

Understanding How Airport Facilities and Positive Emotions Shape Passenger Satisfaction and Travel Intention

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ABSTRACT

This research examines how the functionality and aesthetic quality of airport facilities influence passenger satisfaction and their intention to travel in the future. In an increasingly competitive aviation sector, the physical characteristics of airport terminals play an important role in shaping passengers' perceptions and evaluations of service experience. This study further incorporates positive emotions as a moderating variable to determine whether passengers' emotional states influence the relationship between environmental cues and behavioral outcomes. Using an explanatory quantitative design, data were obtained through structured questionnaires distributed to 380 respondents selected through purposive random sampling. The proposed relationships were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that both facility functionality and aesthetics have significant positive effects on passenger satisfaction and travel intention. In addition, passenger satisfaction acts as an important mediating mechanism that connects the quality of the physical environment with behavioral loyalty. The moderation analysis also provides an interesting finding, indicating that positive emotions reduce passengers' reliance on physical attributes when forming satisfaction.

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INTRODUCTION

The civil aviation industry has developed into a critical pillar of global connectivity and regional economic growth. Airports function as primary gateways that reflect the quality of a region's infrastructure (Melgar et al., 2024). In the context of modern transportation, airports are no longer merely functional transit points. They have become complex ecosystems that require service excellence in order to meet the growing expectations of passengers (Graham, 2023; Roslan, 2025). Passenger satisfaction with airport safety is

heavily influenced by security screening procedures as well as the range of facilities and services provided, as highlighted by Ceccato and Masci (2017).

Security screening requires particular consideration because it represents one of the most important stages in the passenger airport experience. This process can trigger strong emotional reactions and substantially influence how passengers evaluate airports as a whole. Therefore, the increasing emphasis on user experience in airport management has become an important concern for both industry practitioners and scholars (Birrell et al., 2022). This concern is relevant because passenger satisfaction is closely associated with the airport's public image and its ability to sustain long-term operations (Bakır et al., 2022). Consequently, it is essential to examine how key factors that shape favorable passenger perceptions, particularly facility functionality and aesthetic quality, can be improved to strengthen competitiveness in an increasingly crowded air transportation service market (Supriaddin and Roslan, 2025).

Facility functionality, in relation to passenger satisfaction, refers to an airport's ability to meet passenger needs and expectations. This aspect has a strong impact on overall satisfaction levels. When facilities function effectively, they create a travel environment that is comfortable, efficient, and reliable. These qualities ultimately enhance the travel experience, as stated by Moon and Han (2018). A well-functioning facility ensures that operational features such as quick and accessible check-in counters, clear and accurate signage, efficient transportation services, and smooth security procedures contribute positively and cohesively (Yusuf and Roslan, 2024). When passengers can easily navigate and utilize airport facilities without obstacles, their level of satisfaction increases significantly. Numerous empirical studies have confirmed the positive effect of facility functionality on satisfaction, including the findings of Grum (2017). High functionality also reflects the airport management's commitment to maintaining high service standards, which can lead to more positive perceptions and stronger passenger loyalty (Boonchunone et al., 2021; Roslan and Rahayuningsih, 2026).

Facility aesthetics is defined as the combination of architectural design and interior decoration, as described by Mfon (2023). According to Baker et al. (2020) in service environments, interior decor and physical artifacts play an important role in creating an attractive atmosphere. Aesthetic elements include building design, lighting, spatial layout, and artistic touches, which together form a strong visual impression from the moment passengers enter the airport, as noted by Donnelly (2021). A visually appealing and comfortable interior can uplift passengers' moods and make them feel more valued. Natural lighting and intuitive space planning help passengers feel at ease while navigating a terminal. Aesthetics also serves as a reflection of an airport's brand identity. When passengers perceive that attention has been paid to aesthetic details, they tend to form positive impressions. This observation is supported by studies showing that facility aesthetics have a significant influence on passenger satisfaction, including study by Baharuddin and Mahdzar (2020). Creating an environment that is both visually pleasing and comfortable, airports can ensure that passengers feel satisfied with the overall service experience.

Although facility functionality and aesthetics have been widely recognized as important determinants of passengers' behavioral intention, prior studies still report inconsistent findings regarding their influence on travel intention. Several studies have shown that functionality and aesthetics significantly affect revisit or travel intention (Adrianty and

Chairy, 2021; Ariesta et al. 2020; Rahayuningsih and Ruslan, 2026), whereas other studies suggest that such effects are not always strong or have not been fully explained, particularly when only direct relationships are considered (Ma et al., 2022). In addition, previous studies have predominantly focused on the direct effects of physical service attributes, with limited attention given to the underlying psychological mechanisms through which these attributes shape behavioral outcomes. Consequently, the roles of passenger satisfaction as a mediating variable and positive emotions as a moderating variable remain underexplored, especially in the context of regional airports. Therefore, a research gap still exists in explaining how facility functionality and aesthetics influence travel intention, both directly and through mediation and moderation mechanisms.

Building upon these considerations, the present study develops an integrated model that combines cognitive and affective dimensions to explain passengers' travel intention. Airport facilities are considered important indicators of service quality that influence passenger comfort and evaluation of the travel experience (Arnanta and Suprpto, 2024). In this model, facility functionality reflects aspects such as service readiness, operational efficiency, and technological reliability, which may enhance passenger satisfaction and subsequently influence travel intention (Ma et al. 2022; Wang et al. 2019). Facility aesthetics, on the other hand, represents the visual and sensory qualities of the airport environment, including spatial arrangement, physical appearance, and atmospheric design, which contribute to passengers' overall perceptions and experience (Noah, 2025; Zheng et al. 2020). Moreover, visually appealing and well-designed environments can stimulate positive emotional responses, which in turn may strengthen satisfaction and future behavioral intention (Hendriyani, 2018). Positive emotion also functions as a psychological catalyst that reinforces passengers' cognitive evaluations of physical service attributes (Etemad-Sajadi et al., 2016; Kozusznik et al., 2018). By incorporating passenger satisfaction as a mediator and positive emotion as a moderator, this study offers a more comprehensive framework for understanding how airport physical attributes and emotional responses jointly shape travel intention, particularly in regional airport settings (Calza et al., 2020; Yuen et al., 2021).

This research was specifically conducted at Haluoleo Airport, a nationally strategic facility that serves as the main air gateway for Southeast Sulawesi Province. As the primary airport serving the provincial capital, Haluoleo Airport represents a regional airport that is actively modernizing its infrastructure while still facing challenges in maintaining consistent levels of user satisfaction. The fluctuating number of passengers and demand for high safety standards make this airport a relevant and timely subject of study. Assessing the functional readiness of the terminal and the architectural aesthetics of the facility is essential for determining the extent to which physical elements can generate positive emotions that may ultimately influence passengers' intention to travel through the airport again.

This study primarily seeks to analyze how facility functionality and aesthetics influence passengers' travel intention at Haluoleo Airport. In particular, it examines whether passenger satisfaction serves as a mediating mechanism that links an airport's physical environment to future behavioral intentions. The study also assessed the moderating role of positive emotions in the relationships among functionality, aesthetics, satisfaction, and travel intention. This study offers both theoretical and practical contributions. From a theoretical perspective, this study extends consumer behavior models to the air transportation context by incorporating emotional factors. From a practical standpoint,

the findings provide useful guidance for Haluoleo Airport management in developing service improvement strategies that balance functional performance with sensory experience, thereby strengthening passenger loyalty and enhancing an airport's competitive position.

LITERATURE REVIEW

Facility functionality

Facility functionality is a critical dimension of the service ecosystem, representing the technical and operational capacity of the physical infrastructure to efficiently support user objectives. Pirayesh et al. (2018) conceptualized functionality as the strategic arrangement of machines, equipment, and furnishings designed to facilitate customer activities within a service environment. In broader service industries, Bolton et al. (2018) emphasized that the effectiveness of physical elements, such as furniture and operational devices, plays a key role in creating a satisfying customer experience (Moonti et al., 2023). Similarly, Tao et al. (2023) highlighted the importance of seating comfort and availability of electronic equipment as fundamental components influencing user perception. In the context of aviation, Zheng et al. (2020) found that factors such as space, aisle width, and clarity of electronic displays significantly affect passengers' evaluations of the physical environment.

Facility aesthetics

Facility aesthetics refers to the strategic integration of architectural design, interior layout, and decorative elements that together create a visual appeal within a service environment (Şahiner, 2016). According to Lin (2016), aesthetic quality reflects the attractiveness of a building's design, which can stimulate consumer interest and encourage consumers to spend more time in the space owing to its inviting atmosphere. Within interior spaces, aesthetics go beyond visual appearance and convey ideas that influence individual aspirations, mood, and personality (Khanzadeh, 2024). Decorative features such as wall color schemes, artwork, ornamental plants, and ceiling details play a critical role in shaping customers' sensory experiences (Nilam, 2023). Therefore, creating a beautiful atmosphere through the harmonious use of color and decoration is fundamental for building meaningful customer experiences and differentiating an organization's identity (Mathew and Sharma, 2024). In the airport context, the measurement of facility aesthetics is based on instruments developed Ma et al. (2022), which capture both visual and auditory dimensions. Key indicators include the visual appeal of airport architecture and décor, the overall impression of modernity and attractiveness in facility design, the appropriateness of background music in creating a calm atmosphere, and the brightness of terminal lighting that contributes to a warm and welcoming environment. These indicators are used to assess how well Haluoleo Airport creates a unique, comfortable, and memorable physical setting for every passenger.

Positive emotion

Positive emotion refers to an affective state that includes feelings such as joy, enthusiasm, and pleasure. These emotions play a pivotal role in reducing perceived risk and shaping favorable attitudes toward a destination (Zhu and Deng, 2020). In service settings, emotional responses trigger the evaluation of aesthetics, which helps strengthen the psychological connection between users and transportation service providers. Positive emotion serves as a catalyst for transforming visual perceptions into intentional behavior and actual travel decisions through the activation of affective awareness (Di-Clemente et

al., 2022). In addition, positive emotions help individuals adapt to complex travel situations and increase the likelihood of repeat visits or recommendations to others (Zhu and Fan, 2018). As a moderating variable, positive emotions have been shown to significantly enhance the impact of facility aesthetics on travel intention. Passengers who respond positively to aesthetically pleasing environments tend to demonstrate stronger travel intentions than those in a neutral emotional state. This highlights the importance of emotional connections in the relationship between aesthetics and behavioral intention (Bresnahan et al., 2018). The moderation mechanism indicates that the effectiveness of attractive facilities in promoting desired behavioral outcomes depends largely on the environment's ability to evoke deep emotional experiences (Wang et al., 2019). Therefore, positive emotions not only increase current satisfaction but also act as critical factors that strengthen the link between the quality of the physical environment and long-term behavioral intention.

Passenger satisfaction

Passenger satisfaction is a post-purchase evaluation that reflects an individual's feelings of pleasure or disappointment resulting from a comparison between perceived service performance and prior expectations (Dike et al., 2024). In academic discourse, satisfaction is viewed both as an effective response experienced in the moment (Delahunty and O'Shea, 2019) and as a cognitive assessment of a consumption experience that ideally meets or exceeds the customer's standards. In the airline industry, service providers are required to understand user characteristics and needs in depth in order to create a customer-centered travel experience (Aktemur, 2024). This focus on satisfaction is essential, as it is directly correlated with profitability, customer loyalty, and competitive advantage (Arslan, 2020). Failure to meet passenger expectations can lead to a decline in future repurchase intentions.

Travel intention

Travel intention can be understood as a person's willingness, intention, and psychological preparedness to undertake travel activities in the future. It represents an important stage through which travel motivation is converted into actual behavior (Hoang-Tung et al., 2017; Yusuf & Roslan, 2025). Based on the Theory of Planned Behavior, behavioral intention is the closest predictor of actual behavior and is formed through the combined influence of attitude, subjective norms, and perceived behavioral control (Ajzen, 2020). In the air transportation sector, the continuity of revenue growth is strongly influenced by passengers' willingness to use air travel services repeatedly (Aktemur, 2024).

Travel intention is defined as the subjective probability that a customer will or will not take a specific action related to tourism services within a given timeframe. This is influenced by personal information sources, risk perception, and past experiences (Volkman et al., 2021). The quality of the physical environment, including superior functionality and aesthetics, has proven to be a critical factor in generating positive experiences and reinforcing individuals' commitment to reuse the service (Ma et al., 2022; Nasrul et al., 2023). To evaluate passenger travel intention empirically, this study adopts measurement instruments developed by Ma et al. (2022), focusing on planned and willing future behaviors. The first indicator assesses passengers' concrete plans to take another flight in the near future as a reflection of loyalty toward the transportation mode.

Proposed Hypothesis

The relationship between facility functionality, facility aesthetics, passenger satisfaction, positive emotions, and travel intention has been widely discussed in servicescape and transportation service studies. Zhang et al. (2022) explains that functional physical settings support customer activities effectively, while Breiby and Slåtten (2018) emphasize that aesthetic quality strengthens the attractiveness of service environments and enhances customer experiences. In the airport context, elements such as seating comfort, space adequacy, clarity of electronic information, and reliable terminal facilities have been shown to shape passenger evaluations of service quality. Satisfaction, as a post-consumption evaluation, is formed when performance meets or exceeds expectations and becomes a key driver of future behavioral intention (Shabbir, 2025). Moreover, positive emotion plays a crucial affective role strengthening the impact of physical environment quality on satisfaction and travel intention, since passengers who experience joy and pleasure tend to display stronger loyalty and willingness to travel again (Lin, 2022). Based on these arguments, this study proposes a conceptual framework that positions facility functionality and aesthetics as predictors of passenger satisfaction and travel intention, with positive emotions as a moderating mechanism, as presented in the research model.

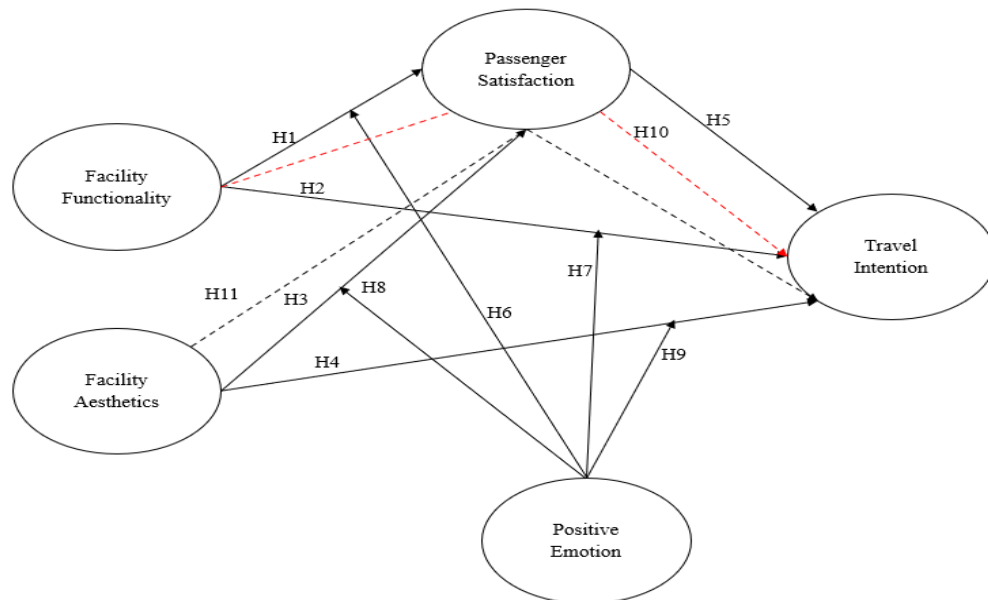


Figure 1. The Relationship between Variables

The conceptual framework was developed to test the following hypotheses:

- H1. Facility functionality has a significant effect on passenger satisfaction
- H2. Facility functionality has a significant effect on travel intention
- H3. Facility aesthetics has a significant effect on passenger satisfaction
- H4. Facility aesthetics has a significant effect on travel intention
- H5. Passenger satisfaction has a significant effect on travel intention
- H6. Positive emotion moderates the effect of facility functionality on passenger satisfaction
- H7. Positive emotion moderates the effect of facility functionality on travel intention
- H8. Positive emotion moderates the effect of facility aesthetics on passenger satisfaction
- H9. Positive emotion moderates the effect of facility aesthetics on travel intention

H10. Passenger satisfaction mediates the effect of facility functionality on travel intention

H11. Passenger satisfaction mediates the effect of facility aesthetics on travel intention.

RESEARCH METHODS

This study aimed to test the hypotheses using numerical survey data and statistical analysis tools. Accordingly, the appropriate research method is quantitative research with an explanatory approach that clarifies why exogenous variables significantly influence endogenous variables. The paths of observation include both direct and indirect relationships, specifically designed to examine the role of the core variables in this model. The research instrument consisted of 21 items distributed across five main variables, with a varying number of items per variable. The variables Facility Functionality (X_1), Facility Aesthetics (X_2), Passenger Satisfaction (Y_1), and Travel Intention (Z) are each measured using four items, except for Travel Intention, which uses five items. Meanwhile, the variable Positive Emotion (Y_2) is also measured using four items.

Data were collected through a survey of 380 eligible airline passengers who used airport facilities. The sampling method used was purposive random sampling, where participants had to meet specific criteria set by the researchers: (1) respondents must have taken at least two air trips in the past year, (2) used airport facilities at the study site, (3) traveled in either economy or business class, and (4) had direct interaction experience with both airline services and terminal facilities. The research instrument was a questionnaire using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Data assessment involved descriptive statistics to summarize respondents' demographic profiles (as shown in Table 1) and Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the research hypotheses. PLS-SEM was chosen due to its ability to handle complex models involving latent variables and mediating relationships simultaneously. The constructs, questionnaire items, and literature sources are summarized in the table below.

Table 1. Constructs/items used in the research questionnaire

Variable	Items	Source
Facility Functionality	In the terminal area, airport provides ample seating and space. The airport provided internet/Wi-Fi connectivity. The electronic display at this airport provides clear information. The elevators, electronic walkways and other services were properly working	(Ma et al., 2022; Ali et al, 2016)
Facility Aesthetics	The architecture and decoration of the airport was appealing The background music within the airport was appropriate The facility structure of this airport is attractive. The brightness within the airport was welcoming	(Ali et al., 2016; Ma et al., 2022)
Passenger Satisfaction	I feel profound enthusiasm during the flight process. I feel impressed by the airline service standards. A positive mood was maintained throughout the air travel duration. I feel positive arousal toward the ongoing flight experience.	(Choi et al., 2020)

Table 1. Constructs/items used in the research questionnaire (Continued)

Variable	Items	Source
Positive Emotion	I feel satisfied with their overall experience at the airport.	(Ali et al., 2016; Ma et al., 2022; Moon et al., 2016)
	Consider the choice to use this airport a wise decision.	
	Truly enjoy their entire presence at the airport.	
	I feel the airport performance meets their initial expectations.	
Travel Intention	Plan to travel by air again in the near future.	(Ma et al., 2022)
	Intend to visit this specific destination again.	
	Passengers are willing to travel to different cities for their next trip.	
	Passengers choose air travel as their primary mode for future journeys.	
	Passengers prioritize this airport for their upcoming travel schedules.	

RESULTS AND DISCUSSION

Results

Respondent Characteristics

Table 2. Demographic profile of the respondents

Characteristic	Frequency	Percent (%)
Sex		
Man	242	63.68
Woman	138	36.32
Age		
24-30	90	23.68
31-37	59	15.53
38-44	154	40.53
45-51	77	20.26
Income (IDR)		
< 5 million	73	19.21
6-10 million	92	24.21
11-15 million	116	30.53
16-20 million	64	16.84
≥ 20 million	35	9.21

Based on the results of the descriptive statistical analysis of 380 respondents, as presented in Table 2, the majority of research participants were male, totaling 242 individuals (63.68%), while female respondents accounted for 138 individuals (36.32%). In terms of age, respondents were predominantly from the middle productive age group, specifically those aged 38–44, comprising 154 individuals (40.53%), followed by the 24–30 age group with 90 individuals (23.68%). Financially, most respondents reported a monthly income in the range of IDR 11–15 million (30.53%) and IDR 6–10 million (24.21%), indicating that the passenger profile in this study generally represents the middle class with stable purchasing power. This demographic composition provides a solid foundation for analyzing consumer behavior in the context of satisfaction and travel intention within the aviation industry.

Table 3. Results of the Measurement Model

Variables	Items	Loading	Cronbach's alpha	Composite reliability	Average variance extracted
Facility Functionality	X1.1	0,931	0,946	0,947	0,861
	X1.2	0,906			
	X1.3	0,935			
	X1.4	0,940			
Facility Aesthetics	X2.1	0,928	0,944	0,944	0,856
	X2.2	0,925			
	X2.3	0,925			
	X2.4	0,921			
Passenger Satisfaction	Y1.1	0,926	0,938	0,939	0,844
	Y1.2	0,907			
	Y1.3	0,917			
	Y1.4	0,924			
Positive Emotion	M.1	0,883	0,934	0,934	0,834
	M.2	0,916			
	M.3	0,916			
	M.4	0,936			
Travel Intention	Y2.1	0,895	0,939	0,939	0,803
	Y2.2	0,909			
	Y2.3	0,913			
	Y2.4	0,884			
	Y2.5	0,878			

The evaluation of the measurement model indicates that all constructs in the study have met the required validity and reliability standards for analysis using PLS-SEM. As shown in Table 3, convergent validity is strongly supported, with outer loading values for each indicator ranging from 0.878 to 0.940. These values are significantly higher than the commonly accepted threshold of 0.70, suggesting that each indicator effectively represents its respective latent variable. In addition, the model demonstrates excellent internal consistency, as evidenced Cronbach's alpha and composite reliability values, all of which exceed 0.93. This highlights the high level of precision and stability of the measurement instrument in capturing the constructs of Facility Functionality, Facility Aesthetics, Passenger Satisfaction, Positive Emotion, and Travel Intention. Moreover, the Average Variance Extracted (AVE) values, which fall between 0.803 and 0.861, indicate that each latent variable is able to explain the majority of variance observed in its associated indicators.

Table 4. HTMT result

	1	2	3	4	5
Facility Aesthetics (1)					
Facility Functionality (2)	0,445				
Passenger Satisfaction (3)	0,529	0,489			
Positive Emotion (4)	0,544	0,506	0,611		
Travel Intention (5)	0,549	0,489	0,611	0,604	

The purpose of discriminant validity testing is to ensure that each construct in the research model is empirically distinct from the others. Based on the results of the Heterotrait-Monotrait Ratio (HTMT) analysis presented in Table 4, all inter-construct correlation values fall well below the recommended threshold of either 0.85 or 0.90, depending on

the criteria used. The highest HTMT values were observed in the relationships between Positive Emotion and Passenger Satisfaction, as well as between Travel Intention and Passenger Satisfaction, both of which recorded a ratio of 0.611. The relatively low HTMT values across all constructs consistently indicate that there are no issues related to discriminant validity, nor is there any sign of multicollinearity among the latent variables. Therefore, it can be concluded that each variable in the model has a unique theoretical and empirical identity.

Table 5. Collinearity statistics (VIF)

		VIF
Positive Emotion	M.1	2,778
	M.2	3,641
	M.3	3,750
	M.4	3,529
Facility Functionality	X1.1	3,399
	X1.2	3,439
	X1.3	3,526
	X1.4	3,739
Facility Aesthetics	X2.1	3,259
	X2.2	3,009
	X2.3	3,099
	X2.4	3,858
Passenger Satisfaction	Y1.1	3,990
	Y1.2	3,322
	Y1.3	3,633
	Y1.4	3,943
Travel Intention	Y2.1	3,487
	Y2.2	3,794
	Y2.3	3,952
	Y2.4	3,159
	Y2.5	2,920

Based on the collinearity statistics test (VIF), all indicators for the variables Positive Emotion, Facility Functionality, Facility Aesthetics, Passenger Satisfaction, and Travel Intention had VIF values ranging from 2.778 to 3.990. All these values are below the threshold of 5, indicating that the research model does not suffer from serious multicollinearity issues. Therefore, all indicators were considered capable of adequately representing their respective latent constructs and suitable for further analysis using PLS-SEM. Although some values were relatively higher than others, they still fell within an acceptable range and did not significantly affect the stability or accuracy of the model estimates.

Table 6. R Square and Q2

	R-square	Q ² predict
Passenger Satisfaction	0,438	0,413
Travel Intention	0,472	0,417

Table 6 reports the coefficient of determination (R^2) and predictive relevance (Q^2) values of the model. The R^2 value for Passenger Satisfaction is 0.438, which means that the exogenous variables included in the model explain 43.8% of the variation in passenger satisfaction. Meanwhile, the R^2 value for Travel Intention is 0.472, indicating that 47.2%

of the variation in travel intention can be explained by the predictor variables. Referring to Hair et al. (2019), R^2 values reflect a moderate level of explanatory power. Furthermore, the Q^2 prediction values for Passenger Satisfaction and Travel Intention are 0.413 and 0.417, respectively, both of which exceed zero. This indicates that the model has acceptable predictive relevance. Overall, these findings show that the proposed model is sufficiently capable of explaining and predicting endogenous variables.

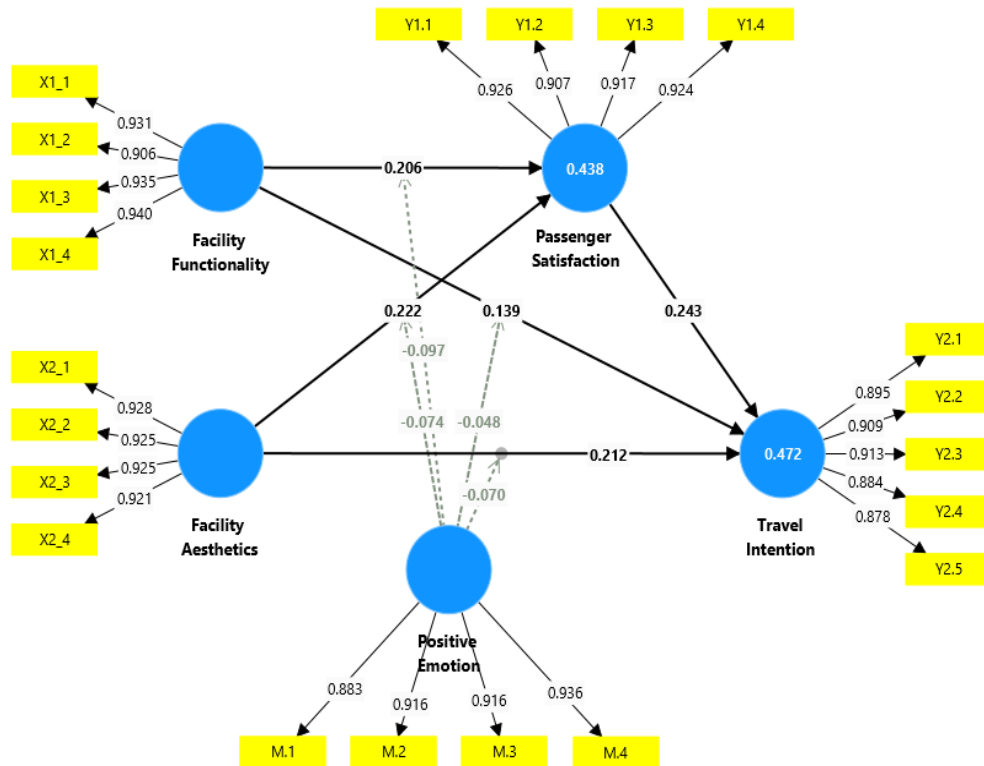


Figure 2. Output of PLS Construction

Table 7. Direct Effects and Hypothesis Testing Results

	Original sample	Sample mean	Standard deviation	T statistic	P values
Facility Aesthetics -> Passenger Satisfaction	0,222	0,222	0,048	4,604	0,000
Facility Aesthetics -> Travel Intention	0,212	0,212	0,041	5,135	0,000
Facility Functionality -> Passenger Satisfaction	0,206	0,205	0,047	4,415	0,000
Facility Functionality -> Travel Intention	0,139	0,137	0,038	3,614	0,000
Passenger Satisfaction -> Travel Intention	0,243	0,242	0,051	4,758	0,000
Positive Emotion -> Passenger Satisfaction	0,385	0,386	0,050	7,755	0,000
Positive Emotion -> Travel Intention	0,269	0,270	0,045	5,967	0,000

Table 8. Indirect Effects and Moderation Effects

	Original sample	Sample mean	Standard deviation	T statistic	P values
Facility Aesthetics -> Passenger Satisfaction -> Travel Intention	0,054	0,054	0,019	2,829	0,005
Facility Functionality -> Passenger Satisfaction -> Travel Intention	0,050	0,051	0,019	2,703	0,007
Positive Emotion x Facility Functionality -> Passenger Satisfaction	-0,097	-0,096	0,038	2,561	0,010
Positive Emotion x Facility Functionality -> Travel Intention	-0,048	-0,046	0,031	1,545	0,123
Positive Emotion x Facility Aesthetics -> Passenger Satisfaction	-0,074	-0,072	0,040	1,854	0,064
Positive Emotion x Facility Aesthetics -> Travel Intention	-0,070	-0,068	0,034	2,037	0,042

Table 9. Effect Size (f^2) of Structural Paths

Structural Path	f^2	Effect Size
Facility Aesthetics -> Passenger Satisfaction	0.085	Small
Facility Functionality -> Passenger Satisfaction	0.079	Small
Positive Emotion -> Passenger Satisfaction	0.214	Medium
Facility Aesthetics -> Travel Intention	0.097	Small
Facility Functionality -> Travel Intention	0.052	Small
Passenger Satisfaction -> Travel Intention	0.126	Small–Medium
Positive Emotion -> Travel Intention	0.158	Medium

The hypothesis testing results in Table 7 show that the airport’s physical environment is an important factor in shaping passengers’ evaluations of Haluoleo Airport. Facility aesthetics demonstrated a positive and significant influence on passenger satisfaction ($\beta = 0.222$; $p = 0.000$) and travel intention ($\beta = 0.212$; $p = 0.000$). Facility functionality also had a positive and significant effect on passenger satisfaction ($\beta = 0.206$; $p = 0.000$) and travel intention ($\beta = 0.139$; $p = 0.000$). These results indicate that both the visual quality of the terminal and the reliability of its operational facilities directly contribute to more favorable passenger assessments during their airport experience. Furthermore, passenger satisfaction was found to have a significant direct effect on travel intention ($\beta = 0.243$; $p = 0.000$), suggesting that satisfied passengers were more likely to exhibit future travel intentions.

Table 8 presents the indirect effects and moderating relationships examined in the model. The results indicate that passenger satisfaction significantly mediates the relationship between facility aesthetics and travel intention ($\beta = 0.054$; $p = 0.005$), as well as the relationship between facility functionality and travel intention ($\beta = 0.050$; $p = 0.007$). This suggests that improvements in airport aesthetics and functionality are more likely to encourage future travel intentions when they first enhance passenger satisfaction. Regarding moderation, positive emotions showed significant interaction effects only in certain relationships. It significantly moderated the effect of facility functionality on passenger satisfaction ($\beta = -0.097$; $p = 0.010$) and the effect of facility aesthetics on travel intention ($\beta = -0.070$; $p = 0.042$). However, positive emotions did not significantly moderate the effect of facility functionality on travel intention ($\beta = -0.048$; $p = 0.123$) or the effect of facility aesthetics on passenger satisfaction ($\beta = -0.074$; $p = 0.064$). The negative direction of the significant interaction coefficients indicates a buffering pattern in which the impact of facility attributes becomes less dominant when passengers already experience strong positive emotions. Overall, these findings emphasize that passenger

satisfaction serves as an important mediating mechanism, while positive emotions play a conditional role in explaining passenger behavior.

Discussion

Facility Aesthetics on Passenger Satisfaction

The results indicate that facility aesthetics have a significant influence on passenger satisfaction (Baharuddin and Mahdzar, 2020). This finding confirms that the airport's visual quality, including architectural design, interior decoration, lighting, and overall ambience (Hasanzade et al., 2023), can create positive impressions and enhance passengers' psychological comfort. From a servicescape perspective, aesthetic quality functions as an environmental stimulus that strengthens affective responses and shapes overall service evaluation (Bakır et al., 2022; Kumar et al., 2017). When the physical environment is perceived as attractive and enjoyable, passengers tend to evaluate the airport experience as more satisfying, consistent with the view that aesthetics are a crucial element in forming satisfaction within service settings (Moon et al., 2016).

Facility Aesthetics on Travel Intention

The findings also confirm that facility aesthetics significantly affect travel intention. This implies that a positive visual experience not only provides immediate comfort but also builds lasting memories and a favorable service image that encourages passengers to reuse the airport for future trips (Banjarnahor et al., 2025; Wattanacharoensil et al., 2016). An appealing physical environment has been shown to shape positive attitudes toward the service setting and strengthen repeat behavioral tendencies (Verplanken & Orbell, 2022). In the airport context, a terminal atmosphere that appears premium, organized, and visually pleasing enhances perceived quality, which in turn increases the likelihood that passengers plan future travel through the same airport (Antwi et al., 2022).

Facility Functionality on Passenger Satisfaction

The results showed that facility functionality had a significant effect on passenger satisfaction. This strengthens the argument that an airport's ability to support passenger activities effectively and efficiently is essential for improving satisfaction (Breiby and Slåtten, 2018; Pholsook et al., 2025). Facility functionality includes aspects such as adequate space and seating, smooth operation of mechanical facilities, and accessible information that facilitates navigation, thereby enabling passengers to feel more in control and comfortable throughout the travel process (Asata et al., 2023). This finding aligns with the idea that operational performance that meets expectations serves as a foundation for a satisfying airport experience (Dike et al., 2024).

Facility Functionality on Travel Intention

The findings indicate that facility functionality significantly influences travel intention. This suggests that well-functioning facilities enhance passengers' confidence in reusing the airport because their travel needs are fulfilled with minimal obstacles. Strong functionality, such as efficient service processes, clear information support, and convenient access (Gupta and Maurya, 2020), reduces confusion and increases perceived security during travel (Beck et al., 2018). When passengers experience efficiency and reliability, their intention to return tends to grow because airports are perceived as making travel easier and more manageable (Seetanah et al., 2020; Wattanacharoensil et al., 2016).

Passenger Satisfaction on Travel Intention

The analysis confirmed that passenger satisfaction significantly affects travel intention. This reinforces the satisfaction theory, which explains that positive evaluations following a service experience become a key driver of future behavioral intentions (Dedeoglu et al., 2018). Passengers who perceive that services and facilities meet or exceed expectations are more likely to plan repeat trips, maintain preferences, and demonstrate behavioral loyalty (Fu et al., 2018). In the airport context, satisfaction becomes a critical factor for long-term sustainability because it transforms travel experiences into a continued commitment to reuse the service (Ma et al., 2022).

Positive Emotion Moderating the Effect of Facility Functionality on Passenger Satisfaction

The findings demonstrate that positive emotions moderate the relationship between facility functionality and passenger satisfaction, meaning that passengers' emotional states shape how functionality is translated into satisfaction (Song et al., 2024). Theoretically, emotions influence how individuals process service quality and form satisfaction judgments (Ribeiro and Prayag, 2019). In airport services, passengers experiencing different emotional conditions may interpret the same functional performance differently; therefore, the impact of functionality on satisfaction may vary across situations (Kim et al., 2016).

Positive Emotion Moderating the Effect of Facility Functionality on Travel Intention

The results show that positive emotions do not moderate the influence of facility functionality on travel intention. This indicates that the intention to reuse an airport due to functionality is likely to be more rational and utilitarian (Han et al., 2018), based on convenience and efficiency, rather than strongly dependent on emotional variation (CV and Agrawal, 2024). In other words, when facilities are perceived as functioning well, passengers may still form reuse intentions regardless of whether their positive emotions are high or low (Nguyen-Phuoc et al., 2022). This can be explained by the nature of transportation services, in which reliability and service certainty are often the primary considerations in repeat-use decisions.

Positive Emotion Moderating the Effect of Facility Aesthetics on Passenger Satisfaction

The findings suggest that positive emotions do not moderate the relationship between facility aesthetics and passenger satisfaction. This implies that the effect of aesthetics on satisfaction tends to be stable and direct, allowing passengers to feel satisfied with the airport's design and ambience, even when their positive emotional states differ (Bogicevic et al., 2016). Conceptually, aesthetics often function as strong and consistent quality cues; therefore, satisfaction may emerge as an overall evaluation of the physical environment without being highly dependent on temporary emotional conditions (Bhandari et al., 2019).

Positive Emotion Moderating the Effect of Facility Aesthetics on Travel Intention

The results confirm that positive emotions moderate the impact of facility aesthetics on travel intention. This indicates that aesthetic experiences are more effective in encouraging future travel when the airport environment generates emotional engagement (Moon et al., 2016). In service settings, the relationship between visual stimuli and behavioral intention often occurs through affective reinforcement because emotionally pleasant experiences increase motivation to repeat the service (Jeon et al., 2021). This

means that terminal beauty is not merely evaluated as a physical attribute but also becomes an emotional experience that influences passengers' decisions about future travel.

Facility Aesthetics on Travel Intention Through Passenger Satisfaction

The results also demonstrate that passenger satisfaction mediates the relationship between facility aesthetics and travel intention. This explains that aesthetics influence travel intention primarily when passengers first develop satisfaction with the airport experience (Moon et al., 2017; Ryu & Park, 2019). Aesthetic features create a comfortable and memorable atmosphere (Moon et al., 2017), whereas satisfaction serves as the psychological mechanism that converts these impressions into a stronger behavioral commitment to return.

CONCLUSION

This study concludes that the functionality and aesthetics of airport facilities are key determinants that significantly influence passenger satisfaction and travel intention through both direct and indirect pathways. Terminal environments supported by adequate infrastructure and visually appealing designs have been shown to create positive functional experiences for passengers. Satisfaction is a crucial psychological mechanism that bridges the quality of airport infrastructure with future decisions to reuse air transport services. A unique finding related to the role of positive emotions as moderators highlights that the effectiveness of physical stimuli on satisfaction and behavioral intention largely depends on passengers' internal affective states. This underscores that the success of airport management strategies relies not only on physical development but also on the ability of operators to manage and enhance the emotional responses of service users during their time at the airport.

Implications

This research offers meaningful theoretical implications by reinforcing consumer behavior frameworks that explain how psychological factors connect environmental stimuli or servicescapes with behavioral outcomes. This study also contributes to the marketing management literature by showing that emotion can moderate the influence of physical service attributes on passenger responses. From a practical perspective, the findings provide strategic direction for airport managers to focus not only on technical and operational improvements, such as internet connectivity and seating availability, but also on experience management strategies that create a comfortable, calm, and emotionally positive terminal environment. By integrating functional quality with emotional value, airport authorities can strengthen passenger loyalty and encourage repeat travel, even when infrastructure resources are relatively constrained.

Limitations and Future Research

This study is limited by its cross-sectional design, which does not capture temporal changes in passenger behavior. It is also constrained by a geographically specific sample, which may limit the generalizability of the findings. Since the independent variables in this model explain only a moderate proportion of the variance in satisfaction and travel intention, future studies should adopt a longitudinal design to observe behavioral evolution over time. Researchers may also consider expanding the model by incorporating external variables, such as perceived safety, airline brand image, or ticket price. In addition, future research could apply experimental methods to precisely examine

the impact of terminal interior design changes on immediate emotional responses and consumption behavior. Such approaches would provide deeper insights into the development of service management theory in the experience-based economy era.

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