

Evaluating Self-Service Kiosks in Hotel Check-in Processes

Claudine Sykimte

Faculty, College of Technology,
Surigao del Norte State University, Surigao City, Philippines

Abstract: *This study delves into the impact of integrating self-service kiosks into hotel check-in procedures to enhance guest satisfaction and operational efficiency. Through a blend of quantitative data analysis and qualitative insights from both guests and hotel staff, the research reveals compelling trends. 85% of participants exhibit a strong preference for self-service kiosks, emphasizing their convenience and time-saving benefits. The autonomy granted by these kiosks resonates with 74% of respondents, reflecting a desire for personalized experiences. Qualitative analysis unveils the ease of use and empowerment guests derive from self-service kiosks. Challenges encountered by guests and staff highlight the need for technical support and bridging the gap between technology and human interaction. A comparative exploration showcases the benefits of self-service kiosks in speeding up processes while acknowledging the enduring value of interpersonal interactions. The study's implications advocate for user-friendly interfaces and a hybrid approach to sustain a harmonious blend of technology and guest-centric engagement, ultimately elevating guest experiences within the dynamic landscape of hospitality.*

Keywords: Sustainable Practices, Green Initiatives, Hotel Management

REFERENCES

- [1]. Blal, I., &Sturman, M. (2017). The role of front-line employees in guests' service recovery evaluations. *International Journal of Contemporary Hospitality Management*, 29(3), 1158-1175.
- [2]. Chen, Y. J., Chen, H. S., & Huang, Y. C. (2018). The effect of service convenience on perceived service quality in luxury hotels. *Journal of Business Research*, 91, 219-226.
- [3]. Li, X., & Law, R. (2018). Antecedents and consequences of customer engagement with hotel brand pages on social media. *International Journal of Hospitality Management*, 69, 19-26.
- [4]. Okumus, F., Altin, M., &Hemington, N. (2020). An extended theoretical framework for self-service technology (SST) encounters in hotels. *Tourism Management*, 78, 104062.
- [5]. Roggeveen, A. L., Grewal, D., & Townsend, C. (2019). Personalization in retailing: A conceptual framework and research agenda. *Journal of Retailing*, 95(1), 13-27.
- [6]. Ryu, K., & Han, H. (2017). Influence of personal values on hotel selection: International travelers from an emerging market. *International Journal of Hospitality Management*, 62, 67-77.
- [7]. Sigala, M. (2017). An integrative framework for customer engagement in hospitality: Exploring the role of social technology. *International Journal of Contemporary Hospitality Management*, 29(1), 534-562.
- [8]. Wang, D., Xiang, Z., Kim, H. J., & O'Leary, J. T. (2018). Understanding and leveraging consumer-generated content. *Cornell Hospitality Quarterly*, 59(4), 349-362.
- [9]. Xie, K. L., Li, Y., & Wang, D. (2019). Technology-mediated service encounters: Understanding customer engagement with frontline employees. *Journal of Hospitality Marketing & Management*, 28(2), 175-195.
- [10]. Yin, R. K. (2018). *Case study research and applications: Design and methods*. Sage Publications.
- [11]. Kandampully, J., Zhang, T., &Bilgihan, A. (2015). Customer loyalty: A review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management*, 27(3), 379-414.
- [12]. Parasuraman, A. (2000). Technology readiness index (TRI): Multiple-item scale to measure readiness to embrace new technologies. *Journal of Service Research*, 2(4), 307-320.

