

The Impact of Intelligent Services on Customer Satisfaction in the China Hotel Industry

Bo Zhou¹, Tian Tian², Alice Hon^{1,*}

¹The School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hong Kong SAR, China

²Resources and Environmental Department, Anqing Normal University, Anqing, China

Email address:

zhoubo.zhou@connect.polyu.hk (Bo Zhou), tiantian@aqnu.edu.cn (Tian Tian), alice.hon@polyu.edu.hk (Alice Hon)

*Corresponding author

Abstract

With the advancement of technology, the Internet and intelligent services evolved rapidly and have become prevalent in the China hotel industry. However, questions regarding the perception of customers of such technology and their satisfaction with such services remain unanswered. By integrating the American Customer Satisfaction Index (ACSI) satisfaction model, this study investigates the impact of intelligent services (e.g. hotel front desk self-service machines, service robots, guest room intelligent control systems) on customer satisfaction in Chinese business hotels. This study conducts a questionnaire survey and collects 107 valid responses from Yifei and Juntong Hotels in China. Results indicate that the customers welcome intelligent services, and personal preference exerts the largest impact on customer satisfaction, which validates its function of predicting satisfaction. However, the perceived quality of intelligent services has a limited impact on satisfaction, possibly owing to the lower flexibility and interaction quality of robotic-based services compared with those of human staff systems. This research offers insights into customer satisfaction with intelligent services in business hotels and rational guidance for their development and application to support hotels in achieving sustainable long-term development.

Keywords

Intelligent Service, Chinese Business Hotel, Customer Satisfaction, Personal Preference, Perceived Quality