

Impact of Technological Developments on Improving Customer Satisfaction at 5 Star Hotels – A Survey in Bangalore City

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Abstract: Every industry is undergoing a technology-driven transformation, and the hospitality is no different. Online booking systems, customer relationship management, social media and smartphones are transforming the hospitality industry and enabling a new level of customer service. Advances in smart applications will have a greater influence in the future. Lighting, temperature, blinds, alarms, TV, radio and room service will all be controlled from a single tablet device or a single app that guests can download and login to form their own device. The efficiency and purposefulness of implementing each new technology depends on the decision of end users to accept and use it. Despite the many changes that are being brought on by these technological innovation, they are there to enhance, not to replace, the core offerings of a hospitality business. Top quality services are the fundamental pillars of the industry, but the technologies can make it easier to consistently deliver a memorable experience to its guests. 50 samples have been taken for the present study.

Keywords: Customer satisfaction, Technological development, Hospitality, Improvement

1. Introduction

Each industry is experiencing an innovation driven change, and the accommodation is the same. Innovation here is the utilization of devices, machines, materials, systems and wellsprings of capacity to make work less demanding and increasingly beneficial. While science is worried about seeing how and why things occur, innovation manages getting things going. Improvement is firmly related with innovation. The phase of improvement the individual has arrived could have been conceivable without the headway in innovation. Innovation has realized productivity and quality in the assembling segment. The endeavours to improve lodging administration and to expand its quality and productivity invigorate and increase an assortment of mechanical advancements. Innovative progression has decreased the hazard associated with assembling endeavours.

2. Review of literature

- Dharmarajan (1981) in his examination, has included the centrality of the all-inclusive community portion in the Hotel Industry. He indicates that hotel industry is attempted to help as a structure for the movement

business, which can possibly win advantage as a result of potential the movement business advancement. The business has contributed tremendously to the national exchequer and gave incalculable shots, other than various other multiplier sway in each segment of industry.

- Guha (1981) while highlighting the noteworthiness of the motel business in Indian the movement business has suggested that the cabin needs to give central friendliness benefits other than doing publicizing (progressions) of rooms, supply of sustenance, etc. He suggests techniques for most noteworthy utilization of the farthest point and ways to deal with manufacture voyager inflow.
- Nadkarni, M. M. (1981) opines that because of disregard of structures sufficient framework, for example, air terminals, street transport, correspondence, and so on., are the fundamental explanations behind a difficulty to lodging industry. He brings up that there still there is a lack of rooms offices in extravagance and luxurious lodgings. He finishes up by saying that there ought to be an appropriate the travel industry arranging.
- Capella and Turner's (2004) instrument, which centres around consumer loyalty in professional restoration. It would be significant for the National Careers Service to investigate a portion of these multidimensional scales so as to refine the manner by which it as of now measures and screens consumer loyalty

3. Statement of problem

Despite of the research work and various attempts done by the scholars and researchers to match automation into the field of marketing, the result is accomplished. The present study is attempt to analyse the technological development in the field of hospitality to improve their customer satisfaction in 5star hotels in Bangalore. There are many factors that affect the decision making of the customers and beneficiaries who enjoys the service. They are psychological factors, social factors, demographics, income level, personnel factors. To solve issues

related to the customers in the field of hospitality, the technologies should be efficiently applied. The concentrates on the satisfaction level of the customers in the field of hospitality sectors technological development.

A. Objectives of the study

The main objectives of the study are:
 To determine the preference of the customers about technological development in the hospitality sector.

B. Research methodology

The study is descriptive in nature. The descriptive research is an exploration of certain existing phenomenon. It is mostly done when a researcher wants to gain a better understanding of the topic. Primary data is collected through the survey. The survey is carried out by the means of self-administrated, structured questionnaire and secondary data is collected from articles, research papers of various journals.

C. Scope of the study

The stud helps by providing appraisal, feedback about the 5 star hotels by customers. It targets on the improvement of technological development in the field of hospitality that create impact on the customer satisfactions. And also to analyse the shortcomings of the developments.

D. Limitations of the study

The study is a sample based study and the inferences derived from the analysis and interpretations are expected to be representative of the total population. However, the study is subjected to following limitations;

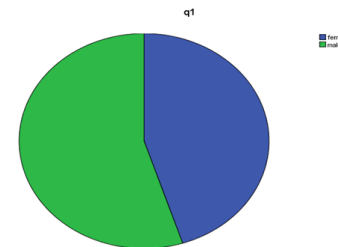
- The study is exclusively based on the primary data as there may be chances of error.
- The study has been restricted to Bangalore city

- This study covers the limited segment of the customers of the 5star hotels in Bangalore.
- This study covers only 100 respondents.

4. Data analysis and interpretation

Table 1
Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	45	45.0	45.0	45.0
	male	55	55.0	55.0	100.0
	Total	100	100.0	100.0	



Interpretation:

The above table shows that out of 100 respondents, 45% of respondents are females and 55% of respondents are males.

Inference:

It is inferred that majority of respondents are (55%) are males.

A. Chi-Square analysis

H0: There is no significant difference between gender of the respondents and technological developments preferences.

H1: There is significant difference between gender of the respondents and technological developments preferences.

Interpretation:

Table 2
Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
q1 * q5	100	100.0%	0	.0%	100	100.0%

Table 3
q1 * q5 Cross tabulation

Count		q5						Total
		Wi-Fi infrastructure facility	digital conference room	feedback on social media	Blue tooth enabled locks	smart keys	entertainment on tap	
q1	female	20	20	5	0	0	0	45
	male	20	0	5	4	18	8	55
Total		40	20	10	4	18	8	100

Table 4

	Value	degf	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.495 ^a	5	.000
Likelihood Ratio	68.313	5	.000
Linear-by-Linear Association	24.358	1	.000
N of Valid Cases	100		

Here the table shows the chi-square test done to know the customer's preferences in the technological development.

So in this the table value of the chi-square is 11.071 as the degree of freedom is 5. When compared to the calculated value (49.495) the table value is lesser which shows the null hypothesis is rejected and the alternative hypothesis is accepted.

5. Findings and suggestions

- With respect to the topic considered for the study, most the respondents are males. Majority of the respondents have recognized that technological developments in the hospitality sector has created a major impact on the customer satisfaction and the customers most preferred technology is the Wi-Fi- infrastructure facility (40%), and second most preferred technology is the digital conference rooms (20%), the third most preferred is the smart room keys (18%), then comes the feedback on social (10%), media entertainment on tap technology (8%), and at last the least preferred is Bluetooth enabled locks
- The role of the individual customers in the demand for the hotel services, is increasing.
- The process of their practical realization and implementation is intensified. At the same time, customers thanks to their experience and mass use of technology, are becoming increasingly demanding and informed about the supply of various hotel companies.
- The technology has played a vital role in the minds of customers. Expansion of the technology has created the easiness and the satisfaction in the minds of the customers.

6. Conclusion

Technology is advancing at a faster pace than ever before, and this is changing both the expectations of patrons as well as the way in which the hospitality industry conducts its business. Wi-Fi infrastructure overhauls, Mobile communication and automation, NFC technology, Robots and infrared sensors, Smart room keys, Entertainment on tap, Cloud services. Customers are the key elements of the business. And customer satisfaction plays a major role in the functioning of the firm. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customers expects to be pampered in such a way that they get what they want and need in the tip of their fingers. Customers also expect the safety and ease of reach to what they want. Wi-Fi infrastructure overhauls, digital conference facilities, Bluetooth enables locks, IP based phones, IP based televisions, feedback on social media are some of the common technological advancements used in the fields of hospitality to satisfy their customers so that they can increase their profits and customer reaches. Therefore, technological developments are important not only in the fields of hospitality sectors but also other sectors.

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