, and training staff to model positive nonverbal behaviours can make dining experiences more enjoyable. Ultimately, creating an environment that supports positive nonverbal interactions can help build stronger customer loyalty and give restaurants a competitive edge.

### **Conclusion**

This research highlights the importance of nonverbal customer-to-customer interactions (NVCCI) in shaping dining experiences. Customers and restaurateurs should recognise that body language, personal space, and vocal tone directly influence customer satisfaction and revisit intentions. The findings show that NVCCI is a key factor in encouraging repeat visits. Therefore, restaurant managers can leverage kinesics, proxemics, and paralanguage to create a more welcoming environment and build customer loyalty in Malaysian restaurants.

### **Acknowledgments**

The authors would like to acknowledge the support of Universiti Teknologi Mara (UiTM), Cawangan Pulau Pinang, Kampus Permatang Pauh, Pulau Pinang, Malaysia for providing the facilities and financial support for this research.

## References

- Agnus, O. M. (2012). Proxemics: the study of space. *IRWLE*, 8(1), 1-7.
- Alnawas, I., & Hemsley-Brown, J. (2019). Examining the key dimensions of customer experience quality in the hotel industry. *Journal of hospitality marketing & management*, 28(7), 833-861.
- Argyle, M. (1994). *The psychology of social class*: Psychology Press.
- Asyraff, M. A., Hanafiah, M. H., Aminuddin, N., & Mahdzar, M. (2023). Adoption of the Stimulus-Organism-Response (SOR) model in hospitality and tourism research: systematic literature review and future research directions.
- Asyraff, M. A., Hanafiah, M. H., & Zain, N. A. M. (2024). Travelling During Travel Bubble: Assessing the Interrelationship between Cognitive, Affective, Unique Image, and Future Revisit Intention. *Journal of Tourism and Services*, 15(28), 39-60.
- Birdwhistell, R. L. (1952). *Introduction to kinesics: (An annotation system for analysis of body motion and gesture)*: Department of State, Foreign Service Institute.
- Bonaccio, S., O'Reilly, J., O'Sullivan, S. L., & Chiochio, F. (2016). Nonverbal behavior and communication in the workplace: A review and an agenda for research. *Journal of Management*, 42(5), 1044-1074.
- Bowden, M. (2015). *Winning body language: Control the conversation, command attention, and convey the right message without saying a word*.
- Burgoon, J. K., Guerrero, L. K., & Manusov, V. (2011). Nonverbal signals. *Handbook of interpersonal communication*, 239-280.
- Cheng, X. (2021). THE IMPORTANCE OF NONVERBAL CUSTOMER-TO-CUSTOMER INTERACTIONS ON CUSTOMER'S LOYALTY. *Review of Business, Accounting, & Finance*, 1(6), 493-508.
- Furnham, A., & Petrova, E. (2010). *Body language in business: Decoding the signals*: Springer.
- Gussago, E. (2017). CUSTOMERS' EXPERIENCE IN RESTAURANTS' ENVIRONMENTS: PROXEMICS, EMOTIONS AND PERCEPTION OF SPACE AS DESIGN ISSUES. In.
- Hargie, O. (2011). *Skilled Interpersonal Communication: Research, Theory and Practice*.
- Hurley-Hanson, A. E., & Giannantonio, C. M. (2006). Recruiters' perceptions of appearance: the stigma of image norms. *Equal Opportunities International*.
- Islam, M. S. (2023). *Experiences of smiles and eye contact at hotels: A video elicited focus group study*. Paper presented at the CAUTHE 2023: West, East, South, North: Redirecting Research in Tourism, Hospitality and Events: Proceedings of the 33rd Annual Conference: Proceedings of the 33rd Annual Conference.
- Islam, M. S., & Kirillova, K. (2021). Nonverbal communication in hotels as a medium of experience co-creation. *Tourism Management*, 87, 104363.
- Joseph, W. B. (1982). The credibility of physically attractive communicators: A review. *Journal of advertising*, 11(3), 15-24.
- Jung, H. S., & Yoon, H. H. (2011). The effects of nonverbal communication of employees in the family restaurant upon customers' emotional responses and customer satisfaction. *International Journal of Hospitality Management*, 30(3), 542-550.
- Kim, J., Choi, S., & Martin, D. (2020). The halo effect of C2C interaction quality in prolonged close-proximity service settings. *Journal of Services Marketing*.
- Kim, S. H. (2007). Effect of the verbal and non-verbal communication of salespersons in service encounter on customers' emotion and behavioral intention-Focusing on the emotional contagion phenomenon. *Journal of consumer Studies*, 18(1), 97-131.

- Kimes, S. E., & Robson, S. K. (2004). The impact of restaurant table characteristics on meal duration and spending. *Cornell Hotel and Restaurant Administration Quarterly*, 45(4), 333-346.
- Knapp, M. L., Hall, J. A., & Horgan, T. G. (2013). *Nonverbal communication in human interaction*: Cengage Learning.
- Lang, P. J., Greenwald, M. K., Bradley, M. M., & Hamm, A. O. (1993). Looking at pictures: Affective, facial, visceral, and behavioral reactions. *Psychophysiology*, 30(3), 261-273.
- Lee, W., & Lu, L. (2025). Lined Up? Examining a “Waiting Line” Effect in Technology-Enabled Restaurant Menu Ordering. *Journal of Hospitality & Tourism Research*, 49(3), 433-448.
- Leith, C. (2020). *An exploratory study of links between individuals’ perceptions of solo tourism and their desires for social interaction and solitude*. Paper presented at the International Conference on Tourism Research.
- Lin, C.-Y., & Lin, J.-S. C. (2017). The influence of service employees’ nonverbal communication on customer-employee rapport in the service encounter. *Journal of Service Management*.
- Lin, H., Gursoy, D., & Zhang, M. (2020). Impact of customer-to-customer interactions on overall service experience: A social servicescape perspective. *International Journal of Hospitality Management*, 87, 102376.
- Lin, H., Zhang, M., & Gursoy, D. (2020). Impact of nonverbal customer-to-customer interactions on customer satisfaction and loyalty intentions. *International Journal of Contemporary Hospitality Management*.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*: the MIT Press.
- Morwitz, V. (2014). Consumers' purchase intentions and their behavior. *Foundations and Trends® in Marketing*, 7(3), 181-230.
- Muller, T. E., David, K. T., & Venkatasubramaniam, R. (1991). Post-consumption emotions: Exploring their emergence and determinants. *The Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 4, 13-20.
- Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of consumer research*, 20(3), 418-430.
- Pham, L. T. M., Do, H. N., & Phung, T. M. (2016). The effect of brand equity and perceived value on customer revisit intention: a study in quick-service restaurants in Vietnam. *Acta Oeconomica Pragensia*, 24(5), 14-30.
- Reis, H. T., Wheeler, L., Spiegel, N., Kernis, M. H., Nezlek, J., & Perri, M. (1982). Physical attractiveness in social interaction: II. Why does appearance affect social experience? *Journal of personality and social psychology*, 43(5), 979.
- Söderlund, M. (2011). Other customers in the retail environment and their impact on the customer’s evaluations of the retailer. *Journal of Retailing and Consumer Services*, 18(3), 174-182.
- Stacks, D. W., Hickson III, M., Deyo, J., & Walt, P. (2011). Nonverbal communication. *Promoting Student Engagement: Activities Exercises and Demonstrations for Psychology Courses*, 2, 230-236.
- Sundaram, D. S., & Webster, C. (2000). The role of nonverbal communication in service encounters. *Journal of Services Marketing*.
- Tuzovic, S., Kabadayi, S., & Paluch, S. (2022). “Keep the Space”: Influence of Perceived Space on Wellbeing in Restaurants During Coronavirus. In *Consumption, Production, and*

*Entrepreneurship in the Time of Coronavirus: A Business Perspective of the Pandemic* (pp. 57-76): Springer.

- Warhurst, C., & Nickson, D. (2007). Employee experience of aesthetic labour in retail and hospitality. *Work, employment and society*, 21(1), 103-120.
- Waroquier, L., Marchiori, D., Klein, O., & Cleeremans, A. (2010). Is it better to think unconsciously or to trust your first impression? A reassessment of unconscious thought theory. *Social Psychological and Personality Science*, 1(2), 111-118.
- Zhang, H., Filep, S., Matteucci, X., Vada, S., & Moyle, B. (2025). Positive psychology interventions for hospitality management: A future research agenda. *International Journal of Hospitality & Tourism Administration*, 26(3), 603-624.