EXPLORING HOW HOTEL GUESTS CHOOSE SELF-SERVICE TECHNOLOGIES OVER SERVICE STAFF

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ABSTRACT

Recent years have seen increased attention being given to the self-service technologies (SSTs) applied in the hospitality industry. However, hospitality managers still hesitate to apply SSTs because human interaction is a valued experience in service encounters. The aim of this study is to explore how hotel guests choose SSTs over service staff. Data were gathered from a sample of hotel guests in Taiwan during a period of 6 months in 2016. The results indicated that desire for human interaction plays a significant role in the service process. Managers facing a SSTs deployment decision need to understand that some customers desire interaction with the service provider. In addition, desire for human interaction often is a critical reason for loyalty to a hospitality company.

Keywords: Self-service technologies (SSTs), Hospitality industry, Human interaction

REFERENCES