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EFFECT OF TECHNOLOGY USE IN HOTEL TOWARDS GUEST ENGAGEMENT

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ABSTRACT

Production industry had been greatly affected by the technology changes. Service industry including the hotels is also not excluded from the technology impact. This study will review 79 articles to know the effect of technology use in hotel towards guest's engagement. By reviewing others articles, we want to know effects of technology usage in hotel towards guests engagement and whether employee interaction with the guest will influence guest engagement towards the hotel. Technology implementation in the hotel might lead to positive impact or negative impact. Some people might not prefer to use technology while some people are excited to use new technology. This can be seen through the satisfaction of the guests when using the machine and system and their loyalty towards the hotel. Their loyalty can be interpreted in terms of frequency their staying at the hotel despite other hotels.

Keywords: technology, technology effect, hotel guest, engagement, guest engagement

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TABLE OF CONTENTS

Chapters	Contents	Pages
	Abstract	i
	Acknowledgement	ii
	Table of Contents	iii-iv
1.0	INTRODUCTION	
1.1	Overview	1
1.2	Background of the Study	2
1.3	Problem Statement	3
1.4	Research Objective	4
1.5	Research Question	4
1.6	Significance of the Study	5
1.7	Limitation of the Study	5
1.8	Key Term of Definition	6
2.0	LITERATURE REVIEW	
2.1	Overview	7
	2.1.0 Technology	7-8
	2.1.1 Guest Engagement	8-9
	2.1.2 Guest Satisfaction	9-10
	2.1.3 Guest Loyalty	10-11
2.2	Guest satisfaction and guest loyalty	11

2.3	Human interaction	11
3.0	METHODOLOGY	
3.0	Overview	12
3.1	Research Design	12
3.2	Data Collection Procedure	13
3.3	Timeframe	14
4.0	ANALYSIS AND RESULTS	
4.0	OVERVIEW	15
	4.1.0 Technology	15-16
	4.1.1 Guest Satisfaction	17
	4.1.2 Guest Loyalty	17-18
	4.1.3 Human Interaction	18
5.0	DISCUSSION AND CONCLUSION	19
	REFERENCES	20-27
	APPENDICES:	
	Appendix A – The huge significant of technology	28
	Appendix B – the customer preferences technology over touch	28
	Appendix C – Guest satisfaction over loyalty	29