



E-PROCEEDING HOTWEC 6.0

THE GAME ON 2022:

THE FUTURE IS
BRIGHT

FHPK, UMK

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THE FUTURE IS BRIGHT**

**FACUTLY OF HOSPIATLITY, TOURISM AND WELLNESS,
UNIVERSITI MALAYSIA KELANTAN**

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Customer Perception Towards Artificial Intelligence in Malaysia Hospitality Industry

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ABSTRACT

This study examines the customer perception towards Artificial Intelligence in Malaysia Hospitality Industry. The study focuses on hotels, so that the Artificial Intelligent becomes integrated with CRM solutions, facilitating the hotels and the customers to gather information from a single source. Customers fail to understand the concept of automated procedures in other hospitality industry sectors, such as restaurants, due to a lack of exposure to highly automated systems. One of the most significant issues is that many hospitality consumers still do not realize artificial intelligence and how it can affect the industry's future. Adult customers are more open to using technology and expect technology to be involved in at least one aspect of each service provided in the last example. However, most customers expect hotel services to be provided by staff, lacking knowledge of how technology can function as a personal caregiver.

Keyword: Artificial Intelligence, Hospitality Industry, Technology, Customers

INTRODUCTION

Artificial Intelligence (AI) is a technology that augments human intelligence via computer science and machine learning. Early AI researchers and academics focused on how to programme human experiences to solve problems. Recently, empirical data obtained from big data was used to develop a collection of algorithms capable of coping with more complex and service-oriented difficulties on their own. These techniques are becoming more widespread in the real-world commercial context as the amount of data that can be learned expands and the technology that can manage it improves. Many areas, such as banking, logistics, and education, have only recently begun aggressively employing AI for service.

Artificial Intelligence in the hospitality industry has the potential to change everything from tourist trip design to discovery, selection, reservation, and tourism experience. Typical services include chatbots, robots, travel aides, product suggestions, prediction algorithms and service personalization. Besides hotels, restaurants, events, and travel agencies are embracing and integrating technologies such as service automation and robotics, beginning with kiosks.

In the hotel sector, Artificial Intelligence is employed for revenue management, guest experience, and the automation of daily operations. To apply AI in hotels, management must assess where their investment will have the most considerable impact depending on available budget, guest feedback, and future expansion goals, as new technologies enter the market virtually every day.

Because of its ability to execute traditionally human functions at any time of day, Artificial Intelligence is becoming increasingly important in hotel management. This can save hotel owners a lot of money while also reducing human error and providing better service. Customer service, in particular, is an essential component of the travel industry, with hotels routinely thriving and dying based on how well they treat their customers. The possibilities for improving this aspect using Artificial Intelligence are practically unlimited, ranging from enhanced personalisation to personalised recommendations. One of the most demanding customer service challenges for hotels is responding to client concerns quickly and Artificial Intelligence now presents an additional alternative for tackling this issue. Furthermore, it may

help with tasks such as data processing and, by gathering data, can effectively "learn" and adapt to customer interactions. There are research objectives of this research:

1. To measure the customer perception towards artificial intelligence in the Malaysian hospitality industry.

2. To identify the factors influencing customer perception towards artificial intelligence in the Malaysian hospitality industry.

- i. To identify the relationship between ease of use and customer perception towards artificial intelligence in the Malaysian hospitality industry.

- ii. To identify the relationship between usefulness and customer perception of artificial intelligence in the Malaysian hospitality industry.

- iii. To identify the relationship between innovativeness and customer perception towards artificial intelligence in the Malaysian hospitality industry.

- iv. To identify the relationship between readiness to change and customer perception towards artificial intelligence in the Malaysian hospitality industry.

Significance of the Study

In-person customer service

The development of Artificial Intelligence (AI) to give personalized service is an example of Artificial Intelligence (AI) technology in the hotel business. Researchers already see the creation of robots with artificial intelligence, and the technology's potential for advancement is vast and complex. It is capable of dealing with the most common client problems. The finest example is Hilton's adoption of an AI robot named 'Connie.' Customers who engage with either robotic can get services for tourists from it. Its ability to learn from human speech and adapt to people is particularly astounding. In the end, the worse the clients who communicate with him, the better (Refvive, 2021).

Chatbots and messaging

Employees and consumers, as in the hotel industry, may leverage Artificial Intelligence (AI) technology for forward customer service, which might be the most apparent application. This technology has proven to be particularly useful for direct messaging and online chat services, which may be used to answer simple queries or requests. In social networks, such instance, artificial robots were developed to enable users to ask questions and receive replies virtually quickly, 24 hours a day, seven days a week. This is highly beneficial to the hotel since it allows for reaction times that are nearly difficult to achieve with human-to-human engagement (Refvive, 2021).

Online reputation management

The hotel sector thrives on its good name. They give information on how customers feel about the brand. Hotels may now use Classification Techniques or AI to assess online comments from varied clients across several social media platforms and other review sites. Positive feedback will improve the brand's image, while negative feedback will give a chance to better serve the client (Qualetics Team, 2020).

Hotel operator

Inside the hotel industry, hotel operators deploy service robots. Technology has disrupted practically all sectors worldwide as it becomes more sophisticated. The hotel business is one of the sectors where technological advancements have positively influenced how the industry runs and performs today. Countless hoteliers are increasingly relying on one specific tool in their establishments to improve personalization and exceed customer expectations; computer vision (artificially intelligent) is a term used to describe artificial intelligence (Alom et al., 2019). As a result, hotel executives must think about where and how robotization might be used to strike a balance between operational efficiency and consumer expectations. To gain benefits of the

robot revolution, moral management is needed (Stienmetz, 2020). The findings highlight the management and marketing tactics employed to provide cutting-edge automated services. They also give an up-to-date understanding of the many functions that robotic technology plays in hospitality service interactions.

Customer in hospitality industry

AI has influenced the hotel industry via the use of big data, in addition to increasing customer support using robots or personal robots. The information gathered from visitor spending is then used to analyze each guest's specific attributes and habits to customize more information to their preferences. Casino Entertainment's Total Rewards Loyalty Program not just reinforces customers' satisfaction, but also establishes itself as a great customer service of the ability to gather, transform such as the information into customer observational data, then use those findings achieve a customer satisfaction completely unique. Hotel owners should start controlling the equilibrium among both human and Artificial Intelligence (AI), especially hotels such as Alibaba's FlyZoo Hotel based on Artificial Intelligence robotics with machine learning based technologies (Zhou, 2019).

Besides, reducing human error is a human error that occurs as a result of making mistakes. However, if a computer is built efficiently, this would lessen the likelihood of making mistakes. Findings could be obtained through earlier data by applying Artificial Intelligence Technology and a particular set of algorithms (Pew Research Center, 2018). As a result, errors are lowered, and the possibility of reaching accuracy with a greater degree of precision is increased. For instance, they have decreased the complexity of human uncertainty for weather forecasting by implementing Artificial Intelligence Technology (AI). Second, digital assistance is that some sophisticated firms employ digital assistants to engage with people, reducing the need for human resources. Many websites utilise digital assistants to deliver consumers' services. For instance, suppose the company does have a customer service staff that is also responsible for answering client questions and concerns. Corporations may use AI to create Voice bots or Virtual assistants that could also assist customers with all of their questions (Schwab, 2016). Many firms have already begun to use it on their websites and mobile applications.

Future researcher

This research can be used as a resource for future scholars. This idea might be the second tool that leverages various sorts of techniques throughout the hospitality industry, and the strong need for robotics technology exists. Investigators must learn, investigate, and have a deeper understanding of organizational robotics which will improve in hotel industry (Pew Research Center, 2018). Future researchers can use this study to compare to other research to see whether there is a difference in visitor perception of robotics technology in the hotel business (Ivanov et al., 2019).

LITERATURE REVIEW

Definition

Artificial Intelligence (AI) is a technology that augments human intelligence via computer science and machine learning. Early AI researchers and academics focused on how to programme human experiences to solve problems. Artificial Intelligence in the hospitality industry has the potential to change everything from tourist trip design to discovery, selection, reservation, and tourism experience. In the hotel sector, Artificial Intelligence is employed for revenue management, guest experience, and the automation of daily operations. Typical services include chatbots, service robots, travel aides, product suggestions, prediction algorithms and service personalization. Apart from Besides hotels, restaurants, events, and travel agencies are embracing and integrating technologies such as service automation and robotics, beginning with kiosks. To apply AI in hotels, management must assess where their

investment will have the most significant impact depending on available budget, guest feedback, and future expansion goals, as new technologies enter the market virtually every day.

Customer Perception

Artificial Intelligence is one of the most brilliant ideas that has transformed a variety of sectors all over the world. The development of computer systems that can execute jobs and activities that need human intelligence (Russell & Norvig, 2016) is known as artificial intelligence (AI). In fact, existing smart technologies can be adapted to new technologies to simplify existing customers' lives. For example, knowledge-based or case-based reasoning can help robots create recommendation systems by providing technological support. The emergence of intelligent humanoid robots can bring new prospects to the industry. Furthermore, utilising new technology allows businesses to adapt to changing circumstances and increase their competitiveness (Kim, Jang (2016).

Humanoid intelligent robots that can replace human services can increase service quality by using technology to deal with enormous data that people cannot handle. Because the development of humanoid robots has reduced the need for managers, the exploration of appropriate technical tools has become a key problem. Furthermore, due to the global population's ageing, several countries and areas are experiencing a labour shortage.

Ease of Use

In a study conducted by Bowen and Morosan (2018), most robotics and AI tools have been created for business usage. However, various systems based on robotics and AI have been employed by customers to help them make better economic decisions and engage in a seamless hospitality experience examples are shopping assistants, chatbots, etc., over the last 10–15 years. Some have physical manifestations (robots), while others may be AI-enabled software programmes on their personal computer. Similar approaches are likely to emerge in the future, as consumers will have intelligent agents at their disposal who can make decisions for them. Apps, for example, can synchronise consumers' calendars, send reminders, make payments, and eventually learn guests' travel routines to better respond to the variety of sub-decisions that are inherent in hospitality; these sub-decisions are integral to newer, interactive approaches to services that are designed using service-dominant logic principles (Zhang et al., 2018).

Furthermore, users' own hardware and software will be integrated, resulting in an environment characterised by continuous human-machine interaction and learning. By 2030, a growing number of travel products will be reserved and purchased by machines representing both the traveller and the travel industry company, without human involvement. Machines and AI software representing the guest and the hospitality firm will cocreate the trip offering; both systems will comprehend their clients' demands.

Usefulness

Artificial intelligence is intelligent performance generated through robots' services to help facilitate human work management. Artificial Intelligence is also defined in various ways, however, it generally refers to machines and robotics. Its usefulness is to achieve goals, assist human tasks, and improve and enhance the operational efficiency of an organization. The usefulness of these robot services are of various types and brands of robots; among them is Chatbot which is powerful to help customers get more information, room service, order a taxi, and Chatbot is also used to help customers check in and check out. In addition, the Chatbot service is also used to carry customers' luggage to the room, is used to greet guests and can greet in multiple languages. It is also used in large restaurants to order and deliver food. The usefulness of this Chatbot service is quite popular in the hospitality industry.

Meanwhile, the Concierge robot can be used to help customers check-in and manage customer questions. The Concierge robot is also voice-activated with a calling card to make it easier for

customers to interact with it. Next, Savioko's Relay robots are used to perform the task of delivering food to the guest room. This Relay robot is equipped with cameras and sensors that can identify room numbers, move in crowded spaces and ride elevators without colliding with anything and anyone. The usefulness of these robotic services in the hospitality industry not only simplifies customer affairs but also eases hospitality workers' tasks.

Innovativeness

Innovativeness is defined as the aptitude and imagination to create new things, which speaks to the dual nature of the quality but only scratches the surface of its significance to corporate growth and sustainability. Among the hotel's innovations is the deployment of AI chatbots on social media channels, allowing clients to ask inquiries and receive near-instantaneous responses 24 hours a day, seven days a week. This is crucial to the hotel because it delivers a level of response time that is nearly hard to achieve through human-to-human connection.

Readiness to Change

The tourism and hospitality sector, by its very nature, is human-centred and service-oriented. As a result, it strives to guarantee that consumers have good opinions of the quality of services that firms supply in this industry, resulting in customer satisfaction and loyalty. Although they will be likely to replace people totally, robotic systems will become well-known in the hotel industry, and the employment of artificial intelligence applications in these fields may attract tourists. However, when this cutting-edge technology gets more widely used in practically every area in the future, some tourist and hospitality industry stakeholders may reject it. Although artificial intelligence and robotic technologies have both beneficial and bad consequences, they continue to clash with the quality of service in the hospitality industry.

The purpose or resolve of an internal stakeholder to make a committed change is referred to as readiness to change. A conviction in a group's collective power to affect change and that the consequences of such implementation are more successful is also referred to as readiness to change. The suggested definitions for artificial intelligence lead to the conclusion that this technology is a sub-discipline of computer engineering (Tussyadiah, 2020). Artificial intelligence is a branch of computer science investigating how robots can think for themselves. Artificial intelligence (AI) is a computer-based system that can solve problems, store information in memory, and interpret human language (Wang, 2004). It is also defined as a system's capacity to properly understand the external data, learn from it, and use what is learned to fulfil specific objectives and tasks through flexible adaptation (Kaplan & Haenlein, 2019). Artificially intelligent definitions are often separated into four categories: thinking humanly, reasoning, acting humanly, or behaving properly (Russell & Norvig, 2016). Natural language processing (for accessible communication), knowledge representation (to store what it knows or hears in memory), automated reasoning (to use the information stored to answer questions and obtain new results), machine learning (to adapt and predict new conditions), computer vision (to detect objects), and robotics (to move artefacts amongst itself) are six characteristics that computers must have had to act humane treatment (Russell & Norvig, 2016).

Research Hypothesis

In this study, there are four major hypotheses that will be tested:

1st Hypothesis

- H₀** There is a relationship between ease of use and customer perception towards artificial intelligence in Malaysia hospitality industry.
- H₁** There is no relationship between ease of use and customer perception towards artificial intelligence in Malaysia hospitality industry.

2nd Hypothesis

- H₀** There is a relationship between usefulness and customer perception towards artificial intelligence in Malaysia hospitality industry.
- H₂** There is no relationship between usefulness and customer perception towards artificial intelligence in Malaysia hospitality industry.

3rd Hypothesis

- H₀** There is a relationship between innovativeness and customer perception towards artificial intelligence in Malaysia hospitality industry
- H₃** There is no relationship between innovativeness and customer perception towards artificial intelligence in Malaysia hospitality industry.

4rd Hypothesis

H₀	There is a relationship between readiness to change and customer perception towards artificial intelligence in Malaysia hospitality industry.
H₄	There is no relationship between readiness to change and customer perception towards artificial intelligence in Malaysia hospitality industry.

Research Framework

The figure 1 below show the research framework use for this study

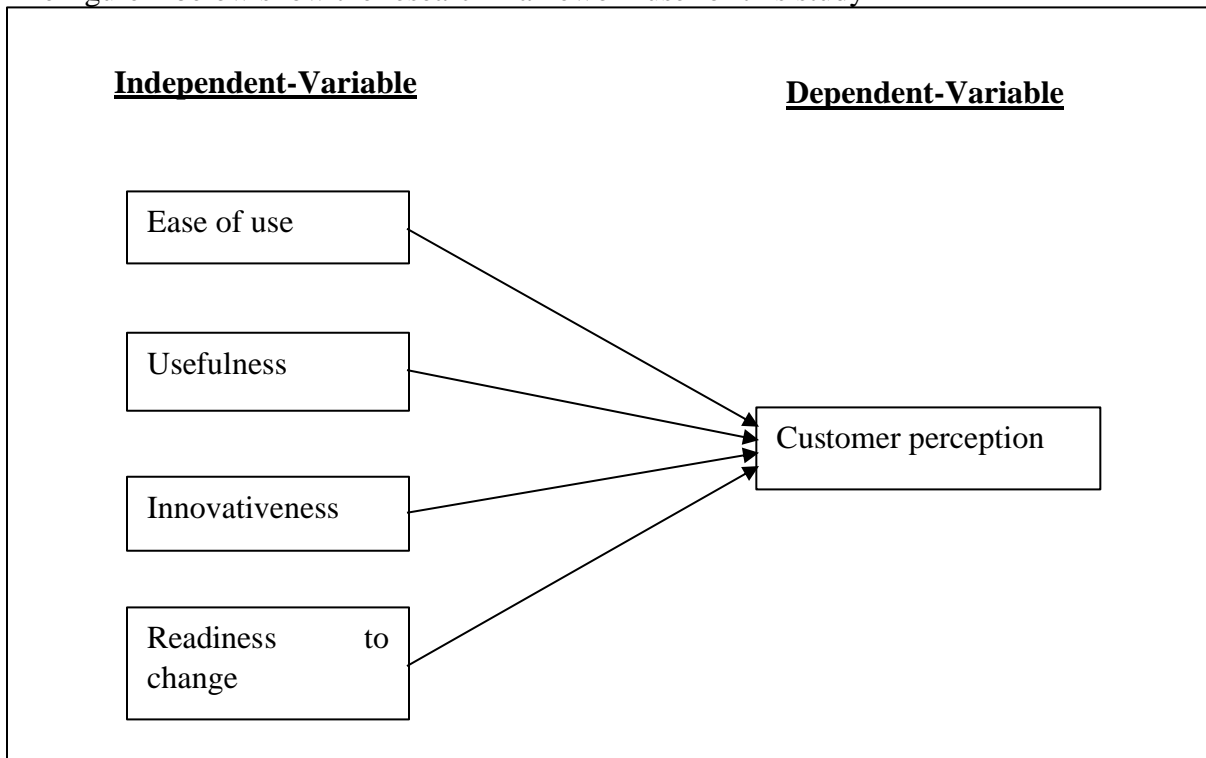


Figure 1: Research Framework

METHODOLOGY

Research Design

The researcher decided on the particular data collection and analysis methodology and procedures needed in this section. As a result, it must be described as a framework for this research since it answers the research topic. This study will be done by using the descriptive research method as the way to get all information. This study will have survey research to obtain the related data. The questionnaire will use as the main instrument to get the variables' information from the respondents. All the data obtained from the respondents will be used as the main information in this study. In this study, the researcher will use quantitative research

by using the descriptive research method as the way to get the data. To obtain the related data, this study will use survey research.

Quantitative approaches focus on objective measurements and statistics, mathematics, or numeric analysis of the data acquired through polls, questionnaires, and surveys, as well as modifying pre-existing statistical data using computing techniques. Quantitative research is concerned with collecting numerical data and generalising it across groups of individuals or explaining a phenomenon.

The benefits of quantitative research are typically applied to systematic data collection and interpretation of the findings of the studies. Because of the consistent data collecting technique and the significant descriptions of abstract ideas, the study may be repeated. Respondents in qualitative research are not asked questions with predetermined answers. Rather, it empowers people to just be individuals by allowing students to express their thoughts and opinions without any restrictions openly. As a result, the likelihood of getting genuine responses is considerable in this study, instead of answering who, what, and when inquiries, qualitative research is frequently intended to address how and 'why' questions. It is more keep to understand why persons behave in the way they do than to calculate their numbers.

Data Collection

Questionnaires will be distributed to respondents online. This questionnaire will be created using google Forms, and the google form link will be distributed using social media such as WhatsApp, Facebook and so on to all respondents. This questionnaire also will be distributed to respondents aged 18 years and above. That way, it can avoid prevent the respondent from answering all the questions in a hurry. This is because the respondent can take the suitable time before answering all the questions provided. Therefore, the data collection can be done easily and quickly.

Pilot study

The pilot study will be intended to evaluate the feasibility of the proposed significant study. The researcher will use members of the public aged 18 and above as respondents. Therefore, the pilot study will help to confirm full-scale implementation. This pilot study will also be very effective in the feasibility and validity of the computational tool. Researchers also used Cronbach's alpha to determine the accuracy of the questionnaire.

Sampling

The sampling method is the procedure of selecting a good base amount from a population. There are two sampling processes which are probability sampling and non-probability sampling. In this study, the researcher chose non-probability sampling; this is because the sample selection was based on the researcher's subjectivity and not from a random sample. This non-probability sampling method involves the selection of a sample from an identified population based on predefined criteria. There are four types of non-probability sampling: convenience sampling, voluntary response sampling, purposive sampling and snowball sampling.

In this study, the researcher will use the convenience sampling method to facilitate data collection. This convenience sampling is based on element availability and ease of obtaining it. The advantages of using this convenience sampling is that this method is quick and easy. The researcher is also independent in determining samples and producing accurate data.

Data Analysis

Data analysis is defined as the process of organizing, summarizing, representing, assessing, and interpreting data using statistical methods to summarise the gathered information is known as data analysis. First and foremost, when conducting the analysis, it is vital to clearly understand the research's aim. It is a review of data or information obtained from respondents to create relevant records. The information can be used in studies, surveys, and other applications. The researcher will employ the quantitative method. The most frequent way to analyse quantitative

data is descriptive analysis, emphasising demographic and financial facts. In addition, inferential analysis is focused on examining and comparing the relationship between the independent and dependent variables in this study.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	73	28.5%
Female	183	71.5%
Age		
18-30 Years Old	188	73.4%
31-40 Years Old	26	10.2%
41-50 Years Old	24	9.4%
51 Years Old and Above	18	7%
Race		
Malay	220	85.9%
Chinese	15	5.9%
India	13	5.1%
Other: Asli	8	3.1%
Education Level		
STPM	51	19.9%
Diploma	42	16.4%
Bachelor Degree	156	60.9%
Master or PHD	7	2.7%
Income Level		
RM1,000-2,000	169	66%
RM2,001-RM3,000	37	14.5%
RM3,001-RM4,000	23	9%
RM4,001-RM5,000	15	5.9%
RM5,001 and Above	12	4.7%

Table 1 shows the result of frequency analysis which consists of gender, age, race, education level and income level.

Result of Descriptive Analysis

Table 2: Descriptive Analysis

Variable	Item	Mean Score	Standard Deviation
Ease Of Use	Enterprises that plan and implement the effective use of robotics and AI in their service delivery systems will have a competitive advantage.	4.2578	0.63550

	Robots can learn natural employee privileges, which results in changes in work efficiency during the workday.	4.1445	0.81566
	The capabilities and use of information in a well -managed customer relationship management system is so vast that AI is applied to software applications.	4.1758	0.70597
	Robots that respond to voice commands but can read the user's face to measure a wide range of emotional responses are likely to be seen.	4.0625	0.81409
	It is important for hospitality organizations to understand their customers and the way they will or will not interact with robots as they head toward robotics.	4.1211	0.71742
Usefulness	Robot services can help the consumer such as introducing the hotel or restaurants.	4.4297	0.65300
	The usefulness of robot in the hospitality industry helps customers get more information related to hotels or restaurants.	4.3711	0.70779
	Robot services in the hospitality industry can help ease the task of hotel and restaurant employees	4.3906	0.69434
	The usefulness of robot services helps	4.4102	0.69715

	hotels or restaurants become more productive.		
	The usefulness of robot services in the hospitality industry can provide satisfaction to customers.	4.3750	0.66273
Innovativeness	This Artificial Intelligence (AI) technology can do personalization and profiling to understand a person as a unique individual.	4.1719	0.72609
	Prediction systems is designed to predict stock and currency exchange prices and manage inventory.	4.0898	0.80424
	A conversation system is designed to understand human speech and reply in natural language.	4.1172	0.75792
	Pattern recognition systems tries to find consistent patterns, and then understand what is normal, and what is not.	3.9961	0.75406
	Object identification systems use machine learning to recognize things in the world.	4.1602	0.70969
Readiness To Change	Artificial intelligence (AI) can change old systems based on computer technology in the hotel and restaurant industry.	4.3516	0.60183
	Customer perception of the readiness to change on AI robots can lead to high innovation.	4.3555	0.64672
	Artificial Intelligence (AI)	4.3594	0.64150

	robots could transform the hospitality and restaurant industry in the future.		
	The use of AI robots could transform cutting-edge technology into the hospitality industry.	4.3828	0.65823
	Human acceptance of AI robots can change the existing readiness in the hospitality industry.	4.3750	05.65679
Customer Perception Towards Artificial Intelligence in Malaysian Hospitality Industry	I believe intelligent humanoid robots have been used in the hospitality industry to provide employees with a human-like experience	4.1875	0.79459
	I think that the intelligent robots to the hospitality business able to better attract clients while lowering the cost-of-service employees.	4.1836	0.72591
	I feel that the introduction of new technologies can attract a huge number of potential clients and assist the service business to open up new markets.	4.2383	0.70423
	I prefer to use artificial intelligence to replace human labour and create a unique customer experience which will increase the demand for the use of robots.	4.1641	0.77992
	The robots should be designed to maintain a certain distance	4.3125	0.68313

	from humans and that the capacity for robots to actively identify and attract clients should be considered.		
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Table 2 shows the result of descriptive analysis, which consists of the independent variable of ease of use, usefulness, innovativeness, and readiness to change. The dependent variable is customer perception towards artificial intelligence in Malaysian hospitality industry.

Result of Reliability Analysis

Table 3: Reliability Analysis

Item description	N	No. of items	Reliability Cronbach's Alpha
Ease of use	256	5	0.854
Usefulness	256	5	0.883
Innovativeness	256	5	0.856
Readiness to change	256	5	0.905
Customer perception	256	5	0.845

Table 3 shows the result of reliability analysis, which consists of the independent variable of ease of use, usefulness, innovativeness, and readiness to change. The dependent variable is customer perception towards artificial intelligence in Malaysian hospitality industry. And as long as the alpha value in our questionnaire is between 0.845 and 0.905, it can be used for the analysis.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

		iv1	IV2	IV3	IV4	DV
iv1	Pearson Correlation	1	.649**	.786**	.696**	.710**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	256	256	256	256	256
IV2	Pearson Correlation	.649**	1	.648**	.762**	.582**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	256	256	256	256	256
IV3	Pearson Correlation	.786**	.648**	1	.697**	.720**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	256	256	256	256	256
IV4	Pearson Correlation	.696**	.762**	.697**	1	.679**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	256	256	256	256	256
DV	Pearson Correlation	.710**	.582**	.720**	.679**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	256	256	256	256	256

Table 4 shows that Pearson's correlation analysis was used in testing the relationship between hypotheses on a significant relationship such as ease of use, usefulness, innovativeness, and readiness to change with customer perception's relationship. The result shown all hypotheses stated were accepted at a 0.01 significant level.

DISCUSSION AND RECOMMENDATIONS

These recommendations are highlighted to improve future studies and can also help researchers make future studies more thorough. The recommendations also help researchers increase the number of respondents and facilitate data collection. The first recommendation is a method for data collection. Researchers need to use quantitative methods to collect data for the study. The second recommendation is related to the use of language in the questionnaire that will be distributed to the respondents. Researchers should use language that is easy to understand by all respondents selected to answer the survey, which consists of various races in Malaysia. The following recommendation is related to the search for respondents to answer the survey. Researchers need to find respondents who have knowledge and experience about the study conducted by the researcher. Finally, researchers need to extend the research period to obtain data the most accurate. This can also allow respondents to answer without haste and according to the appropriate time. Therefore, the researchers also can use the method of distributing questionnaires online by using google forms. This can give the respondent time to answer carefully and understandingly.

CONCLUSION

In this chapter, the research methodology is discussed in depth. This chapter begins with a detailed introduction to the analysis, followed by the study design and population from which data are obtained and the method used to collect samples. The researcher designed the basic method and procedure for collecting and analysing the necessary data. And in this research, customer perceptions of artificial intelligence in the hospitality industry were tested. According to the result, all independent variables such as ease of use, usefulness, innovativeness, and readiness to change caused influences on the dependent variable, customer satisfaction. This research also suggested the adoption of other independent variables, using local people as the respondents and the same quantitative method for data collection in future research.

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