Chapter 10
Dissertation on Technology and Customer Satisfaction in Hotels

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ABSTRACT

In the contemporary hospitality landscape, technology has emerged as a pivotal driver in enhancing customer satisfaction. This study explores the relationship between technological adoption and guest satisfaction in hotel operations, with a focus on digital innovations that streamline service delivery, personalize guest experiences, and improve operational efficiency. From self-check-in kiosks and mobile applications to AI-driven concierge services and smart room features, technology is transforming traditional service models. The research highlights how seamless connectivity, automation, and data analytics contribute to customer-centric strategies that elevate guest satisfaction. Furthermore, the study examines guest perceptions of technology-enabled services and identifies key factors such as ease of use, reliability, personalization, and responsiveness as crucial determinants of satisfaction. Findings suggest that while technological integration significantly enhances guest convenience and service quality.

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INTRODUCTION

The hospitality industry has undergone a profound transformation in recent years, driven largely by rapid advancements in technology. In the hotel sector, the integration of innovative technological solutions has redefined the way services are delivered and experienced. With the increasing expectations of digitally-savvy guests, hotels are now compelled to adopt modern tools and platforms that enhance operational efficiency, personalize guest experiences, and ultimately, boost customer satisfaction. Technology plays a vital role in shaping customer perceptions at every stage of their journey—from booking and check-in to in-room services and post-stay engagement. Digital tools such as mobile apps, online booking engines, AI-powered chatbots, contactless check-in/check-out systems, and smart room controls have created new standards of convenience and personalization. These innovations not only streamline operations but also provide guests with greater autonomy, faster service, and tailored experiences, all of which contribute significantly to their overall satisfaction. Customer satisfaction in the hotel industry is closely tied to service quality, responsiveness, and emotional engagement. Technology has enabled hotels to collect and analyze guest data, understand preferences, and offer customized solutions in real-time. This data-driven approach helps hotels not only meet but anticipate guest needs, thereby exceeding expectations and fostering loyalty. At the same time, the challenge lies in maintaining a balance between digital convenience and the human touch that defines traditional hospitality This study explores the intricate relationship between technology and customer satisfaction in hotels. It aims to identify the technological interventions that most influence guest experiences, assess customer perceptions of tech-enabled services, and provide insights into how hotels can strategically leverage technology to enhance satisfaction and gain a competitive edge in a highly dynamic market. The hospitality industry, especially the hotel sector, has long been defined by its focus on service excellence, customer engagement, and memorable guest experiences. Traditionally reliant on face-to-face interactions and manual operations, the hotel industry is now witnessing a paradigm shift driven by technological advancement. This shift is not merely a reaction to customer demands but a strategic transformation intended to meet the expectations of a digitally oriented clientele, enhance operational efficiency, and maintain competitiveness in a rapidly evolving market. Over the past two decades, the role of technology in hospitality has expanded from back-end operations to front-line services and customer engagement. While earlier integrations focused on Property Management Systems (PMS) and basic online reservations, modern technology has enabled a much broader array of functionalities—from artificial intelligence (AI) and Internet of Things (IoT) to mobile technologies and data analytics. This transition is driven by several factors including increased internet penetration, mobile

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