

**UNIVERSITI TEKNOLOGI MARA  
CAWANGAN TERENGGANU  
KAMPUS DUNGUN**

**FACULTY OF HOTEL & TOURISM MANAGEMENT**

**SELF-SERVICE TECHNOLOGY (SST) TOWARDS GUEST  
SATISFACTION IN HOTEL INDUSTRY**

**SITI ASURA BINTI MOHD ISMAIL (2014293326)  
INTAN JULIYANI BINTI ZAINAL (2014683318)**

This undergraduate report (HTM655) submitted in partial fulfillment of the  
requirements for the degree of

**BACHELOR OF SCIENCE (HONS) IN HOTEL MANAGEMENT – HM240,  
Universiti Teknologi MARA (UiTM), MALAYSIA**

**JULY 2017**

## **ACKNOWLEDGEMENT**

In the name of Allah S.W.T, the most Gracious and Merciful. Alhamdulillah, all praises goes to Him. First of all, we would like to express our thankful to Allah S.W.T for the strength and because of His blessing, we have finally finished our research under course Undergraduate Project (HM655) and submit it on the due date that been given to us.

We would like to give biggest appreciation for our main contributor that contributed a lot in giving direction and also an idea to us, Madam Haslina Che Ngah for her motivation and guides. Without her guides, this research would probably be unaccomplished and meaningless.

Moreover, we also would like to give a biggest thanks to Dr. Hairi Jalis as coordinator Undergraduate Project (HM655) for his hardworking and concern about his students. Thanks a lot for your reminder and it is a big help for us as our motivation to complete this research. We also would like to dedicate my greatest grateful to our friends because always give lessons, tips and also reprimand when we do a mistake. And also thanks for helping us and teach a lot of things.

Lastly, a highest thank also given to our parents for always gave supports and encourage to us in all matters. They have spent their money to help us to complete our research. Without their pray and blessing, we wouldn't be here to complete our research.

## **ABSTRACT**

*Self-service technologies (SSTs) are changing the way customers interact with companies to create service outcomes. SSTs also use in other industry such as retailing, manufacturing and internet banking. The purpose of this to determine the relationship between SSTs (electronic kiosk, internet, video/cd and telephone) towards guest satisfaction. Customer satisfaction was operationalized in terms of hotel atmosphere and hospitality. By using secondary data, the researchers get the information on previous journals. By implementing SSTs can help the hotel industry in improving their service in order to satisfy their guest. This study also contributed to academic platform on valuable information about current trends. Finally, this study ends up with by suggestion and useful implications for hotel industry.*

# Table of Contents

<b>CHAPTER 1: INTRODUCTION</b> .....	<b>1</b>
Overview.....	1
Background of the Study.....	1-2
Problem Statement.....	2
Research Objectives.....	3
Research Questions.....	3
Significance of Study.....	3
Theoretical Framework.....	4
Limitations of the Study.....	4
Definition of Key Terms .....	4
<b>CHAPTER 2: LITERATURE REVIEW</b> .....	<b>5</b>
Overview .....	5
Self-service Technology.....	5-7
Electronic Kiosk.....	7-9
Internet Applications.....	9-10
Phone Applications.....	10-13
Video and Compact Disc (CD).....	13-14
Guest Satisfaction.....	15-16
<b>CHAPTER 3: METHODOLOGY</b> .....	<b>17</b>
Overview.....	17
Research Design.....	17
Population.....	17
Data Collection Procedure.....	17-18
Plans for Data Analysis.....	18
Research Ethic Consideration.....	18
Timeframe.....	19
<b>CHAPTER 4: FINDINGS</b> .....	<b>20</b>
Introduction.....	20
Findings	
Electronic Kiosks.....	20-22
Internet Application.....	22-24
Phone Application.....	24-25
Video and Compact Disc (CD).....	25-26
<b>CHAPTER 5: CONCLUSION AND RECOMMENDATION</b> .....	<b>27-30</b>
<b>REFERENCE</b> .....	<b>31-34</b>

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 OVERVIEW**

The purpose of this study is to give an overview of the main characteristics of research on self-service technology. We aims to give an overview of the main dependent variables studied, the main independent variables revealed to influence the dependent variables. This study highlight on potential dimension for categorization and how various channels are perceived along these dimensions. This study will focus on the relationship between SSTs and guest satisfaction. This chapter included background of the study, problem statement, objectives of the study, research questions, and significance of the study and definition of terms.

#### **1.2 BACKGROUND OF THE STUDY**

The hospitality industry has been mushrooming in our country. It is reported by Malaysian Association of Hotel, there are 2,628 hotels in 2014 and 2,544 hotels in 2013. It is shown the hotel industry has been increased by (3.2%) which is 84 new hotels introduced. In addition, the improvement of technology had increased the effectiveness and efficiency of the hotel industry. Lema (2009) stated that self-service technology (SSTs) has become a dynamic force in hospitality industry. Due to this, there is much improvement in the hospitality industry. The hospitality industry has known as the leisure industry. It consists of three organizations that provide services such as primarily accommodation, food and beverage and travelers for pleasure.

The aim of this study is to determine the relationship between SSTs towards guest satisfaction. Services traditionally delivered by service employee, such as reservation, check-in and checkout, are now available through the internet, mobile devices, standalone kiosks or other words of SSTs. Self-service technologies are technological interfaces that give customer a service independent of direct service employee involvement. This study is a basic approach to study in existing research is to study self-service technologies in general. This study is to