

Do Gender, Age, and Education Matter for Guest Loyalty in Four-Star Hotels in Serbia?

Да ли су пол, старост и образовање значајни за лојалност гостију хотела категорије четири звезде у Србији?

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Abstract

Purpose: This paper examines whether gender, age, and education level introduce systematic differences in post-purchase behaviour among guests of four-star hotels in the Republic of Serbia, with a focus on two distinct outcomes: revisit intention and positive electronic word-of-mouth intention (eWOM), both considered indicators of guest loyalty.

Methodology: Primary data were collected through a survey of 589 respondents who had previously stayed in a four-star hotel in Serbia. Differences between male and female respondents were examined using independent-samples t-tests, whereas differences across age and education groups were analysed using one-way analysis of variance (ANOVA) followed by Tukey's post hoc test. The practical significance of the observed differences was assessed using eta-squared (η^2).

Findings: Revisit intention does not differ significantly across gender, age, or education, suggesting that the propensity to return to the same hotel is broadly uniform across socio-demographic groups. Positive electronic word-of-mouth intention is significantly higher among male guests ($\eta^2 = 0.027$) and, in one specific pairwise comparison, among respondents with Bachelor/Higher degrees than among postgraduate degree holders ($\eta^2 = 0.021$), although both effects are small.

Originality/value: The paper provides original evidence on socio-demographic differences in guest loyalty in Serbia's four-star hotel sector and contributes to the debate on whether revisit intention and electronic word-of-mouth are driven by the same factors.

Practical implications: The findings suggest that socio-demographic characteristics alone are insufficient to explain guest loyalty, indicating the need for future research to investigate the contribution of other factors, such as service quality and customer satisfaction.

Limitations: The study relies on a non-probability sample with an overrepresentation of younger, female, and urban respondents, limiting the generalizability of the findings, particularly beyond the Serbian context.

Keywords: socio-demographic characteristics, revisit intention, eWOM, four-star hotels, Serbia.

JEL classification: M31, Z32

Сажетак

Циљ: Рад испитује да ли пол, старост и ниво образовања условљавају систематске разлике у посткуповном понашању гостију хотела категорије четири звезде у Републици Србији, са фокусом на

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два различita isхода: намеру поновне посете и намеру ширења позитивне препоруке електронским системом комуникације потрошача „од уста до уста“ (electronic word-of-mouth, eWOM), који се сматрају индикаторима лојалности гостију.

Методологија: Примарни подаци прикупљени су испитивањем 589 испитаника који су претходно боравили у хотелу категорије четири звезде у Србији. Разлике између мушкараца и жена испитане су применом t-теста за независне узорке, док су разлике између старосних и образовних група анализиране једнофакторском анализом варијансе (ANOVA), уз примену Tukey-евог post hoc теста. Практични значај утврђених разлика процењен је применом ета-квдрата (η^2).

Резултати: Намера поновне посете не разликује се статистички значајно у односу на пол, старост и ниво образовања, што у контексту социо-демографских карактеристика указује на уједначену склоност гостију да поново посете исти хотел. С друге стране, намера ширења позитивног eWOM-а статистички је значајно израженија код мушкараца ($\eta^2 = 0.027$) и код испитаника са завршеним основним академским или високим студијама у односу на испитанике са последипломским образовањем ($\eta^2 = 0.021$), при чему је разлика по образовању утврђена само између ове две групе, иако су оба ефекта мала.

Оригиналност/вредност: Рад пружа оригиналне емпиријске доказе о социо-демографским разликама у лојалности гостију хотела категорије четири звезде у Србији и указује да намера поновне посете и намера ширења позитивног eWOM-а не морају бити условљене истим детерминантама.

Практична примена: Резултати указују да социо-демографске карактеристике саме по себи нису довољне за објашњење лојалности гостију, што упућује на потребу да будућа истраживања испитају значај других фактора, попут квалитета услуге и сатисфакције потрошача.

Ограничења истраживања: Истраживање се заснива на невероватносном домаћем узорку, у којем су млађи, женски и испитаници из урбаних предела били више заступљени, што ограничава могућност генерализације налаза, првенствено изван контекста Србије.

Кључне речи: социо-демографске карактеристике, намера поновне посете, eWOM, хотели четири звезде, Србија.

ЈЕЛ класификација: M31, Z32

Introduction

The hospitality sector operates in a highly competitive environment in which guest retention and positive word-of-mouth (WOM) are critical drivers of sustainable performance. In Serbia, the four-star hotel segment represents the largest and most strategically significant tier of the accommodation market, comprising 184 of the country's 432 registered hotels as of April 2024 (Ministry of Tourism and Youth of the Republic of Serbia, Sector for Tourism, 2024). Understanding the factors that influence guests' post-purchase behaviour in this segment is therefore both theoretically and managerially significant.

Consumer loyalty in the hospitality context is most measured through two complementary constructs: revisit intention (RI) and positive electronic word-of-mouth intention (eWOM). Both are recognised in the literature as reliable indicators of guest loyalty and as outcomes that directly affect hotel profitability and reputation (Serra-Cantalops et al., 2018). While revisit intention reflects the behavioural dimension of loyalty, positive eWOM captures the attitudinal and communicative dimension, specifically the guests' willingness to recommend the hotel through digital channels. Despite their conceptual overlap, existing evidence indicates that these two outcomes are not influenced by the same set of antecedents (Serra-Cantalops et al., 2020; Redditt et al., 2022), raising the question of whether they respond equally to socio-demographic differentiation as well. Whether this asymmetry between RI and eWOM extends to socio-demographic

characteristics, that is, whether the same guest attributes that differentiate one outcome also differentiate the other, remains an empirically open question.

A persistent debate in consumer behaviour research concerns the extent to which socio-demographic characteristics, specifically gender, age, and education level, moderate post-purchase behaviour: the available evidence is mixed and context-dependent. Studies across various service sectors report both significant and non-significant effects of these variables on RI and eWOM (Sun & Qu, 2011; Yen & Tang, 2019), and the hotel hospitality context in Central and Eastern European markets remains under-investigated. This gap is particularly evident in Serbia, where empirical research on guest post-purchase behaviour is limited (Blešić et al., 2014; Vujić et al., 2019). This paper addresses the gap by examining whether gender, age, and education level systematically differentiate revisit intention and positive eWOM intention among guests of four-star hotels in Serbia. In doing so, the paper contributes empirical evidence to the debate on whether RI and eWOM are driven by the same factors and offers a nationally specific baseline for future research on loyalty segmentation in the Serbian hospitality market.

To date, no study has simultaneously examined gender, age, and education as potential moderators of both revisit intention and positive eWOM in the four-star hotel segment in Serbia, leaving open the question of whether these two loyalty outcomes respond to socio-demographic differentiation in the same way. This research question is deliberately bounded: the paper does not investigate the structural antecedents of loyalty, such as service quality or satisfaction, as part of its central inquiry. Instead, it focuses exclusively on the socio-demographic moderation of two loyalty outcomes in a nationally specific context.

The paper is structured as follows: Section 1 reviews the theoretical background on RI and eWOM as loyalty indicators and on socio-demographic influences in post-purchase behaviour; Section 2 presents the methodology; the Results and Discussion section reports and interprets findings for each hypothesis; and the Conclusion synthesises the main contributions, managerial implications, and limitations.

1. Theoretical background

The post-purchase phase of the service consumption cycle is conceptually grounded in the disconfirmation paradigm (Oliver, 1980), which posits that consumers compare the perceived performance of a service against their prior expectations. When perceived performance meets or exceeds expectations, positive post-purchase outcomes are more likely. In hospitality research, two such outcomes have received consistent empirical attention: revisit intention and positive eWOM intention.

Revisit intention is defined as the consumers' expressed likelihood of returning to the same hotel on a future occasion (Um et al., 2006; Ugwuanyi et al., 2021). It represents the behavioural dimension of loyalty and is recognised as one of the most commercially valuable outcomes for hotel enterprises, since the cost of acquiring new guests consistently

exceeds that of maintaining existing relationships (Mat Som et al., 2012; Nazarian et al., 2023). Empirical studies consistently confirm that perceived service quality, mediated by satisfaction, positively affects revisit intention (Maroco & Maroco, 2013; Nugroho et al., 2021). While this line of inquiry has generated a substantial and methodologically mature body of evidence, comparatively little attention has been paid to the role of guest socio-demographic characteristics as potential moderators of post-purchase loyalty outcomes.

Positive eWOM intention refers to consumers' willingness to share favourable experiences with other users via digital platforms such as TripAdvisor, Booking.com (in the tourism context), or social media networks (Jalilvand et al., 2011; Serra-Cantalops & Salvi, 2014). Unlike revisit intention, eWOM has an outward communicative character, extending the influence of a single consumer experience to a potentially wide digital audience (Litvin et al., 2008; Ye et al., 2009). Empirical evidence shows that positive eWOM drives meaningful growth in hotel bookings (Serra-Cantalops et al., 2018) and shapes the expectations of future guests before their first visit. The role of online recommendations in shaping tourist decision-making has also been documented in the Serbian context, where digital word-of-mouth was found to influence travel choices even during periods of severe market disruption such as the COVID-19 pandemic (Marić et al., 2024).

Despite their common conceptual basis in guest loyalty, RI and eWOM do not necessarily respond to the same drivers with the same intensity. In most studies satisfaction is a strong predictor of both outcomes, but its effect on revisit intention tends to be more robust and consistent across studies, while the activation of eWOM appears to require additional conditions beyond satisfaction, such as the presence of emotionally distinctive experiences, altruism, technology acceptance, digital competencies, and others (Serra-Cantalops et al., 2020; Redditt et al., 2022). This asymmetry motivates the present study's interest in testing whether socio-demographic characteristics produce similar divergences. The following section examines what the existing literature reveals about the moderating role of gender, age, and education on post-purchase behaviour in hospitality contexts.

Research on the influence of socio-demographic characteristics on post-purchase behaviour in hospitality has produced a body of evidence that is neither consistent nor conclusive. Gender, age, and education level have all been proposed as potential moderators, yet findings vary considerably across study contexts, methodological approaches, and outcome variables. Gender has been proposed as a moderator of post-purchase behaviour because male and female consumers may differ in their digital communication patterns, their propensity to share experiences online, and the weight they assign to service encounters when forming loyalty intentions. However, some studies find no significant gender effect on either RI or eWOM in hotel contexts (Sun & Qu, 2011; Wen et al., 2018; Yen & Tang, 2019). Age has similarly been proposed as a moderator, based on the premise that different generational cohorts may hold distinct service expectations, process hospitality experiences differently, and vary in their willingness to engage with digital review platforms, while education level has received comparatively less attention as a standalone predictor of loyalty outcomes. In eWOM research, higher education has sometimes been associated with more frequent online activity (Marić et al., 2022). Conversely, more educated consumers may apply higher critical standards when evaluating

service quality, which could either increase or decrease the likelihood of generating positive eWOM depending on whether those standards were met. The direction and magnitude of this effect are therefore theoretically ambiguous.

The inconsistency of findings across these variables motivates the present study. If socio-demographic characteristics systematically differentiate RI and eWOM among guests of four-star hotels in Serbia, this would have implications for segmented loyalty management. Conversely, if they do not, this would indicate the need for future research to investigate the contribution of other factors, such as service quality and customer satisfaction. Against this backdrop, the present study tests these competing possibilities empirically, using a sample of four-star hotel guests in Serbia as its analytical context.

2. Methodology

Primary data were obtained through a structured online questionnaire administered between 2025 and 2026. The sample comprised adult guests who had previously stayed at four-star hotels in Serbia. A non-random convenience sampling approach was employed, supplemented by a snowball technique to enhance geographic and demographic diversity. In total, 608 completed questionnaires were collected. Following data cleaning, which involved removing incomplete responses and identifying outliers using Mahalanobis distance, 19 cases were excluded, resulting in a final sample of 589 participants. The socio-demographic characteristics of the sample are presented in Table 1.

Table 1: Socio-demographic characteristics of the sample (n=589)

Characteristic	Category	n	%
Gender	Male	236	40.1
	Female	353	59.9
Age	18-20 years	151	25.5
	21-29 years	160	27.3
	30-39 years	103	17.6
	40-49 years	92	15.5
	50+ years	83	14.1
Education	Primary	21	3.8
	Secondary	249	41.8
	Bachelor/Higher	170	29.4
	Master/PhD	149	25.0
Employment	Pupil	19	3.1
	Student	208	34.2
	Employed	281	46.2
	Unemployed	9	1.5
	Retired	38	6.3
	Employer	53	8.7
Residence	Urban	406	66.8
	Rural	112	18.4
	Suburban	90	14.8

Length of stay	< 4 days	353	58.1
	4-7 days	214	35.2
	> 7 days	41	6.7

Source: Author's research

Based on the theoretical framework outlined above, the following research hypothesis was proposed:

- *H₁: Guest loyalty differs significantly according to socio-demographic characteristics among guests of four-star hotels in Serbia.*

To test the main hypothesis, the following auxiliary hypotheses were developed:

- *H_{1a}: Revisit intention differs significantly between male and female respondents.*
- *H_{1b}: Revisit intention differs significantly across age groups.*
- *H_{1c}: Revisit intention differs significantly across education levels.*
- *H_{1d}: Positive electronic word-of-mouth intention differs significantly between male and female respondents.*
- *H_{1e}: Positive electronic word-of-mouth intention differs significantly across age groups.*
- *H_{1f}: Positive electronic word-of-mouth intention differs significantly across education levels.*

Revisit intention (RI) and positive electronic word-of-mouth (eWOM) intention were each assessed using three-item scales ranging from 1 (strongly disagree) to 5 (strongly agree), adapted from established instruments in prior hospitality research. The reliability of both scales was confirmed: the RI scale yielded Cronbach's alpha (CA) = 0.737 and composite reliability (CR) = 0.850, while the eWOM scale produced CA = 0.811 and CR = 0.856. Average Variance Extracted (AVE) values exceeded 0.50 for both constructs, supporting convergent validity.

The following hypotheses were examined: H_{1a} (RI differs by gender), H_{1b} (RI differs by age group), H_{1c} (RI differs by education level), H_{1d} (positive eWOM differs by gender), H_{1e} (positive eWOM differs by age group), and H_{1f} (positive eWOM differs by education level). Group differences were analysed using independent-samples t-tests for binary groups (gender) and one-way ANOVA for multiple groups (age, education). When ANOVA indicated a significant overall effect, pairwise comparisons were conducted using Tukey's HSD post hoc test. The magnitude of statistically significant effects was assessed using eta-squared (η^2), following Cohen's (1988) guidelines: $\eta^2 = 0.01$ indicates a small effect, $\eta^2 = 0.06$ a medium effect, and $\eta^2 = 0.14$ a large effect.

3. Results and Discussion

The Results and Discussion section presents the statistical findings for each hypothesis in sequence and interprets them considering the existing literature reviewed in Section 1. The order follows the structure of the analytical tables: Table 2 addresses gender effects (H_{1a},

H_{1d}), Table 3 addresses age effects (H_{1b}, H_{1c}), and Tables 4 and 5 address education effects (H_{1c}, H_{1f}).

Table 2 presents the results of the independent-samples t-test comparing RI and positive eWOM between male and female respondents. For revisit intention, the difference between male (M = 4.048, SD = 0.652) and female (M = 3.961, SD = 0.849) respondents was not statistically significant (t = 1.398, p = 0.163). Hypothesis H_{1a} is therefore not supported. For positive eWOM, the difference was statistically significant (t = 4.018, p = 0.001), with male respondents reporting a notably higher mean (M = 3.726, SD = 0.941) than female respondents (M = 3.366, SD = 1.225). Hypothesis H_{1d} is supported, although the effect size is small ($\eta^2 = 0.027$).

Table 2: Independent-samples t-test: revisit intention and positive eWOM by gender

Variable	Gender	n	M	SD	t	p	Decision
Revisit Intention	Male	236	4.048	0.652	1.398	0.163	H _{1a} not supported
	Female	353	3.961	0.849			
Positive eWOM	Male	236	3.726	0.941	4.018	0.000	H _{1d} supported $\eta^2 = 0.027$
	Female	353	3.366	1.225			

Note: p < 0.05 indicates a statistically significant difference. η^2 reported for significant results only. Effect size benchmarks (Cohen, 1988): 0.01 = small, 0.06 = medium, 0.14 = large.

Source: Author's research

The non-significant gender difference in revisit intention is consistent with findings from hospitality research positioning satisfaction and service quality as dominant predictors of loyalty (Maroco & Maroco, 2013; Nugroho et al., 2021). Both male and female guests in the sample expressed comparably high revisit intentions (both means above 3.9 on a five-point scale), suggesting that the intention to return to a four-star hotel of comparable quality is broadly shared across gender groups.

This finding resonates with Sun & Qu (2011), who showed that gender may influence how service quality translates into WOM behaviour, though its moderating role is neither universal nor unconditional. The small effect size observed here ($\eta^2 = 0.027$) indicates that, while the difference is statistically real, its practical importance for hotel marketing management should not be overstated: gender alone explains less than 3% of the variance in eWOM intention.

Table 3 displays the one-way ANOVA results examining whether revisit intention and eWOM differ across five age groups (18-20, 21-29, 30-39, 40-49, and 50+ years). For revisit intention, the omnibus F-test did not reach statistical significance (F = 1.416, p = 0.227), and hypothesis H_{1b} is rejected. Group means ranged narrowly from 3.844 (40-49 age group) to 4.084 (30-39 age group), indicating minimal differentiation. For positive eWOM, the omnibus test also failed to reach significance (F = 1.789, p = 0.129), and hypothesis H_{1c} is rejected. The age group 40-49 reported the highest mean eWOM value (M = 3.760), but the difference from other groups was not statistically significant.

Table 3: One-way ANOVA: revisit intention and positive eWOM by age group

Variable	Age group	n	M	SD	F	p	Decision
Revisit Intention	18-20	151	4.044	0.787	1.416	0.227	H _{1b} not supported
	21-29	160	4.002	0.900			
	30-39	103	4.084	0.679			
	40-49	92	3.844	0.711			
	50+	83	3.955	0.666			
Positive eWOM	18-20	151	3.439	1.131	1.789	0.129	H _{1c} not supported
	21-29	160	3.393	1.271			
	30-39	103	3.514	1.081			
	40-49	92	3.760	0.998			
	50+	83	3.582	1.029			

Note: Post hoc analysis not conducted given the absence of significant omnibus effects. $p < 0.05$ indicates statistical significance.

Source: Author's research

The uniformity of post-purchase intentions across age groups suggests that chronological age, in isolation, carries limited explanatory power in this context and that the variation observed in the data is more plausibly attributable to factors that cut across demographic boundaries rather than to age itself. Service quality is a plausible explanation of this pattern: Lu et al. (2015) argue that in higher-tier hotel segments, where the service offer is broadly standardised across properties, sustainable competitiveness depends on delivering experiences that resonate with guests regardless of their demographic background. Should service quality indeed operate as such a cross-demographic driver of post-purchase intentions, the suppression of age-based differentiation observed here would be an expected rather than surprising outcome. Empirically disentangling this interpretation, however, requires a design that simultaneously models perceived service quality, satisfaction, and age: a task that exceeds the scope of the present study.

Table 4 presents the ANOVA results for education level, which included four groups: primary education, secondary education, Bachelor/Higher education, and Master/PhD level. For revisit intention, no significant differences were found across education groups ($F = 0.723$, $p = 0.539$), and hypothesis H_{1c} is rejected. Mean values ranged from 3.941 (secondary) to 4.047 (primary), a range so narrow as to be substantively negligible.

Table 4: One-way ANOVA: revisit intention and positive eWOM by education level

Variable	Education	n	M	SD	F	p	Decision
Revisit Intention	Primary	21	4.047	0.450	0.723	0.539	H _{1c} not supported
	Secondary	249	3.941	0.867			
	Bachelor / Higher	170	4.031	0.685			
	Master / PhD	149	4.040	0.752			

Positive eWOM	Primary	21	3.920	0.546	4.239	0.006	H_{1f} supported* $\eta^2 = 0.021$
	Secondary	249	3.451	1.177			
	Bachelor / Higher	170	3.707	0.969			
	Master / PhD	149	3.326	1.247			

Note: * $p < 0.01$. Post hoc results for the significant eWOM omnibus effect are presented in Table 5.

Source: Author's research

For positive eWOM, the omnibus ANOVA reached significance ($F = 4.239$, $p = 0.006$), providing empirical support for hypothesis H_{1f} . Table 5 presents the Tukey HSD post hoc results, which reveal that the only statistically significant pairwise comparison is between the Bachelor/Higher education group ($M = 3.707$) and the Master/PhD group ($M = 3.326$), with a mean difference of 0.381 ($p = 0.014$; 95% CI: [0.056, 0.706]). All other pairwise comparisons were non-significant. The effect size is small ($\eta^2 = 0.021$).

Table 5: Tukey HSD post hoc comparisons: positive eWOM by education level

Group 1	Group 2	Mean diff.	p	95% CI	Decision
Bachelor/Higher	Master/PhD	0.381	0.014	[0.056; 0.706]	Significant
Primary	Secondary	0.470	0.256	[-0.189; 1.128]	Not significant
Primary	Bachelor/Higher	0.213	0.846	[-0.457; 0.883]	Not significant
Primary	Master/PhD	0.594	0.107	[-0.081; 1.269]	Not significant
Secondary	Bachelor/Higher	-0.257	0.100	[-0.545; 0.031]	Not significant
Secondary	Master/PhD	0.125	0.708	[-0.175; 0.425]	Not significant

Source: Author's research

Marić et al. (2022) found that eWOM is used most frequently by younger, highly educated, employed individuals, suggesting that education level is positively associated with participation in online review activity. The finding that postgraduate respondents expressed lower eWOM intentions than those with Bachelor/Higher qualifications is therefore substantively interesting and partially counterintuitive. A plausible interpretation is that postgraduate guests apply more demanding quality benchmarks when evaluating hotel experiences and are consequently less inclined to generate positive eWOM unless the experience clearly exceeded their expectations: a possibility that warrants direct empirical investigation in future research. In any case, the small effect size ($\eta^2 = 0.021$) limits the practical significance of this finding, and education level should not be treated as a reliable standalone predictor of eWOM behaviour in this context.

Across all three socio-demographic variables, a consistent asymmetry emerges: revisit intention is statistically invariant with respect to gender, age, and education, while eWOM shows selective sensitivity to gender and education. This asymmetry has theoretical implications: it suggests that the propensity to return to a hotel is driven by factors that cut across demographic boundaries most plausibly, the quality of the service experience itself, while willingness to publicly share that experience through digital channels is somewhat more susceptible to individual-level characteristics. This is consistent with the broader

argument in the literature that RI and eWOM, despite both being loyalty indicators, are activated through partially distinct psychological pathways (Serra-Cantalops et al., 2020).

Taken together, the results for H_{1a} through H_{1f} provide only partial support for H_1 . Socio-demographic characteristics introduce significant differentiation exclusively in eWOM intention (H_{1d} and H_{1f}), while revisit intention remains statistically invariant across all three variables. H_1 is therefore partially supported, with the effect confined to one of the two loyalty outcomes examined.

Conclusion

This study examined whether gender, age, and education level differentiate revisit intention and positive electronic word-of-mouth (eWOM) intention among guests of four-star hotels in Serbia. The primary empirical finding is an asymmetry between the two loyalty outcomes: revisit intention remained consistent across all three socio-demographic variables, whereas positive eWOM demonstrated selective, though modest, sensitivity to gender and education level. Male guests and those with Bachelor/Higher qualifications reported slightly higher eWOM intentions than female guests and postgraduate respondents, respectively. Although these differences were statistically significant, they accounted for only 2-3% of the variance in eWOM, highlighting the limited explanatory power of socio-demographic characteristics as standalone predictors.

Although most of the tested hypotheses were not supported, the findings carry practical relevance precisely because of what they do not show: socio-demographic characteristics alone are insufficient to explain differences in guest loyalty among four-star hotel guests in Serbia. The practical implications are twofold. First, the absence of significant age, gender, and education effects on revisit intention suggests that the propensity to return is broadly uniform across demographic groups. This points toward other factors, most plausibly service quality and customer satisfaction as the primary drivers of repeat visitation. It indicates that investment in consistent service delivery is likely a more effective retention strategy than demographic-targeted programming: a direction that warrants direct empirical investigation in future research. Second, the selective gender and education effects on eWOM, though small in magnitude, suggest that digital advocacy is somewhat more prevalent among male guests and those with Bachelor/Higher qualifications. Hotels seeking to strengthen their positive digital reputation could consider directing review generation efforts toward these segments (for example, through post-stay communication channels) while remaining aware that socio-demographic targeting alone is unlikely to be sufficient without an underlying foundation of service quality that motivates guests to share positive experiences in the first place.

However, several limitations should be noted. The sample was constructed using non-probability methods, resulting in overrepresentation of younger, female, and urban respondents, which limits generalisability. Additionally, the study is geographically confined to Serbia, and findings may not apply to other cultural or regulatory contexts. Future research would benefit from larger, probability-based samples drawn across multiple Central and Eastern European markets, as well as from moderated mediation analyses that

simultaneously model the roles of service quality, satisfaction, and socio-demographic characteristics in shaping revisit intention and eWOM. Future research could also shift attention from age as a demographic label to the ways in which specific service quality attributes are evaluated across age groups. Evidence from Wuest et al. (1996) indicates that mature hotel guests in the United States prioritised assurance and reliability above all other service dimensions. Although this evidence derives from a US sample and may not translate directly to the Serbian context, it nevertheless suggests that age shapes attribute-level evaluations without necessarily differentiating downstream behavioural intentions. Whether comparable attribute-level priorities exist among guests of four-star hotels in Serbia, and whether such priorities propagate into differential revisit and eWOM intentions once satisfaction is controlled for, remains an open empirical question.

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