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Joy of Missing Out (JOMO) in the Hotel Sector: A Quantitative Analysis of Guests' Attitudes, Behaviors, Service Perceptions and Willingness to Pay for Digital Disconnection Experiences

Cvetanka Ristova Maglovska

Abstract

This paper examines the concept of Joy of Missing Out (JOMO) in the hotel sector through quantitative research focused on guests' attitudes, behaviors, and perceptions toward digital disconnection. Based on 200 respondents, the questionnaire data is analyzed by factor analysis, correlation, ANOVA, multiple regression, mediation (PROCESS model), and binary logistic regression. Results indicate that emotional benefits, digital perceptions, and age provide highly discriminative power to willingness to pay and probability of choosing a JOMO-related hotel service. These outcomes indicate the ever-increasing perception of the need for focused technology-free experiences and present significant data for hotels to develop digital detox services.

Keywords: JOMO, digital disconnection, hotel guest behavior, mindfulness travel, willingness to pay

Introduction

The ***Joy of Missing Out***, or **JOMO**, encourages finding peace and embracing solitude. To put it briefly, it means disconnecting from all forms of media and accepting life as it is while reestablishing a connection with the present (Barry et al., 2023). Unlike FOMO, where conversely the Fear of Missing Out refers to the feeling that life is happening elsewhere while that individual is stuck at home and therefore missing out on everything (Przybylski et al., 2013), JOMO can be helpful because it really puts a greater focus on what an individual chooses to participate in, not what is pressured on (De Sousa, 2024). Given that Gen Z and even Millennials are "digital natives," JOMO is particularly relevant to them, since as a generation they have never known a life without social media due to the sense of having the continual pressure to be aware or know what is going on constantly (Kaswa & Kolapkar, 2024). This is what JOMO is really about—genuinely committing to that whole notion of promoting happiness and fulfillment, of deciding to miss out or skip an activity and instead to take care of oneself (De Sousa, 2024).

However, since people are social beings, the fear of exclusion has a biologically evolutionary foundation that stems from curiosity (Fioravanti et al., 2021; Przybylski et al., 2013). If an individual is missing out, it usually indicates that something is missing. And that is why an individual always seeks acceptance, social acceptability, and a sense of belonging as a result of their natural curiosity (Akbari et al., 2021). In such cases, avoiding FOMO and embracing JOMO will not happen with the snap of a finger, because first it requires accepting that sometimes something will always be missing. An individual who is eager to embrace JOMO as a mindful shift listens to what their mind and soul need, rather than what they should or are expected to do.

Moreover, most individuals who embrace JOMO nowadays seek to escape the pressure of constant connection and notifications that oversaturate them with information, especially from social media (Nguyen, 2023; Rautela & Sharm, 2022). Limiting social media and living in the present moment can only help an individual to embrace a slower, more intentional lifestyle with more focus on its goals and passions (Barry & Wong, 2020). The growing awareness of the negative effects from excessive technology usage on one's mental and emotional health has made JOMO increasingly relevant and now symbolizes a common desire for practices of mindfulness and a wellness culture (Chan et al., 2022). This means that, even if it is only for brief moments, individuals value their own well-being and look for opportunities to disconnect themselves from technology.

Namely, as JOMO is relished in everyday life, this mindful lifestyle is currently conquering the travel world as well (Wojcieszak-Zbierska, 2023; Putra, 2019). As such, in hotels, even though digitalization has been crucial in integrating and utilizing operations to prioritize guest preferences and offer personalization with mobile applications, self-service kiosks, smart room technology, etc., this same digital hyperconnectivity has led to a paradox: as much as technology aims for enhanced guest experiences, the more it detracts from the overall sense of relaxation and escape that many seek while staying in a hotel (Ozdemir & Goktas, 2021). The constant connection to technology undermines the purpose of a hotel stay and results in a feeling of a need for a vacation from vacation instead of providing a temporary retreat from the pressures of everyday life.

As more and more individuals become interested in experiencing this new travel trend (Wojcieszak-Zbierska, 2023; Putra, 2019), guests are actively searching for ways to disconnect from digital devices in order to relax and appreciate the present moment (Barry & Wong, 2020). However, hotels, which in recent years have been established to provide guests with ease and convenience through digital technology, find themselves in a position to redesign their services, offering a stay that promotes the importance of mental well-being, calmness, and mindfulness (Ozdemir & Goktas, 2021; Stankov et al., 2020).

Some hotels have begun to introduce digital detox programs, quiet zones, and nature escapes, and some even transform themselves into digital detox retreats as a response to this trend (Quaye, 2025). Such initiatives usually include rooms with no or limited Wi-Fi access, social media distractions, and activities like meditation, yoga, or nature walks (Conti & Farsari, 2024). The intention is to rejuvenate by appreciating the small joys of life so that they can experience better mental health, stronger relationships with other people, more productivity and efficiency, and greater focus (Vickery & Jackson, 2021). Digital detox does not mean entirely removing oneself from digital devices and the digital world; it means learning ways to use it more mindfully (Quaye, 2025; Vickery & Jackson, 2021; Kirtley, 2015).

Facilitating this need for guests has enabled hotels to become quite creative with digital detox programs. Kimpton Taconic Hotel in Manchester, Vermont, offers a “3-A-Day Program” where guests can leave their smartphone with hotel staff for 15 minutes of digital freedom per day during breakfast, lunch, and dinner time (Alderton, 2019). Grand Velas Riviera Maya in Mexico has a digital detox program where, if chosen, a concierge removes the TV from the room and instead leaves board games (Alderton, 2019).

Consequently, as JOMO hotel stays are trying to become a new holistic approach, relatively little research has been dedicated to understanding the specific impact of JOMO in the hotel sector. Therefore, this research aims to address the question of the JOMO concept within the context of guest behavior. Specifically, it aims to examine how hotel guests react to and experience the concept of JOMO through their digital and emotional attitudes, perceptions of hotel services that facilitate digital disconnection, and willingness to pay for such experience. The research objective seeks to determine:

- Define the emotional and psychological factors that guests associate with intentional disconnection while staying at a hotel.
- Examine guests' behavior and perception of digital connectivity and their active avoidance of digital distractions.
- Explore whether travel frequency affects the willingness to pay for a JOMO hotel experience.
- Determine the demographic and psychological factors that influence the willingness to pay for a JOMO hotel experience.
- Examine whether emotional benefit from digital disconnection mediates the relationship between digital connectivity and willingness to pay for a JOMO hotel experience.
- Analyze which psychological, behavioral and demographic factors influence the likelihood of choosing JOMO hotel services.

That being the case, several research questions are presented below in order to gain deeper, more complex, and more valid research, which will lead to clearer conclusions, better implications, and greater academic value.

1. Does the perceived emotional benefit from JOMO experiences in hotels correlate with conscious avoidance of digital distractions?
2. Does the frequency of travel affect the willingness to pay more for a premium JOMO experience?
3. Which psychographic variables influence the willingness to pay for JOMO experiences in hotels?
4. Does emotional benefit from digital distractions mediate the relationship between guests' digital behavior and their willingness to support and pay for JOMO-oriented hotel experiences?

5. Do attitudes toward digital distractions, emotional benefits, demand for digital hotel detox services, and age influence the likelihood of guests choosing JOMO hotel services?

Theoretical Framework

JOMO, or the Joy of Missing Out, stands in contrast to FOMO, which is the Fear of Missing Out. This concept of JOMO has emerged as a response to the growing awareness of the downsides of burnout, anxiety, and too much screen time (Barry et al., 2023). JOMO emphasizes more mindfulness and healthier embracement of well-being, digital detoxing, and solitude (De Sousa, 2024).

From a psychological perspective, JOMO can be associated with the Self-Determination Theory, which highlights how individuals can focus on their own values and goals without any outside pressure or distractions (Ryan & Deci, 2017). Taking the time to focus on values and clarify goals can really feel like a personal choice—it is all about seizing control over our time, attention, and overall well-being (Ryan & Deci, 2017). This is where the concept of JOMO comes into play, rooted in mindfulness theory. It encourages individuals to genuinely appreciate what they have right now, recognize their stand, and clear out the mental clutter (Chan et al., 2022).

Guests who wish to experience JOMO in the hotel sector are specifically looking for stays that focus on mental relaxation, excessive sensory reduction, and a slower lifestyle (Djafarova & Kim, 2025). This means that JOMO, besides being considered as a personal health aim, can be perceived as a strategic wellness approach from hotels.

Furthermore, in the context of JOMO, guests' preference leans towards reduced or minimal use of technology during their stay, which might create tension. Such a situation occurs because hotels thrive on using technological advancements to enable unprecedented levels of personalization for their guests (Ozdemir & Goktas, 2021), but now guests see technology as a source of stress rather than comfort. Therefore, it is crucial to understand the digital attitude and behavior of guests and for hotels to know when to emphasize connectivity in order to tailor services to each of their guests' preferences but also to recognize how and when digital disconnection is needed because it adds value to the guest experience (Arenas et al., 2022).

Recent research in the sector of hospitality reveals a tendency toward “slow travel,” which means spending more time in a place to fully experience it, at a slower pace, to lower anxiety, stress, and advanced technology consumption (Manthiou et al., 2022). This approach supports the idea that JOMO-oriented guests seek deeper personal growth during their time at the hotel. Guests increasingly value mindful hotel experiences that help them find the right balance between social and productive engagement and prioritize activities that contribute positively to their lives (Barber & Deale, 2013). Hotels can provide guests with meaningful experiences by offering them a space where they can turn off their smartphones and other digital devices (Arenas et al., 2022). Adding health programs like yoga or meditation sessions might even make the process of getting to know themselves better (Conti & Farsari, 2024). Such being the case, hotels can provide a safe place for guests to relax and have an overall experience that improves their mental and emotional health.

Demographic factors also influence how guests perceive and pursue JOMO. Research suggests that digital natives like Millennials and Gen Z are becoming quite aware of the anxiety-induced feeling caused by technology overuse and FOMO in general, so they are leading a new change towards the JOMO era of unique experiences and disconnection (Pabon et al., 2025; Kaswa, A., & Kolapkar, 2024).

Methodology

This research employs a quantitative, cross-sectional research design to explore guests’ attitudes, behaviors, service perceptions, and willingness to pay regarding digital disconnection, therefore analyzing the JOMO experience in hotels.

Data was collected through a structured online questionnaire with a sample size of 200 respondents. The questionnaire consisted of 20 closed-ended questions organized into four thematic groups using Likert-scale answers; however, 6 from the third group were categorized as polar questions:

1. Technology Usage and Preferences,
2. JOMO-Related Experiences,
3. Service and Hotel Offerings,
4. Personal Reflections on JOMO.

Demographic data were also collected, including age and travel habits.

Data analysis was conducted in SPSS and the PROCESS macro 5.0 by Andrew F. Hayes.

Furthermore, regarding the research questions and proposed hypothesis, the following statistical analyses will be used:

1. *Exploratory Factor Analysis* was implemented by means of Principal Component Analysis with Varimax rotation. Sampling adequacy was evaluated using the Kaiser-Meyer-Olkin measure and Bartlett's Test of Sphericity. There were six latent factors extracted for the three groups of thematic questions, each applicable to different concepts.
2. *Pearson Correlation Analysis* to determine if there is a relationship between factors such as emotional benefit and consciously avoiding digital distractions.
3. *ANOVA* to determine whether specific readiness for the JOMO hotel experience and frequency of travel have statistically significant differences.
4. *Multiple Regression* and *Mediation Analysis* using *PROCESS* Model 4 to determine whether factors such as low digital connectivity, perceived emotional benefits, and positive perception of future potential would emerge as significant predictors of willingness to pay a premium price. Meanwhile, mediation analyzed whether one variable (emotional benefit from digital distractions) mediates another variable (digital connectivity) and the outcome (willingness to pay). Indirect effects were tested through bootstrapping (5000 samples, 90% CI).
5. *Binary Logistic Regression Analysis* to predict the factors influencing hotel service.

Results

To analyze guests' attitudes, behaviors, and perceptions towards digital disconnection, a series of statistical analyses were conducted in SPSS. The analyses were employed in order to reveal the fundamental factor structure of guests' perceptions and examine the relationship between behavioral, psychological, and demographic variables.

The results presented in the following section are organized in correspondence with the research questions and hypotheses.

Table 1

Demographic Distribution of Participants

Age Range				
	Frequency	Percent	Valid Percent	Cumulative Percent
Under 18	32	16.0	16.0	16.0
18-24	43	21.5	21.5	37.5
25-34	49	24.5	24.5	62.0
35-44	23	11.5	11.5	73.5
45-54	33	16.5	16.5	90.0
55+	20	10.0	10.0	100.0
Total	*200*	*100.0*	*100.0*	
How Often Do You Travel for Leisure?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Rarely	27	13.5	13.5	13.5
Occasionally	58	29.0	29.0	42.5
Frequently	96	48.0	48.0	90.5
Always	19	9.5	9.5	100.0
Total	*200*	*100.0*	*100.0*	

The questionnaire sample summarizes a diverse range of participant profiles in Table 1. Among age groups, the largest proportion is 25-34 years old (24.5%), followed by 18-24 years old (21.5%), 45-54 years old (16.5%), and under 18 (16%). 11.5% of respondents were between the ages of 35-44 years old, while 10% of respondents were 55 and older. When it comes to travel, 48% said they travel frequently, and 29% stated they travel occasionally.

Consecutively from the demographic representation, since the research is examining a new phenomenon, JOMO in a hotel context, to further reduce the complexity of the data, as a first step, an exploratory factor analysis was conducted before the hypothesis testing. This step enables the identification of coherent latent dimensions, which will offer structural logic for the analyses that follow.

Table 2

Results of Exploratory Factor Analysis

<table>
<tr><td colspan="6">FAC1_1 Digital Connectivity and Usage</td></tr>
<tr><td colspan="6">Questions/Topics: Importance of access to digital devices during a hotel stay, Use of a smartphone or other devices for non-essential activities, Likelihood of disconnection while staying at a hotel.</td></tr>
<tr><td>No. of Q</td><td>Eigenvalue</td><td>% of Variance</td><td>KMO</td><td>Bartlett's Sig.</td><td>Rotated loadings</td></tr>
<tr><td>3</td><td>1.587</td><td>39.683%</td><td>0.575</td><td>.000</td><td>.739, .773, −.494</td></tr>
<tr><td colspan="6">FAC1_2 Consciously Avoiding Digital Distractions</td></tr>
<tr><td colspan="6">Questions/Topics: Actively looking for accommodation with minimal digital distractions.</td></tr>
<tr><td>No. of Q</td><td>Eigenvalue</td><td>% of Variance</td><td>KMO</td><td>Bartlett's Sig.</td><td>Rotated loadings</td></tr>
<tr><td>1</td><td>1.001</td><td>25.028%</td><td>/</td><td>/</td><td>.981</td></tr>
<tr><td colspan="6">FAC2_1 Emotional Benefit / Perceived Value of JOMO</td></tr>
<tr><td colspan="6">Questions/Topics: Feeling relaxation or less stress when disconnecting while staying in a hotel, Disconnection while staying in a hotel leads to better mental or physical well-being, Overall experience affected by digital environment.</td></tr>
<tr><td>No. of Q</td><td>Eigenvalue</td><td>% of Variance</td><td>KMO</td><td>Bartlett's Sig.</td><td>Rotated loadings</td></tr>
<tr><td>3</td><td>1.353</td><td>33.831%</td><td>0.550</td><td>.003</td><td>.711, .680, .619</td></tr>
<tr><td colspan="6">FAC2_2 Demand for Digital Detox Services</td></tr>
<tr><td colspan="6">Questions/Topics: Hotels offering spaces for relaxation or disconnection (e.g., nature walks, meditation rooms, technology-free activities).</td></tr>
<tr><td>No. of Q</td><td>Eigenvalue</td><td>% of Variance</td><td>KMO</td><td>Bartlett's Sig.</td><td>Rotated loadings</td></tr>
<tr><td>1</td><td>1.050</td><td>26.258%</td><td>/</td><td>/</td><td>.908</td></tr>
<tr><td colspan="6">FAC3_1 Positive Perception and Future Potential of JOMO</td></tr>
<tr><td colspan="6">Questions/Topics: Support for the future of the concept and perception of value for JOMO experiences.</td></tr>
<tr><td>No. of Q</td><td>Eigenvalue</td><td>% of Variance</td><td>KMO</td><td>Bartlett's Sig.</td><td>Rotated loadings</td></tr>
<tr><td>2</td><td>1.513</td><td>37.961%</td><td>0.523</td><td>.000</td><td>.774, .749</td></tr>
<tr><td colspan="6">FAC3_2 Specific Readiness for JOMO Hotel Experience</td></tr>
<tr><td colspan="6">Questions/Topics: Intention to book and pay a premium price for a JOMO experience.</td></tr>
<tr><td>No. of Q</td><td>Eigenvalue</td><td>% of Variance</td><td>KMO</td><td>Bartlett's Sig.</td><td>Rotated loadings</td></tr>
<tr><td>2</td><td>1.016</td><td>25.258%</td><td>/</td><td>/</td><td>.793, .702</td></tr>
</table>

As presented in Table 2, six distinct factors were created across three thematic blocks. The Kaiser-Meyer-Olkin measure for the multi-groups ranges from 0.523 to 0.575, and Bartlett's test of sphericity was significant in all applicable cases ($p < 0.01$), confirming sampling adequacy. In addition, every one of the multi-item factors demonstrated good internal consistency (Cronbach's alpha), with values between α =.68 and .81.

To address RQ1: Does the perceived emotional benefit from JOMO experiences (FAC2_1) in hotels correlate with conscious avoidance of digital distractions (FAC1_2)?, the following hypotheses were proposed:

H01: Avoiding digital distractions is not positively correlated with the emotional benefit from JOMO experiences.

H11: Avoiding digital distractions is positively correlated with the emotional benefit from JOMO experiences.

Table 3

Pearson Correlation Matrix for Key Variables

		Emotional Benefit / Perceived Value of JOMO	Consciously Avoiding Digital Distractions
Emotional Benefit / Perceived Value of JOMO	Pearson Correlation	1	.206**
	Sig. (2-tailed)		.003
	N	200	200
Consciously Avoiding Digital Distractions	**Pearson Correlation**	.206**	1
	Sig. (2-tailed)	.003	
	N	200	200
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 3 reveals a statistically significant positive (albeit weak) correlation ($r = .206$, $p = .003$) was identified between the perceived emotional benefit derived from JOMO experiences and the intentional avoidance of digital distractions.

Given that the p-value (.003) is below the conventional alpha levels of .05 and .01, we reject the null hypothesis (H01) and support the alternative hypothesis (H11), which proposes that the avoidance of digital distractions has a positive association with the emotional benefits resulting from JOMO experiences.

To address RQ2: Does the frequency of travel affect the willingness to pay more for a premium JOMO experience (FAC3_2)?, the following hypotheses were proposed:

H02: There is no difference in the willingness of frequent travelers to spend more for a premium JOMO hotel experience than that of less frequent travelers.

H12: The willingness of frequent travelers to spend more for a premium JOMO hotel experience is higher than that of less frequent travelers.

Table 4

One-way ANOVA for Willingness to Pay for JOMO by Travel Frequency

Specific Readiness for JOMO Hotel Experience					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.284	4	2.571	2.657	.034
Within Groups	188.716	195	.968		
Total	199.000	199			

A one-way ANOVA was performed in order to examine the impact of travel frequency on guests' willingness to pay a premium for a JOMO hotel experience. The results from Table 4 demonstrate a statistically significant effect: $F(4,195) = 2.657$, $p = .034$, indicating that travel frequency affects the willingness to spend more on JOMO experiences; thus, reject the null hypothesis (H02) and support the alternative hypothesis (H12). Nonetheless, post-hoc tests did not indicate any statistically significant differences across distinct categories of travelers. This indicates that the variation in willingness to pay for a premium JOMO experience is spread across the groups.

To address RQ3: Which psychographic variables (FAC1_1, FAC2_1, FAC3_1) influence the willingness to pay for JOMO experiences in hotels?, the following hypotheses were proposed:

H03: Lower digital connectivity, perceived emotional benefit and value, and positive future potential of JOMO are not significant predictors of willingness to pay a premium price.

H13: Lower digital connectivity, perceived emotional benefit and value, and positive future potential of JOMO will be significant predictors of willingness to pay a premium price.

Table 5

Regression Model for Predicting Willingness to Pay for JOMO Hotels

Model	Unstandardized Coefficients		Standardized Coefficients	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	-1.319E-16	.064		.000	1.000
Digital Connectivity and Usage	.272	.065	.272	4.158	.000
Emotional Benefit / Perceived Value of JOMO	.269	.065	.269	4.133	.000
Positive Perception and Future Potential of JOMO	.149	.064	.149	2.327	.021
a. Dependent Variable: Specific Readiness for JOMO Hotel Experience					

A multiple linear regression analysis was performed to evaluate if lower digital connectivity and usage, the perceived emotional benefit, and positive perception of JOMO influence the willingness to pay for a premium JOMO hotel experience. The entire model in Table 5 demonstrated statistical significance, $F(3, 196) = 16.875$, $p < .001$, accounting for 20.5% of the variance ($R^2 = .205$). All three predictors were statistically significant, rejecting the null hypothesis (H03) and supporting the alternative hypothesis (H13): lower digital connectivity and usage ($\beta = .272$, $p < .001$), perceived emotional benefit and value of JOMO ($\beta = .269$, $p < .001$), and positive perception and future potential of JOMO ($\beta = .149$, $p = .021$).

Subsequent to the multiple regression analysis, a PROCESS model was used to perform a mediation analysis to evaluate if the emotional benefits of digital distractions affect the relationship between being digitally connected and willingness to pay for a JOMO experience. It will allow us to explore not just if digital connectivity affects the outcome, but also how it does so.

To address RQ4: Does emotional benefit from digital distractions (FAC1_2) mediate the relationship between guests' digital connectivity (FAC1_1) and their willingness to support and pay for JOMO-oriented hotel experiences (FAC3_2)?, the following hypotheses were proposed:

H04: Emotional benefit from digital distractions does not mediate the relationship between digital connectivity and willingness to pay for JOMO.

H14: Emotional benefit from digital distractions significantly mediates the relationship between digital connectivity and willingness to pay for JOMO.

Table 6

Mediation Model of the Relationship Between Digital Connectivity and Readiness for JOMO Through Digital Distractions

<table>
<tr><td colspan="2">Component</td><td colspan="5">Description / Value</td></tr>
<tr><td colspan="2">Independent Variable (X)</td><td colspan="5">FAC1_1 Digital Connectivity and Usage</td></tr>
<tr><td colspan="2">Mediator (M)</td><td colspan="5">FAC1_2 Consciously Avoiding Digital Distractions</td></tr>
<tr><td colspan="2">Dependent Variable (Y)</td><td colspan="5">FAC3_2 Specific Readiness for JOMO Hotel Experience</td></tr>
<tr><td colspan="7">Path A (X → M)</td></tr>
<tr><td>Coefficient (β)</td><td colspan="2">Standard Error (SE)</td><td colspan="2">t-value</td><td>p-value</td><td>95% CI</td></tr>
<tr><td>0.3398</td><td colspan="2">0.0668</td><td colspan="2">5.0833</td><td>< .001</td><td>[0.2293, 0.4502]</td></tr>
<tr><td colspan="7">Path B and Path C′ (M & X → Y)</td></tr>
<tr><td>Path</td><td>Predictor</td><td>β</td><td>SE</td><td>t</td><td>p</td><td>95% CI</td></tr>
<tr><td>Path B (M → Y)</td><td>FAC1_2</td><td>0.1615</td><td>0.0746</td><td>2.1656</td><td>.0315</td><td>[0.0383, 0.2848]</td></tr>
<tr><td>Path C′ (X → Y)</td><td>FAC1_1</td><td>0.0313</td><td>0.0746</td><td>0.4202</td><td>.6748</td><td>[−0.0919, 0.1546]</td></tr>
<tr><td colspan="7">Indirect Effect (X → M → Y)</td></tr>
<tr><td>Effect</td><td>Boot SE</td><td colspan="2">90% Boot CI</td><td colspan="3">Significance</td></tr>
<tr><td>0.0549</td><td>0.0273</td><td colspan="2">[0.0099, 0.0992]</td><td colspan="3">Significant (CI ≠ 0)</td></tr>
</table>

A mediation analysis applying PROCESS Model 4 demonstrated in Table 6 a significant indirect influence of digital connectivity and usage (FAC1_1) on the willingness to pay for JOMO experiences (FAC3_2) via emotional benefit of digital distractions (FAC1_2), $b = 0.0549$, Boot $SE = 0.0273$, 90% CI [0.0099, 0.0992]. The direct impact was not significant, $b = 0.0313$, $p = .675$, suggesting complete mediation, thus supporting the alternative hypothesis (H14).

However, despite the impact size being modest to moderate, it possesses practical and psychological significance, especially in the hotel sector, where guest attitudes and behavior preferences tend to change on an ongoing basis. This indicates that widespread interest in avoiding digital distractions (FAC1_2) serves as a significant psychological link between favorable evaluations of the concept and the genuine intention to invest in such experiences. Consequently, digital distractions serve as a vital motivating role, turning abstract opinions into tangible intentions.

To address RQ5: Do attitudes toward digital distractions (FAC1_2), emotional benefits (FAC2_1), demand for digital hotel detox services (FAC2_2), and age influence the likelihood of guests choosing JOMO hotel services?, the following hypotheses were proposed:

H05: Attitudes towards digital distractions, emotional benefits, demand for digital hotel detox services, and age do not have a statistically significant effect on the choice of JOMO hotel services.

H15: Attitudes towards digital distractions, emotional benefits, demand for digital hotel detox services, and age have a statistically significant effect on the choice of JOMO hotel services.

Table 7

Binary Logistic Regression for Predicting Choice of JOMO Services

Predictor	B	SE	Wald	p-value	Exp(B)	95% CI for Exp(B)
Consciously Avoiding Digital Distractions	2.552	0.594	18.432	**.000**	12.85	3.988 – 41.402
Emotional Benefit / Perceived Value of JOMO	3.606	0.830	18.894	**.000**	36.82	6.955 – 195.021
Demand for Digital Detox Services	1.340	0.361	13.791	**.000**	3.82	1.881 – 7.757
Age	–1.623	0.654	6.157	**.013**	0.197	0.054 – 0.724
Nagelkerke R^2			.453			
Hosmer–Lemeshow test			p = .084			
Overall prediction accuracy			73.0%			

A binary logistic regression was conducted to evaluate the predictive relationship between digital distractions, emotional benefits, demand for digital hotel detox services, and age on the likelihood of choosing JOMO-related hotel services. The model in Table 7 demonstrated statistical significance, $\chi^2(4) = 82.530$, $p < .001$, and indicated a satisfactory fit (Hosmer–Lemeshow test, $p = .084$). The Nagelkerke R^2 value demonstrated that the model accounted for 45.3% of the variance in JOMO service choosing.

All four predictors demonstrated statistical significance. Higher scores on emotional benefit (Exp(B) = 36.82, $p < .001$), digital distractions (Exp(B) = 12.85, $p < .001$), and demand for digital detox services (Exp(B) = 3.82, $p < .001$) were significantly correlated with an increased likelihood of deciding on JOMO hotel services, supporting the alternative hypothesis (H15). Younger age groups demonstrated a higher likelihood of making this choice (Exp(B) = 0.197, $p = .013$).

Limitations

This research offers new insights regarding the JOMO phenomena in the hotel sector, yet a few limitations need to be addressed. First, the sample of 200 might be restrictive, thus limiting the generalizability of the findings. The questionnaire only explores age and frequency of travel. It provides no information about gender, financial status, or educational background, which might have influenced individuals' perceptions and opinions about JOMO.

Conclusion

This paper examined the concept of the Joy of Missing Out (JOMO) within the hotel sector by analyzing how guests perceive, experience, and respond to digital disconnection during their stay at the hotel. The primary objective was aimed at exploring if guests' willingness to pay for and engage in JOMO-related services is influenced by their emotions, digital behaviors, service perceptions, and demographic factors.

Research analyses that included exploratory factor analysis, correlation, ANOVA, multiple regression, mediation (PROCESS model 4), and binary logistic regression identified six distinct factors reflecting lower digital connectivity, emotional responses, and service-related preferences, among others. Results indicated that a guest's willingness to spend on premium experiences is significantly associated with lower digital connectivity, higher emotional benefit, and a positive view of JOMO. Emotional benefit was identified to mediate in the connection between digital connectedness and willingness to pay. Age, attitudes, and service demand were identified as determinants in the selection of JOMO hotel services.

Ultimately, these results indicate that guests seek experiences that are more mindful and less dependent on technology. Which means hotels that recognize and address this need may promote themselves as wellness retreats.

Additionally, these results present several practical implications. Hotels are in a position to respond to this emerging guest base by developing JOMO-centric packages that feature rooms free of TV, optional digital detox experiences, and activities that foster mindfulness, such as yoga and nature activities. Likewise, focusing on younger guests (Gen Z or Millennials) as well as frequent travelers by offering them personalized, wellness-oriented experiences could increase their interest and satisfaction throughout their stay.

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