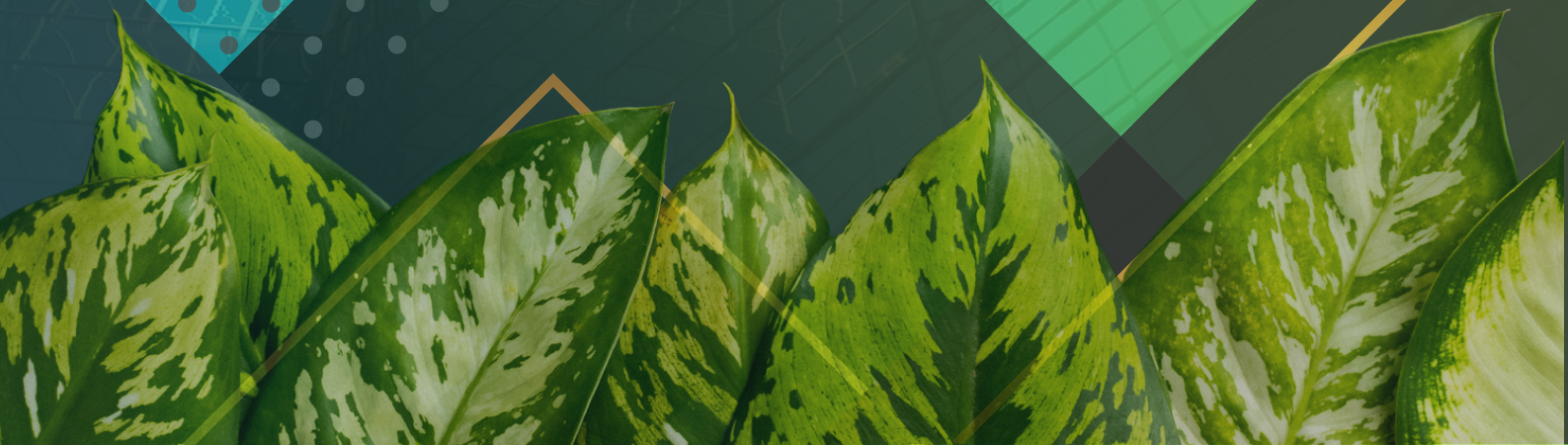




# E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING  
TOURISM,  
HOSPITALITY AND WELLNESS INDUSTRY  
FOR A BRIGHTER TOMORROW**



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# PREFACE

In the dynamic landscape of today's global economy, the fields of tourism, hospitality, and wellness are experiencing unprecedented growth and evolution. This compendium represents a convergence of innovation and academic rigor, providing a platform for students to showcase their scholarly contributions. E-proceedings encapsulate a collection of research projects, and insights that underscore the diverse dimensions of tourism, hospitality, and wellness. It is a testament to the curiosity, dedication, and intellectual prowess of our undergraduate scholars. In the pages that follow, readers will find a rich tapestry of research articles that reflect the tourism, hospitality, and wellness disciplines.

Students, lecturers, and industry partners collaborative efforts signify a commitment to advancing knowledge and fostering a community of learners who are well-equipped to navigate the complexities of the modern tourism, hospitality, and wellness sectors. May this collection inspire further exploration, dialogue, and innovation among the next generation of leaders in these dynamic fields.

Therefore, this book summarizes the selected papers of student conference focused on the current issues in tourism, hospitality and wellness field. Presented papers deal with investigation of issues and challenges of tourism, hospitality and wellness to make the industries more sustainable and adapt with the changes in the environment. Presented paper bring a wide database of issues and challenges in the field which could be used in the future researcher and industries players in the future.

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Muhamad Nasyat Muhamad Nasir, PhD

Nurul Aziah Binti Ahmad

Mohd Firdaus Bin Mohd Nasir

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It is our pleasure to present this volume consisting of selected papers based on presentations from the Hospitality, Tourism and Wellness Colloquium 7.0, held on May 28 and 29, 2023 at the Universiti Malaysia Kelantan. The main colloquium objective is to explore, within the generative framework, different acquisition contexts, across a variety and between different components of the Hospitality, Tourism and Wellness fields. The colloquium was organized and supported by the Faculty of Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia Kelantan (UMK). We would also like to extend our gratitude to the excellent work of our colloquium organizing committee which comprised of the following:

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We would also like to acknowledge the excellent work of our conference reviewers of the original abstracts and the papers submitted for consideration in this volume for having so generously shared their time and expertise. Along with these individuals, we wish to thank our local colleagues and students who contributed greatly to the organization and success of the colloquium.

# Customer Satisfaction and Willingness to Use Self-Service Kiosk In Genting Highlands Hotel

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## ABSTRACT

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*“The hospitality industry now includes self-service kiosk (SSK) technology. This study attempted to examine how self-service kiosks: ease of use, speed of delivery, and monetary promotion influence customer satisfaction in Genting Highlands hotel. The study also examined the link between customer satisfaction and future self-service kiosk usage intentions. The study's aims to investigate how ease of use, delivery speed, and monetary promotion affect customer satisfaction with SSK. The data was analyzed using descriptive statistics and Pearson correlation analysis. Respondents were given 384 questionnaires. In the study's findings, there was no significant relationship between monetary promotion and customer satisfaction, showing that ease of use and delivery speed influenced customer satisfaction positively. The likelihood of using self-service kiosks in the future was positively connected to customer satisfaction. The study validates the elements required for effective SSK customer satisfaction at the Genting Highlands hotel. It provides significant details on the variables that impact satisfaction.”*

**Keywords:** Hotel Industry, Customer Satisfaction, Ease of Use, Speed of Delivery, Monetary Promotion.

## 1.0 INTRODUCTION

The fastest-growing sector of the global economy is technology in the hotel sector. In Malaysia, it is quickly expanding (Euromonitor International, 2019). Self-service technology (SST) adoption is an unfamiliar experience for its users. The Department of Statistics Malaysia (2019) reports that the number of accommodation facilities increased with a total annual growth rate of 6.7% from RM13.9 billion in 2015 to RM15.8 billion in 2017. Given that it has accelerated change and has business implications in numerous industries, technology is one of the most important forces in the world today (Michelle Evans, 2019). Work is now simpler, more adaptable, and more satisfying for employees thanks to technology (Casado, 2014).

Self-check-in and self-check-out kiosks are uncommon at hotels in Malaysia. The three-star First World Hotel and Plaza, Genting Highland, is one of the incredibly few hotels that uses these kiosks. The goal of this study is to understand how satisfied and eager customers are to use self-service kiosks in Genting Highlands. The study's findings are extremely important given Malaysia's rapid growth in the use of self-service kiosks. This study, however, focuses

on how likely it is for customers to use self-service kiosks in a select number of Genting Highlands locations.

### **Significance of the Study**

According to the study's title, "Customer Satisfaction Towards Self-Service Kiosks in Genting Highlands Hotel," the researcher has examined how changes in the independent variables, which are the factors that determine ease of use, speed of delivery, and monetary promotion of self-service kiosk in Genting Highlands hotel, affect the dependent variable, which is customer satisfaction.

In the present study, the researchers were able to gain a deeper understanding of how the self-service kiosk at the Genting Highlands hotel's ease of use, speed of delivery, and monetary promotion affected customer satisfaction. Additionally, this study gave researchers the opportunity to pinpoint significant, previously studied components that have an impact on the customer satisfaction process. Future researchers might benefit by referring to the study's topic.

The research paper is important to the hotel industry since it gave the sector information on how customers felt about using self-service kiosks at the Genting Highlands hotel. As a result, it will offer a reliable foundation of knowledge that will make evident the relevance of offering great services and their impact on customer satisfaction. Hotels become increasingly prevalent in the market as a result of this factor. The hotel industry gets competitive advantages through better decision-making, which benefits in terms of generating more profit.

Future customers may profit from the research topic because it offered advice on how to thoroughly understand consumer satisfaction when using self-service kiosks at the Genting Highlands hotel. The research that has given prospective customers important data demonstrates the real customer satisfaction of using self-service kiosks at the Genting Highlands hotel.

## **2. LITERATURE REVIEW**

### **2.1 Ease of Use**

According to Yen HR (2005), ease of use relates to both the effort needed to use innovation and the complexity of the method used to provide services. This would apply to both hotel workers and visitors utilizing the software while giving or receiving services inside the property. According to Bilgihan et al. (2016), systems that are simple to use and don't place customers under time constraints will result in a better cognitive experience. In light of this, it is essential for hospitality service providers, especially those working in the hotel sector, to evaluate and consider the value of incorporating SST into their everyday business practises. The ease of use of a system is a sign that a company values, cares for, and comprehends its customers. (Egger and others, 2001) While simplicity of use may improve service delivery for service providers and increase extrinsic advantages for customers, it prevents consumers from interacting with service providers, which may disappoint their desire to do so (Ko, 2017). In contrast, Kim and Qu (2014) assert that perceived use has no impact on consumer satisfaction with SST.

## **2.2 Speed of Delivery**

Speed delivery is a value-added service that refers to the time between an item's replacement and real delivery to the customer's location (Myriam Ertz, 2021). Today's consumers are incredibly demanding when it comes to how quickly services are provided, and they usually underestimate how long it will take. When customers want to make bookings, the responsiveness of the kiosks for delivery is the first impression of hotel service, which today frequently begins online before the guest stay (Mok et al., 2013). Customers are satisfied when service delivery meets or surpasses expectations, according to the service quality hypothesis. However, dissatisfaction happens when the opposite is true and the customer's expectations are higher than what is provided. As a result, they acknowledged SSTs as a practical tool that allows them to save time while producing the least amount of waste. Increased service delivery speed, flexibility, and control are acknowledged as major factors in customers' decisions to use SSTs (Hilton et al. 2013).

## **2.3 Monetary Promotion**

Monetary promotion is a sort of sales promotion that directly influences the price of the product that the buyer pays. According to this study, since self-ordering kiosks and apps are both made available for free, people view them as extra advantages in addition to the benefits of utilizing them. Consumers' usage intentions are greatly influenced by the self-ordering kiosk's free-to-download feature. For instance, by merely emphasizing specific discounts, keyless systems, and rewards, hotels can raise awareness of the self-ordering kiosks used in administration. With these efforts, it will benefit the active promotions for customers, giving them the opportunity to fully utilize the available app. We propose that service excellence can account for the beneficial impact of promotions that are in line with consumers' spending and financial objectives on customer satisfaction (Ratneshwar et al., 2001).

## **2.4 Customer Satisfaction**

According to the hospitality perspective, customer satisfaction as measured by the service may have an impact on their future loyalty to the service provider (RA Rather, 2021). The biggest predictor of a hotel's future profits is how happy its customers are. Khan, S., and N. N. Abdullah (2019). However, in a purchase transaction, consumer contentment in exchange for a specific price is referred to as satisfaction. Additionally, it is essential to measure customer satisfaction in order to establish the discrepancy between expected and actual performance. This is also known as a consumer's judgement of how satisfied they are with the level of consumption-related fulfilment offered by the good or service. In light of what the customer has purchased, consumed, and compared, contentment is defined as a "pleasant reaction" of the consumer (Hamid. R, et al. 2022).

## 2.5 Research Hypotheses

The hypothesis tested are:

H1: There is a significant relationship between ease of use and customer satisfaction towards the hotel industry in Genting Highlands.

H2: There is a significant relationship between speed of delivery and customer satisfaction towards the hotel industry in Genting Highlands.

H3: There is a significant relationship between monetary promotion and customer satisfaction towards the hotel industry in Genting Highlands.

## 2.6 Research Framework

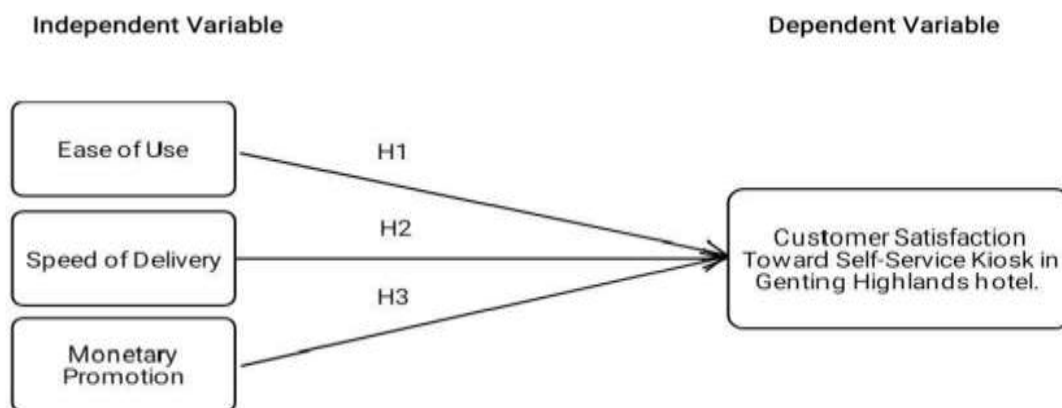


Figure 1: Conceptual Framework

Source: Framework adopted from Chanmi Hong and Lisa Slevitch (2018)

Figure 1 was used by the researcher to establish the relationship between independent variables and dependent variables. Easy of use, quickness of delivery, and financial promotion are the independent variables. Customer satisfaction with the hotel's self-service kiosks in Genting Highlands is the dependent variable. The framework demonstrates that consumer satisfaction with self-service kiosks at Genting Highlands hotel depends on a number of important aspects, including ease of use, delivery timeliness, and financial incentives.



### **3. METHODOLOGY**

#### **Research Design**

The customer who uses the self-service kiosks in the hotels in Genting Highlands will be the focus of the analysis. Rahi (2017) claims that while using survey questionnaires for research, a quantitative method is employed for data collecting, pre-defined instruments, and sample population searching. In order to conduct this study, self-service kiosk users at hotels in Genting Highlands were selected. Descriptive research is used to gather data through questionnaires completed by respondents and then used to characterize the data.

A study design's goal is to provide an explanation of the data collected to help researchers provide a clear response to the original inquiry (Da De Vaus, 2001). Descriptive research can also provide answers to the what, when, who, where, and how of an issue because it typically involves a wider population.

#### **Data Collection**

The researcher employed a questionnaire and secondary data to gather data for this study. Sections A, B, and C make up the three sections that make up the questionnaire. surveys All were given out to guests who had used the self-service kiosks at hotels in Genting Highlands. The questionnaire given to the respondents is multilingual and contains questions in both Malay and English. Before distributing the questionnaire, the researcher first got the target respondent's permission to go around Genting Highlands and gather data. Respondents who work in Genting Highlands hotels with guests who frequently use self-service kiosks received surveys. After the respondent has completed the entire questionnaire, data is gathered. To ensure the accuracy of the data acquired, researchers personally collected the surveys from the respondents.

#### **Sampling**

Purposive sampling was utilised in this study as a sample strategy to gather informational data. This purposive sample is one whose characteristics are predetermined for a particular research objective. C. Andrade (2021). Purposive sampling is used to examine consumer satisfaction with the self-service kiosks in the hotel in Genting Highlands as a reflection of the population. Each region has its own autonomous study locations. Customers who have checked into Genting Highland hotels solely are the research's target group. According to Krejcie and Morgan (1970), the sample size was 384 people, and the population was 1,678,700 people with experience checking into Genting Highlands Hotel.

#### **Data Analysis**

In order to analyses the data gathered for this study, the Statistical Package for Social Science (SPSS), version 26 was used. A programme called SPSS uses statistical statistics and correlation to explain the relationship between independent and dependent variables. The data collected from guests who responded and checked into the Genting Highlands hotel can be transformed into useful information using SPSS.

#### 4. FINDINGS

**Table 1: Demographic Analysis**

Item	Frequency (n)	Percentage (%)
<b>Gender</b>		
<i>Female</i>	229	59.6
<i>Male</i>	155	40.4
<b>Age Group</b>		
<i>18-25 years old</i>	161	41.9
<i>26-35 years old</i>	86	22.4
<i>36-45 years old</i>	98	25.5
<i>46-55 years old</i>	34	8.9
<i>56-65 years old</i>	5	1.3
<b>Level of education</b>		
<i>SPM</i>	41	10.7
<i>STPM/STAM/Diploma</i>	61	15.9
<i>Degree</i>	181	47.1
<i>Master/PhD</i>	49	12.8
<i>Others/Lain-lain</i>	52	13.5
<b>Household Income (per month)</b>		
<i>RM0</i>	111	28.9
<i>&lt; RM1000</i>	57	14.8
<i>RM1500-RM2500</i>	133	34.6
<i>RM3000-RM4500</i>	56	14.6
<i>&gt;RM50000</i>	27	7.0
<b>Race</b>		
<i>Malay</i>	168	43.8
<i>Chinese</i>	71	18.5
<i>Indian</i>	77	20.1
<i>Others</i>	68	17.7
<b>Do You Have Experienced Using An SSK in Genting Highlands Hotel</b>		
<i>Yes</i>	228	59.4
<i>No</i>	156	40.6
<b>Hotel Type</b>		
<i>Luxury</i>	38	9.9
<i>Mid-price</i>	83	21.6
<i>Budget</i>	76	19.8
<i>Not Applicable</i>	31	8.1
<b>Total</b>	<b>384</b>	<b>100</b>

The female gender is the highest than male with 59.6% of those surveyed. The majority are aged between 18-25 years old (41.49%). 47.1% had a bachelor's degree as their minimum qualification and 34.6% has a household income for RM1500-RM2500. Next, 43.8% is Malay. 59.4% of respondents who answered yes for customer have an experienced using Self-Service Kiosks in Genting Highlands hotel. The last one is hotel type is mid-price which is 21.6%

**Table 2: Descriptive Analysis**

Variable	Items	Mean	Standard Deviation
Ease of Use	Using a self-service kiosk for check-in was complicated	2.69	1.112
	Using a self-service kiosk for check-in was confusing	2.77	0.963
	Using a self-service kiosk for check-in took a lot of effort	3.82	1.139
	Using a self-service kiosks for check-in required little work	4.00	1.074
Speed of delivery	Using a self-service kiosk for check-in allowed me to save time during check-in/out	4.76	1.049
	Using a self-service kiosk for check-in made my check-in/out takes a lot of time to check-in or check-out in the room hotel	3.46	1.500
Monetary Promotion	Self-service kiosk's monetary promotion were attractive	4.19	0.992
	Self-service kiosk's monetary promotion like coupons or promotional deals caused me to use an self-service kiosks	3.94	0.856
Customer Satisfaction	My choice to use a particular self-service kiosk for check-in/out was a wise one	4.72	0.988
	I was happy with the usage of the self-service in that particular instance	4.58	0.901
	Overall, I was satisfied with using the hotel self-service kiosk	4.68	0.939

### Reliability Analysis

The results of the reliability analysis for the study variables were shown in the table. The data indicates that Customer Satisfaction towards self-service kiosks in Genting Highlands hotel is 0.816 (Dependent Variable), Speed of Delivery is 0.397, Monetary Promotion is 0.764, and Ease of Use is 0.627. Additionally, all of the Independent Variable items—Ease of Use, Speed of Delivery, and Monetary Promotion—were acceptable; however, only Speed of Delivery is unacceptable because the results for H1 and H2 were over 0.6 while H3 did not yield a score. Customer satisfaction with the hotel's self-service kiosks, the dependent variable, has a value of 0.816, indicating that the variables used were adequate and accurate in assessing this variable. In summary, Cronbach's Alpha reliability coefficients for the study's independent variables were satisfactory and correlated with one another; the only variable that wasn't correlated with another was delivery speed.

**Table 3: Cronbach's Alpha**

No of items	Study variable	Cronbach's Alpha	Remarks (acceptable/not acceptable)
4	Ease of Use	0.627	Acceptable
2	Speed of Delivery	0.397	Not Acceptable
2	Monetary Promotion	0.764	Acceptable
3	Customer Satisfaction	0.816	Acceptable

Pearson's Correlation

**Table 4: Correlations between Ease of Use and Customer Satisfaction towards self-service kiosks in Genting Highlands hotel**

Correlations			
		Ease Of Use	Customer Satisfaction
Ease Of Use	Pearson Correlation	1	.009
	Sig. (2-tailed)		.896
	N	228	228
Customer Satisfaction	Pearson Correlation	.009	1
	Sig. (2-tailed)	.896	
	N	228	228

Based on finding, Table 4 show that positive value of correlation coefficient is .009 which is indicates that the relationship between ease of use and customer satisfaction is positively negligible.

H1: There is significant relationship between ease of use and customer satisfaction towards self-service kiosks in Genting Highlands hotel.

**Table 5: Correlations between Speed of Delivery and Customer Satisfaction towards self-service kiosks in Genting Highlands hotel**

Correlations			
		Speed of Delivery	Customer Satisfaction
Speed of delivery	Pearson Correlation	1	.354**
	Sig. (2-tailed)		.000
	N	228	228
Customer Satisfaction	Pearson Correlation	.354**	1
	Sig. (2-tailed)	.000	
	N	228	228

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Based on the finding on Table 5, it shows that positive value of correlation coefficient is .354\*\* which indicates that the relationship between speed of delivery and customer satisfaction is positively weak. Therefore, speed of delivery has a weak relationship in determining customer satisfaction towards self-service kiosks in Genting Highlands hotel. H2: There is significant relationship between speed of delivery and customer satisfaction towards self-service kiosks in Genting Highlands hotel.

**Table 6: Correlations between Speed of Delivery and Customer Satisfaction towards self-service kiosks in Genting Highlands hotel**

Correlations			
		Monetary Promotion	Customer Satisfaction
Monetary Promotion	Pearson Correlation	1	.348**
	Sig. (2-tailed)		.000
	N	228	228
Customer Satisfaction	Pearson Correlation	.348**	1
	Sig. (2-tailed)	.000	
	N	228	228
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the finding on Table 5, it shows that positive value of correlation coefficient is .348\*\* which indicates that the relationship between monetary promotion and customer satisfaction is positively weak. Therefore, monetary promotion has a weak relationship in determining customer satisfaction towards self-service kiosks in Genting Highlands hotel. H3: There is significant relationship between monetary promotion and customer satisfaction towards self-service kiosks in Genting Highlands hotel.

## **5. DISCUSSION & RECOMMENDATION**

As a result, the study's conclusions may not necessarily represent the entire population, particularly Malaysian hotel customers. To successfully achieve the research objectives, a 6-point Likert scale was used in this study. The data discovered for monetary promotion and customer satisfaction signal positive significant results since the level of reliability from Cronbach's Alpha exceeds the amount than 0.7, which implies that monetary promotion was the most prominent element in this study. In contrast, the reliability test for ease of use and speed of delivery was unable to obtain a positive result, it was significantly lower than 0.7. As a result, ease of use and speed of delivery are not the variables with the greatest impact in customer satisfaction.

### **Implication of The Study**

First and foremost, this research study provided all the essential information that a new researcher or new businessperson interested in this topic could possibly need, particularly regarding how the ease of use, speed of delivery, and ease of use affect customers' satisfaction with self-service kiosks in the Genting Highlands hotel. With the use of this information, the researcher will look into the variables influencing patron satisfaction with self-service kiosk check-in and check-out at local hotel Genting Highlands. The new researcher was also able to pinpoint significant, little-studied characteristics that may influence whether or not hotel guests use self-service kiosks for check-in and check-out.

Second, this study is advantageous to the hotel sector since it sheds light on the factors that influence customer satisfaction towards the self-service kiosks in Genting Highlands hotel. Hotel operators can determine if customers plan to better use self-service kiosks in hotels by adjusting to their expectations for the factors of ease of use, speed of delivery and monetary promotion. In order to properly satisfy the customer's desire, hotel industry managers should do in-depth research into customer satisfaction for returning, especially for those who do so frequently. Thus, a kiosk can make a major impact in how the hotelier handles their customers and how their customers use services. It provides the hotelier with a reasonable opportunity to enhance hotel revenue through upsells and elevate their guest experience in the hotel industry.

Thirdly, future customers who plan to use self-service kiosks check-in and checkout at hotels in Genting Highlands will benefit from the examination of these findings. This study could help broaden our understanding and tell potential customers about the variables that lead to a desire to use the technology right now. By outlining the factors that should be taken into account when customers decide to choose the kiosks technology to check-in and checkout services at a hotel, this study helps readers understand which factors led the kiosks technology to integrate it into service producers especially in the hotel industry.

### **Recommendation**

This study employs a purposive sample and quantitative technique, which allows the researcher to find and maximize the number of respondents who respond determined by the questionnaire they accomplish. To accurately assess each acquired data set, the reviewer will consistently keep up and track rightfully on every occasion.

In this study, the researchers focused only on three variables that can affect Genting Highlands Hotel guests' satisfaction with self-service kiosks. However, there may be additional important factors that influence how a researcher determines if customers are satisfied with the self-service kiosks in the Genting Highlands hotel. Therefore, it is advised that future researchers conduct more research into additional factors including time management, machine facility, and machine speed while employing with the aim of enhancing the study's findings, which truly affect customer happiness.

Furthermore, further research should take consideration of the survey respondents' experiences, as customers in Malaysia may have varied experiences when utilising self-service kiosk machines due to different demographic characteristics. It can assist future researchers understand the pattern of occurrence of customer satisfaction with self-service kiosks at Genting Highlands hotel.

## **6. CONCLUSION**

This chapter's conclusion looked at the key findings of the customer satisfaction survey conducted at the Genting Highlands Hotel. The examination of 385 complete questionnaires revealed that the study's goals were met, its questions were answered, and its hypotheses were confirmed as reasonable. Overall, there is a strong favorable relationship between financial advertising and client satisfaction. However, because it falls short of 0.7, the association between ease of use and delivery speed is weak, demonstrating that Genting Highlands Hotel's financial promotion plays a significant role in the significance of customer satisfaction.

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