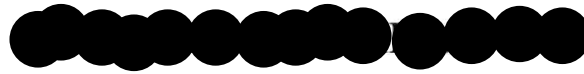


# Consumers' Willingness to Adopt and Attitudes towards Self-Service Technology in Hotels



*The introduction of Self-Service Technology in the hospitality industry is a highly debated issue. Due to the fact that Self-Service Technology is a rather new topic, there is not enough data regarding consumer behavior and more specifically, consumers' willingness to adopt and their attitudes and perceptions towards the use of SSTs in hotels. Therefore, the following research paper seeks to provide an in-depth analysis of consumers' attitudes and preferences regarding each type of service, providing hoteliers with the necessary information in order for them to decide whether to introduce SST or maintain a traditional service method. An extensive analysis of questionnaire results supported by in-depth secondary research are the basis of the recommendations provided in this paper. Limitations of the analysis, as well as suggestions for future research are also included.*

## **Introduction**

The vast evolution of technology and its use on numerous occasions in every-day life, is a trend that has impacted the majority of businesses throughout various industries, including hotels. The introduction of Self-Service Technology (SST) in hotels is often viewed “as a replacement of human-based service transactions,” that offers a number of benefits (Oh, Jeong and Baloglu, 2013). However, hoteliers are hesitant to introduce Self-Service Technology, since a significant part of the literature regarding consumer adoption of SSTs focuses on evaluating factors such as ease of use, perceived usefulness and relative advantages of SSTs, rather than examining willingness to adopt and desire for personal interaction (Kaushik, Agrawal and Rahman, 2015). After evaluating the existing literature regarding consumers' attitudes and willingness to adopt Self-Service Technologies in hotels, I have chosen to review certain journals that I feel have addressed the topic thoroughly. These sources have been categorized according to the findings and conclusions they offer.

## **Literature Review**

Harkinson highlighted the “importance of the human touch” in luxury hotels and lodges (2017). According to her, “the hospitality industry is a people-orientated business,” in which

personal service highly affects the overall experience of guests. Considering that most luxury accommodations provide similar benefits to the consumers, a hotel's competitive advantage and opportunity to differentiate its offerings from others is the quality of personal services and hotel staff (Harkinson, 2017). To conclude in these findings, Harkinson conducted a study, in which she interviewed 81 individuals from six luxury hotels or lodges. Direct quotations were used in the article to prove that "managers, employees and guests all saw how important the staff are at the hotels and lodges, and that they play an important part in the creation of the luxury hotel and lodge experience" (Harkinson, 2017).

Moreover, Oh, Jeong and Baloglu utilized the Technology Adoption Model (TAM), providing an extension of the original (2013). Oh et al conducted an in-depth analysis of the extrinsic and intrinsic motivations, in addition to the SST characteristics, that affect a customer's decision towards using Self-Service Technology or Personal Service (2013). The article also highlights the importance of a customer's intrinsic desire for interaction, which "often is a critical reason for loyalty to a company" (Oh, Jeong and Baloglu, 2013). Similarly, Kaushik, Agrawal and Rahman enrich the original TAM by including "need for interaction" and "perceived performance risk", but also evaluating the significance of "trust and subjective norm" as variables affecting consumers' adoption of SSTs (2015). Both articles recognize the importance of perceived ease of use and perceived usefulness of Self-Service Technology but focus their analysis on the interdependence of other intrinsic variables, as mentioned above. In the case of Kaushik et al, they conclude that desire for interaction is rather insignificant, compared to other variables such as trust, performance risk and subjective norm (2015). Based on their findings, both articles recommend that hotels choose a "hybrid" system that coordinates the use of staff and self-service technology to maximize customer satisfaction and avoid being viewed as inattentive (Oh, Jeong and Baloglu, 2013; Kaushik, Agrawal and Rahman, 2015).

Kucukusta, Heung and Hui discussed the consumers' willingness to shift from one type of service to another (2014). More specifically they suggest that "customers' satisfaction with either interpersonal service or SST will dictate their willingness to shift" from one to the other (Kucukusta, Heung and Hui, 2014). They also researched the demographic characteristics of people who tend to prefer SSTs over Personal Service, discovering that males between the ages of 20 and 49 had higher expectations and a more favorable attitude towards the use of SSTs, while, in general, the user profile was described as "younger, single and more educated" (Kucukusta, Heung and Hui, 2014). Kucukusta et al conclude that in order to be able to serve all consumer segments in the hotel, managers should introduce a combination of Self-Service Technology and Staff, while making sure that all guests are familiar with the technology, its benefits and the way to use it effectively (2014).

Giebelhausen et al. approached the topic of Self-Service Technology by incorporating role and script theories (2014). More specifically, they discussed how customers and staff take on specific roles during a service interaction, and therefore following a script that, if broken, the customer experiences psychological discomfort (Giebelhausen et al., 2014). Giebelhausen et al. found that consumer perceptions towards SSTs are affected by the value of the personal service

and therefore enhance the experience if the personal service is of low quality but degrade the experience during high-quality personal service (2014). Based on their findings, they conclude that the use of SST can enhance the overall experience, however the value of personal service is much higher and therefore the two types of service should be used in a combination to maximize consumer experience and satisfaction (Giebelhausen et al., 2014).

Finally, Beatson, Lee and Coote discussed the key success attributes of both SSTs and personal service, stating that "positive and negative attribute performance impacted on overall satisfaction and repeat purchase in different ways" (2007). According to Beatson et al., when preferring personal service, consumers seek "friendliness, responsiveness, trustworthiness, courtesy and professionalism", while through the use of SSTs, they value "reliability [...], convenience [...], customisation [...] and enjoyment of using the technology" (2007). The results showed that the performance of these attributes affect overall satisfaction and impact the consumers' decision to use SSTs or not (Beatson, Lee and Coote, 2007). Regarding the introduction of Self-Service Technology, Beatson et al recommend that hoteliers should decide on a case-by-case basis, considering the commitment of consumers and the quality of each service type (2007).

### **Scope & Objectives**

This study focuses on consumers' attitudes towards the use of Self-Service Technology in hotels and their willingness to adopt. The main objective of this research is to gather the data required for hotel managers to decide on whether to introduce Self-Service Technology and the effect of that decision on consumer satisfaction and commitment towards the hotel. The study also seeks to understand the hidden motives of consumers when choosing between personal service and self-service technology, and the attributes that each type of service must possess to enhance consumers' overall experience. Considering the information presented in the literature review, the basic hypothesis that I will attempt to prove through the analysis of the data gathered is that the majority of hotel guests believe that a combination of Personal Service and Self-Service Technology would enhance their overall accommodation experience. Therefore,

*H: "Majority of hotel guests prefer a combination of PS and SST."*

### **Data & Methodology**

When looking into consumer behavior and willingness to adopt, researchers often use a variety of quantitative and qualitative data to reach a conclusion and provide valuable recommendations on the subject being analysed. One of the articles mentioned previously gathered the necessary information by targeting guests of six luxury properties and interviewing 81 of them. With the use of direct quotations from the interviews, an in-depth analysis of the data was provided (Harkinson, 2017). In addition, two sources utilized the Technology Adoption Model theory, which combines external and internal factors affecting the willingness to adopt and actual adoption of a new technology. The two basic external components of TAM describe the perceived ease of

use and perceived usefulness that people attribute to a technological interface, which, in combination with the behavioral intention of consumers towards adopting SSTs, form their final decision (Oh, Jeong and Baloglu, 2013; Kaushik, Agrawal and Rahman, 2015). Another article of the ones mentioned above also preferred personal interviews of consumers that “had stayed in hotels over the previous 12 months and [were] familiar with personal service and self-service technology”, but mainly focused on the services’ impact on consumer commitment, based on the attributes of either SST or Personal Service (Beatson, Lee and Coote, 2007). Moreover, the theory of diffusion of innovation was used by one of the sources, where consumers filled out a questionnaire about their perceptions on “the seven dimensions of innovation adapted from Rogers’ diffusion of innovations model. These factors are: relative advantage, compatibility, divisibility, communicability, complexity, product risks and psychological risks” (Kucukusta, Heung and Hui, 2014). Finally, one of the articles presented findings from two studies that sought to discover the interdependence between personal service and self-service technology, and how the perceived value of one affected consumer attitudes towards the other (Giebelhausen et al., 2014).

After thorough evaluation of the methods used by other researchers concerning willingness to adopt and consumer behavior towards SST, I have decided to use a combination of primary and secondary data. In order to gather the primary information needed for my research, I will use a questionnaire that will include questions regarding consumer satisfaction, preferences, commitment and overall perceptions towards hotels and the use of Self-Service Technology. For my sample, I will target people over the age of 20, who have stayed in a hotel with Self-Service Technology during the past year. I will try to maximize sample diversity, in order to examine how demographics, specifically participants’ level of education, affect consumer behavior towards SSTs, while keeping in mind the findings of the secondary data reviewed above. By combining the results of the questionnaire with the data provided by other researchers, I seek to provide hoteliers with the necessary information to decide between Self-Service Technology and Personal Service. My analysis will mainly be qualitative, since I believe that it is a topic that requires in-depth information, rather than plain statistics. However, the results of the questionnaire will be presented through graphs, in order to enhance comprehensiveness regarding the correlation of certain variables examined in the research,

## **Analysis**

As explained in the “Data & Methodology” section of the research paper, I distributed a questionnaire in order to gather the necessary information to either prove or disregard my hypothesis. The questionnaire was distributed online, through Qualtrics, and I managed to gather 151 responses, of which 53 were male, 97 were female and 1 was non-binary. Regarding the structure of the questionnaire, it can be broken down into four blocks of questions. First, respondents were asked whether they have stayed in a hotel during the last 12 months and if they are aware of what Self-Service Technology is. These questions were included in order to eliminate any potential outliers from the questionnaire results. Secondly, respondents had to answer two

questions regarding usage of SSTs, in order to determine what are the most common types of self-service technologies that are used by guests. Moreover, the next block included seven questions that mainly sought to uncover the participants' attitudes and behavioral intentions towards personal service and self-service technologies in hotels, which will be the main focus of the analysis. Finally, the questionnaire ended with some demographic questions regarding gender, age and level of education, which will be used to determine whether demographics affect guests' attitudes and behavior towards the use of SSTs. To begin with, it is crucial that the participants who said that they have not stayed in a hotel during the past twelve months and those who claimed that they do not know what self-service technology is, are excluded from the sample, to ensure that the results are conclusive. After eliminating the ineligible respondents, we are left with a sample of 96 individuals, who will be the focus of this analysis.

### **Level of Education**

The first variable that will be examined on whether it has an effect on consumers' attitudes and behavioral intentions towards the use of SST, is the level of education of the participants. In order to understand whether the level of education affects consumers' attitude, the questionnaire results were separated into three groups, where the first one included only high school graduates, the second one included participants that attend a University or have a University degree and the last one included post-graduate students or individuals with a masters degree. For the purpose of the analysis, the three groups will be referred to as HS for high school, UN for university students/degree and PG for post-graduate students/degree. To begin with, the first question regarding consumer behavior asked participants to rate on a scale of one to seven, how important they thought personal service was in a hotel. The results showed that education does not affect participants' perception towards this subject, since the average HS rating was 5.11, UN was 5.02 and PG was 5.20. The fact that all three groups seemed to perceive personal service as equally important can be explained by the script theory, which states that "an individual's approach to social situations follows a sequence that was learned and established early in life" (APA Dictionary of Psychology, 2020). According to this theory, individuals form perceptions and behavioral intentions based on previously learned sets of beliefs and ideas. Therefore, the fact that participants viewed personal service as quite important, regardless of their education, can be justified by stating that they have been used to encountering personal service in hotels and thus are having a difficulty conceiving the idea of a hotel without personal service.

The same theory can also be applied when analyzing the characteristics that participants value when using Self-Service Technology. Regardless of their level of education, the majority of participants agreed on perceiving speed, ease of use and usefulness of an SST interface as highly important, while 93.75% of participants viewed "fun" as neutral or even insignificant. It is important to keep in mind that the "perceived ease of use" and "perceived usefulness" that people attribute to a technological interface, are the two basic external components of the Technology Adoption Model, based on which guests decide whether to use an SST or not (Oh, Jeong and Baloglu, 2013; Kaushik, Agrawal and Rahman, 2015). In addition, it is interesting to mention the

fact that the "fun" component of an SST being perceived as neutral and/or insignificant, counterargues Beatson, Lee and Coote's view (2007). According to Beatson et al., when preferring the use of SSTs, consumers value "enjoyment of using the technology," among other SST characteristics (2007).

Moving on, another question that this study sought to answer was associated with the characteristics that a staff member should have for creating a positive personal service experience. Participants had to categorize five characteristics as either unimportant, neutral or highly important. It was interesting to see that, among friendliness, responsiveness, trustworthiness, professionalism and ability to help, the lower the level of education, the more the individual seemed to value the characteristics that affect interpersonal relationships. More specifically, HS classified friendliness and ability to help as more important, while UN and PG viewed responsiveness as the most significant factor, with professionalism being extremely important as well. The significance of these personal characteristics is also highlighted by Beatson et al., who stated that when preferring personal service, consumers seek "friendliness, responsiveness, trustworthiness, courtesy and professionalism" (2007). The fact that participants' expectations varied, depending on their level of education can be explained through a hypothesis. The majority of business travelers, two out of three to be exact, have a university degree (Gilbert, 2020). Therefore, we can justify the different groups' expectations, by arguing that they might be travelling for business purposes and therefore would value personnel responsiveness and professionalism more than HS participants. However, this hypothesis cannot be proven without further research. Last but not least, in addition to responsiveness, PG participants classified trustworthiness as extremely important, which is in agreement with Kaushik, Agrawal and Rahman, who stated that trust is highly determinant when it comes to consumer satisfaction towards a personal service experience (2015).

### **Overall Analysis**

After evaluating the variables that seem to be affected by participants' level of education, we can move forward to examine the insights provided by the questionnaire as a whole. As mentioned previously, the third block of questions sought to uncover attitudes and perceptions regarding the use of SSTs in hotels, aiming to gather adequate data in order to address the study's basic hypothesis. The questions that we are going to focus on, in this part of the analysis, are the following:

1. Complete the following sentence: "I feel that Self-Service Technology...
  - a. enhances my stay in a hotel"
  - b. degrades my stay in a hotel"
2. If both Personal Service and Self-Service Technology were available, which one would you choose?
3. Would you be willing to stay in a hotel that mainly uses Self-Service Technology, with limited staff?

4. Which of the following would you trust more for a service transaction? Hotel Staff, Self-Service Technology or a Combination of the two?

All these questions were used to understand participants' willingness to adopt SSTs during their stay in a hotel, as well as their preferences when it comes to comparing self-service technology with personal service interactions.

Regarding the first question, participants were asked to express their opinion on whether the use of an SST in a hotel, enhances or degrades their overall experience during their stay. Only 7.29% of the respondents stated that self-service technology degrades their experience, which means that the majority of participants felt that the incorporation of an SST interface in the service transaction would positively affect their experience. Moreover, the second and fourth questions sought to uncover hidden motives and preferences of participants, when they were given the option to choose between self-service technology, personal service or a combination of the two. According to the results, it appears that a significant number of the participants felt that a combination of personal service and self-service technologies would be the optimal structure of a service transaction in a hotel. Only 9.38% of the participants said they would prefer SSTs and 12.5% of them solely preferred personal service. However, it is interesting to mention that, despite the fact that 78.13% of the respondents preferred a combination of the two, this number decreased when they were asked which type of service they trust more, where 61.46% chose a combination. Therefore, despite the combination being chosen by the majority of respondents in both questions, personal service seemed to be trusted by many of them, since the percentage of 12.5% which represented the participants who would choose personal service, rose to 26.04%, representing those who trust personal service more.

Finally, in order to examine participants' willingness to adopt self-service technologies in a hotel, the questionnaire included the following: "Would you be willing to stay in a hotel that mainly uses Self-Service Technology, with limited staff?". The results showed that despite being hesitant, the majority of the respondents appeared to be willing to try it. Specifically, 52.08% of the respondents said "Maybe", while 29.17% said "Yes" and only 18.75% of them were certain that they would not stay in this type of hotel. These results can be extremely valuable when elaborated with the approach of Kucukusta, Heung and Hui, who proposed that, in order for the introduction of an SST to be successful, hotel managers must ensure that guests receive the proper tutorials on how to use a specific interface (2014). By making sure that all guests are familiar with the technology, its benefits and the way to use it effectively, managers can create a positive first with the SST, motivating guests to use it in the future.

Considering that the majority of the participants were between the ages of 20 and 39 years old, the fact that the questionnaire results presented mainly positive attitudes and perceptions towards the use of self-service technology in hotels can be justified by Kucukusta, Heung and Hui. The three conducted research on the demographic characteristics of people who tend to prefer SSTs, and discovered that males between the ages of 20 and 49 had higher expectations and a more favorable attitude towards the use of SSTs, while, in general, the user profile was described as

“younger, single and more educated” (2014). However, when examining the interdependence of variables in this particular study, age did not seem to have a noticeable effect on the respondents' answers, thus it was not presented extensively in the analysis.

## **Conclusions**

After completing the analysis of the data gathered by the questionnaire, in addition to all the information provided by several secondary sources, it is time that I addressed the outcome of the research study, based on which I will make certain recommendations. Through these recommendations, I hope to provide managers with the necessary data to decide whether to introduce self-service technologies in their hotels or maintain a traditional service approach. Moreover, I ought to address my hypothesis, along with an evaluation of the overall research and its limitations, along with some recommendations about future research on the subject.

## **Research outcome**

The outcome of this research study can be divided into two parts. The first half is associated with the effect that the participants' level of education has on their perceptions and attitudes towards adopting SSTs. The results of the questionnaire suggest that guests' level of education plays a significant role in determining which characteristics contribute to the success of each type of service. Specifically, it appears that the higher the level of education, the more the guest values characteristics such as responsiveness and professionalism, while participants with a lower level of education viewed characteristics such as friendliness and ability to help as more important. In addition, regardless of their level of education, the majority of respondents seemed to agree that “fun” is not a significant feature of a technological interface, especially when compared to other features, such as ease of use, usefulness and speed of the SST. Moreover, the second part of the outcome is associated with individuals' willingness to adopt an SST, and any preferences they have towards self-services technologies or personal service interactions. This part is the most significant, since it can be directly applied by managers in the hotel industry. Through the results of the questionnaire, it became perfectly clear that respondents are willing to try to use an SST but would prefer a combination of self-service technology and personal service, in order for their experience to be whole.

The last statement is supported by the views of several authors such as Oh, Jeong and Baloglu, and Kaushik, Agrawal and Rahman, who also recommend that hotels choose a “hybrid” system that coordinates the use of staff and self-service technology to maximize customer satisfaction and avoid being viewed as inattentive (2013; 2015). Also, Kucukusta, Heung and Hui support that, in order to be able to serve all consumer segments in the hotel, managers should introduce a combination of Self-Service Technology and Staff, while making sure that all guests are familiar with the technology, its benefits and the way to use it effectively (2014). Finally, Giebelhausen et al. conclude that the use of SST can enhance the overall experience, however the value of personal service is much higher and therefore the two types of service should be used in a combination to maximize consumer experience and satisfaction (2014).

### **Recommendations**

As explained in the outcome of the research, when trying to decide whether to introduce self-service technology in their hotels, it is crucial for managers to keep in mind that hotel guests would be willing to adopt this new technology, given that hotel personnel will also be present and ready to assist them if needed. Therefore, I suggest that managers design the service process, incorporating both technological interfaces and experienced staff, in order to enhance the guests' interaction and overall stay in a hotel. This way, customer loyalty is not jeopardized, and guests are able to actively participate in the service encounter, while also feeling that the hotel values them. Also, when introducing a new technological interface, it is important that the hotel offers the guidance and educational process required for guests to understand how to use it effectively, taking advantage of all the benefits a particular SST has to offer.

### **Summary of results in terms of your hypotheses**

The main objective of this research study was to gather all the necessary information, in order to verify or disregard the basic hypothesis, stated in the "Scope & objectives", which claimed that the "Majority of hotel guests prefer a combination of PS and SST". After a thorough analysis of the questionnaire results, in combination with the data provided by several scientific journals, it can be said that the Hypothesis of the study has been proved to be correct. Specifically, in many parts of the research, participants clearly stated their preference regarding a combination of personal service and self-service technologies. The majority of participants agreed that, despite personal service being more trustworthy than self-service technologies, a combination of the two would be the optimal service design, significantly enhancing guests overall experience in a hotel. This statement is also supported by various other studies presented in this research and is the basis of all recommendations provided above.

### **Research limitations**

One of the basic limitations of the study was that more time was required in order for the overall process to be completed smoothly. If more time were available, in-depth interviews would have been conducted, in order to provide a deeper understanding of consumer motivations and attitudes towards the use of self-service technology in hotels. However, considering the time limitations, the questionnaire was the optimal tool to gather the necessary information. In addition, another restriction was that the sample was not representative enough, since the majority of participants were between the ages of 20 and 39, leading to a lack of adequate data for individuals of 40 years and above, whose attitudes and perceptions might differ significantly from those of individuals below 40. Finally, due to the fact that self-service technology is a rather new topic, there is not enough bibliography covering all aspects of the topic.

**Recommendations for future research**

Considering the limitations of the study presented above, it is essential that more research is conducted in order for the information to be adequate for managers to make an informed decision regarding whether to introduce SSTs in hotels. Also, more information is required in order to examine the hypothesis according to which, the type of guests, whether they are travelling for business or pleasure, has an effect on what characteristics the guests look for in the service process.

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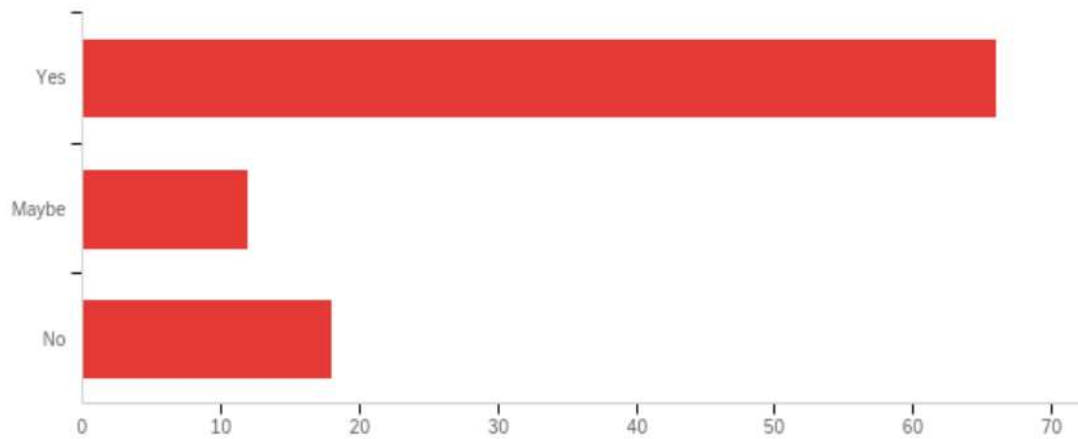
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## Appendices

*SST Consumer Behavior*

April 3rd, 2020, 9:01 am MDT

### Q3: Have you recently used any form of Self-Service Technology in a hotel?

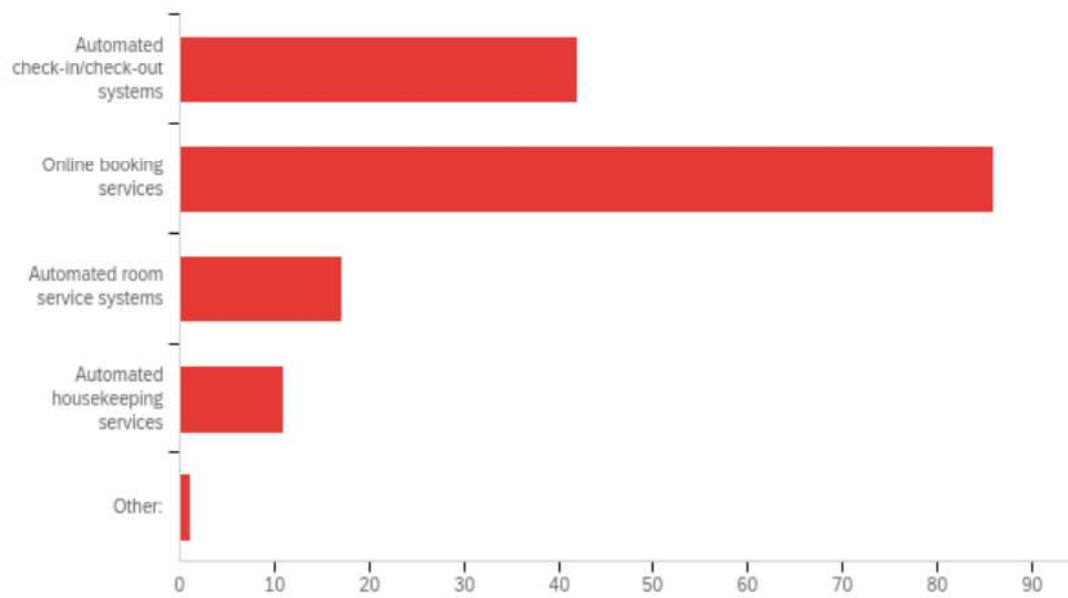


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q3: Have you recently used any form of Self-Service Technology in a hotel?	1.00	3.00	1.50	0.79	0.63	96

#	Answer	%	Count
1	Yes	68.75%	66
2	Maybe	12.50%	12
3	No	18.75%	18
	Total	100%	96

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**Q4: What types of Self-Service Technology have you used? (Click all that apply)**



#	Answer	%	Count
1	Automated check-in/check-out systems	26.75%	42
2	Online booking services	54.78%	86
3	Automated room service systems	10.83%	17
4	Automated housekeeping services	7.01%	11
5	Other:	0.64%	1
	Total	100%	157

Q4\_5\_TEXT - Other:

Other: - Text

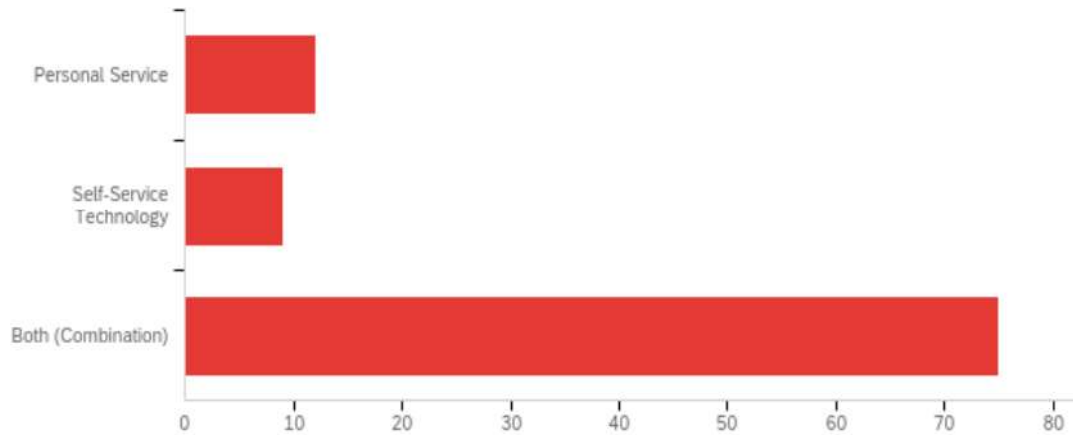
None

**Q5: How important do you think personal service is in a hotel? (1 = "not at all" & 7 = "highly important")**

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	1	0.00	7.00	5.04	1.30	1.69	96

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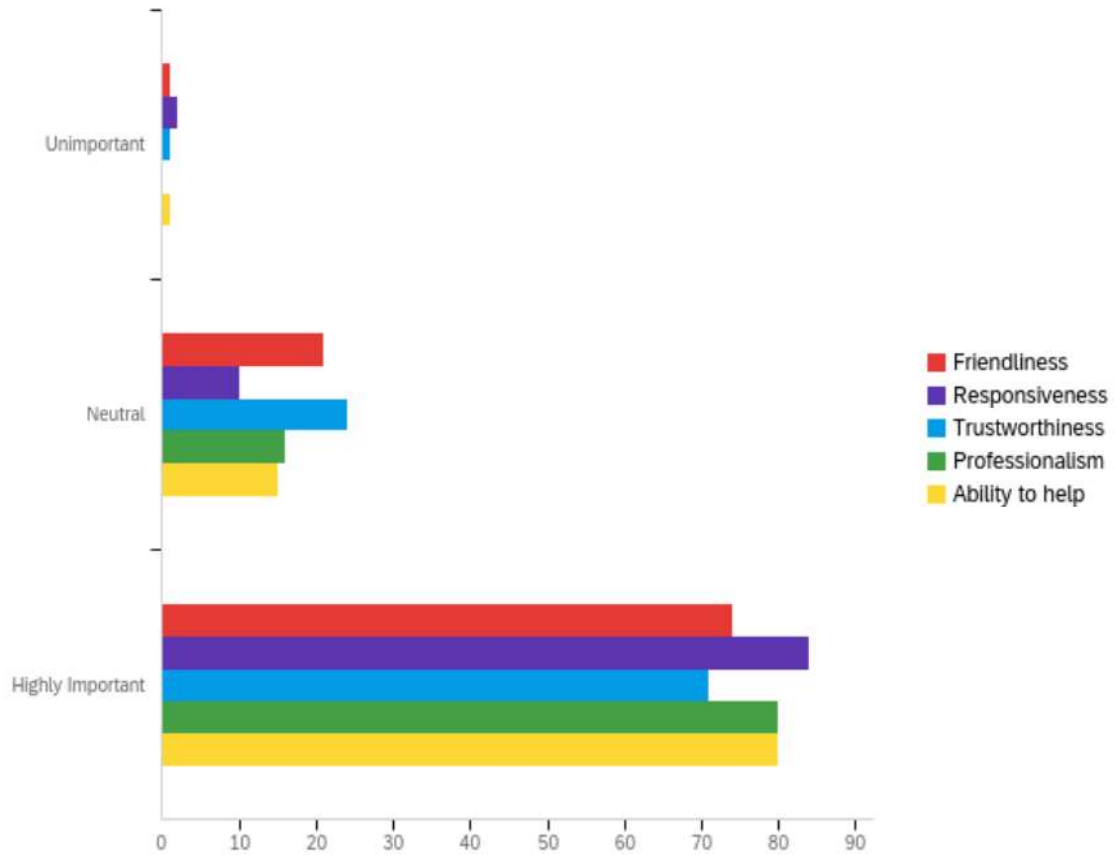
**Q6: If both Personal Service and Self-Service Technology were available, which one would you choose?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q6: If both Personal Service and Self-Service Technology were available, which one would you choose?	1.00	3.00	2.66	0.69	0.48	96

#	Answer	%	Count
1	Personal Service	12.50%	12
2	Self-Service Technology	9.38%	9
3	Both (Combination)	78.13%	75
	Total	100%	96

**Q7: What characteristics should a staff member have for a successful personal service experience?**

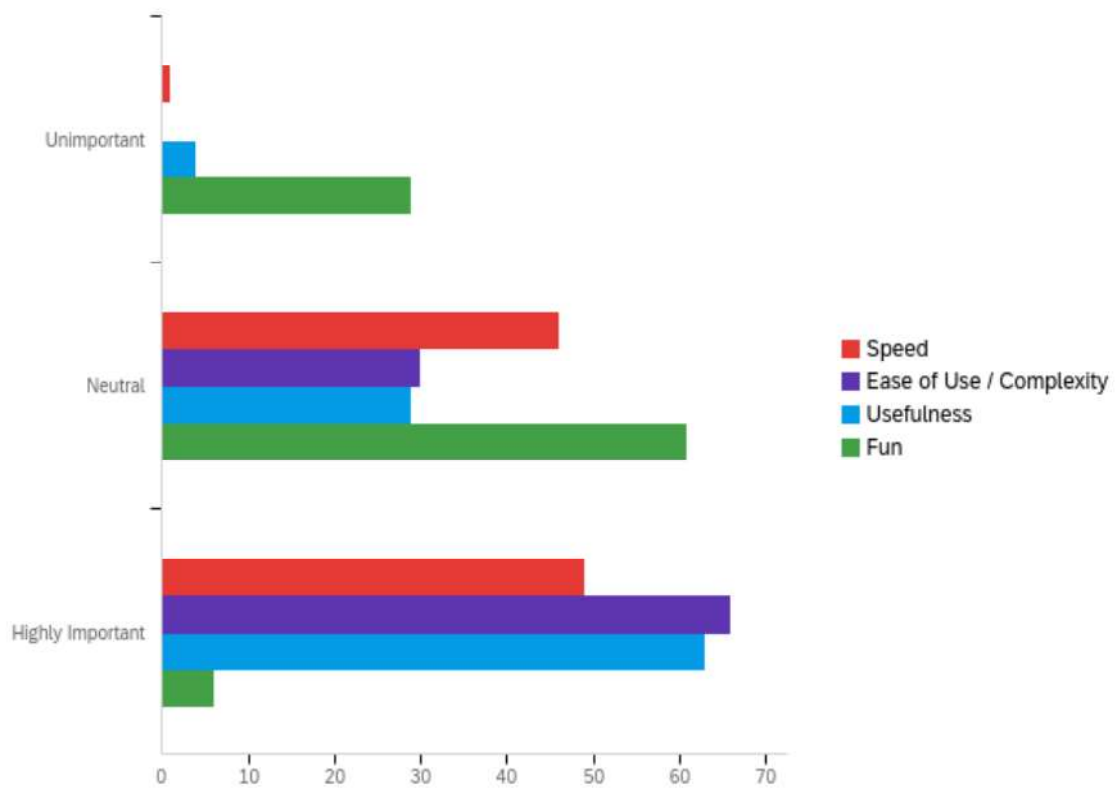


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Friendliness	1.00	3.00	2.76	0.45	0.20	96
2	Responsiveness	1.00	3.00	2.85	0.41	0.17	96
3	Trustworthiness	1.00	3.00	2.73	0.47	0.22	96
4	Professionalism	2.00	3.00	2.83	0.37	0.14	96
5	Ability to help	1.00	3.00	2.82	0.41	0.17	96

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#	Question	Unimportant		Neutral		Highly Important		Total
1	Friendliness	1.04%	1	21.88%	21	77.08%	74	96
2	Responsiveness	2.08%	2	10.42%	10	87.50%	84	96
3	Trustworthiness	1.04%	1	25.00%	24	73.96%	71	96
	Professionalism	0.00%	0	16.67%	16	83.33%	80	96
	Ability to help	1.04%	1	15.63%	15	83.33%	80	96

**Q8: What characteristics do you value when using Self-Service Technology?**



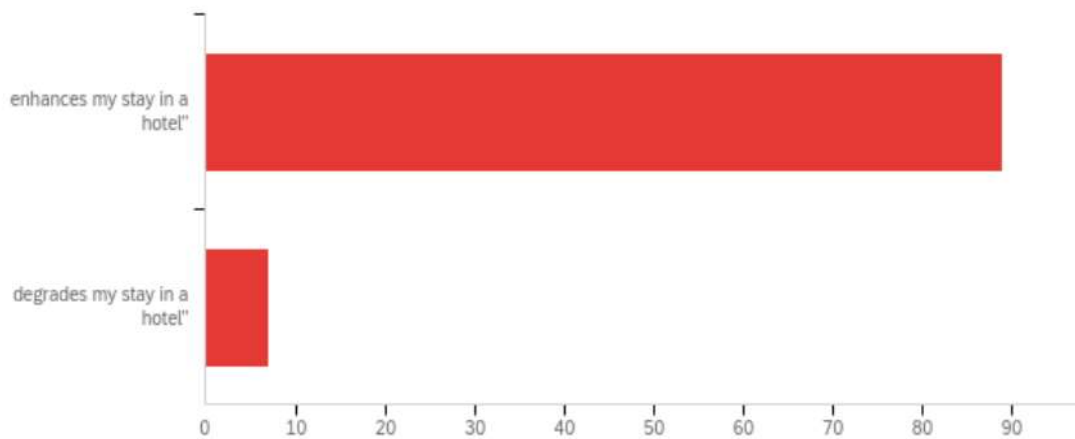
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Speed	1.00	3.00	2.50	0.52	0.27	96
2	Ease of Use / Complexity	2.00	3.00	2.69	0.46	0.21	96
3	Usefulness	1.00	3.00	2.61	0.57	0.32	96
4	Fun	1.00	3.00	1.76	0.55	0.31	96

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#	Question	Unimportant		Neutral		Highly Important		Total
1	Speed	1.04%	1	47.92%	46	51.04%	49	96
2	Ease of Use / Complexity	0.00%	0	31.25%	30	68.75%	66	96
3	Usefulness	4.17%	4	30.21%	29	65.63%	63	96
	Fun	30.21%	29	63.54%	61	6.25%	6	96

Consumers' Willingness to Adopt and Attitudes towards Self-Service Technology in Hotels

**Q9: Complete the following sentence: "I feel that Self-Service Technology**

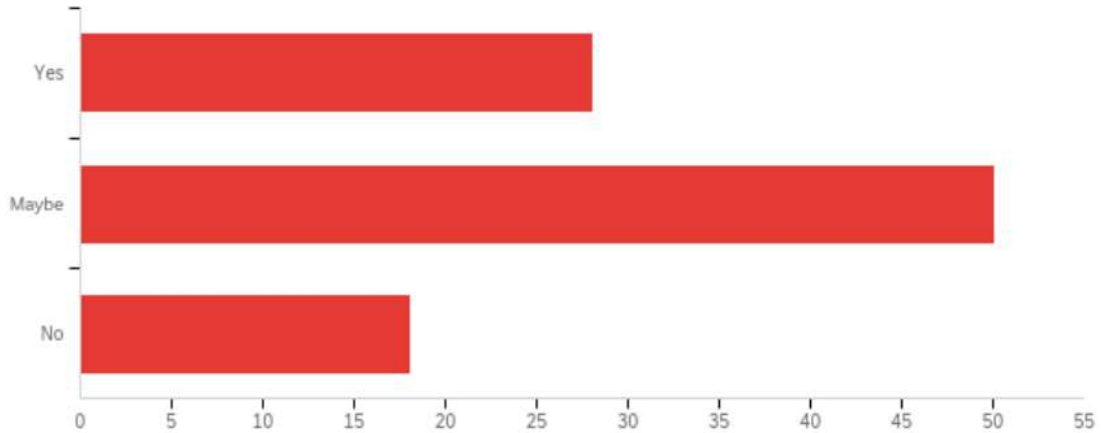


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q9: Complete the following sentence: "I feel that Self-Service Technology	1.00	2.00	1.07	0.26	0.07	96

#	Answer	%	Count
1	enhances my stay in a hotel"	92.71%	89
2	degrades my stay in a hotel"	7.29%	7
	Total	100%	96

Consumers' Willingness to Adopt and Attitudes towards Self-Service Technology in Hotels

**Q10: Would you be willing to stay in a hotel that mainly uses Self-Service Technology, with limited staff?**

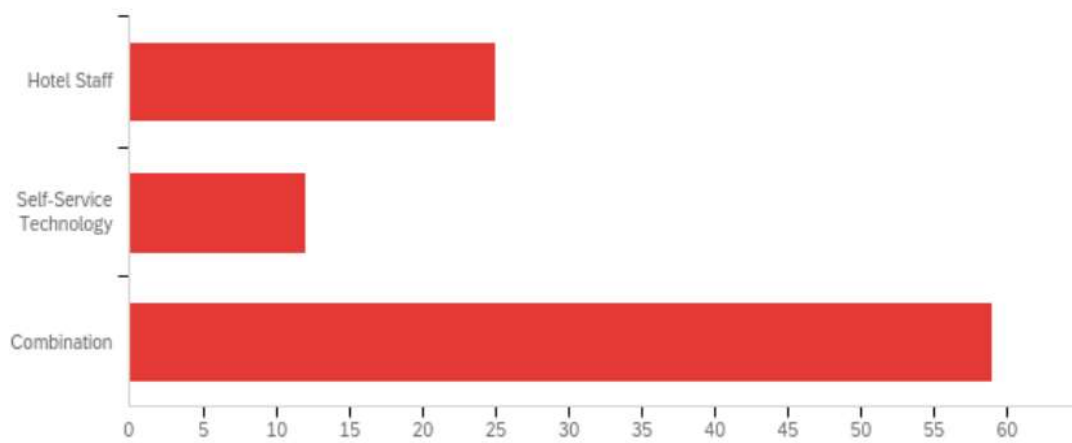


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q10: Would you be willing to stay in a hotel that mainly uses Self-Service Technology, with limited staff?	1.00	3.00	1.90	0.68	0.47	96

#	Answer	%	Count
1	Yes	29.17%	28
2	Maybe	52.08%	50
3	No	18.75%	18
	Total	100%	96

Consumers' Willingness to Adopt and Attitudes towards Self-Service Technology in Hotels

**Q11: Which of the following would you trust more for a service transaction?**

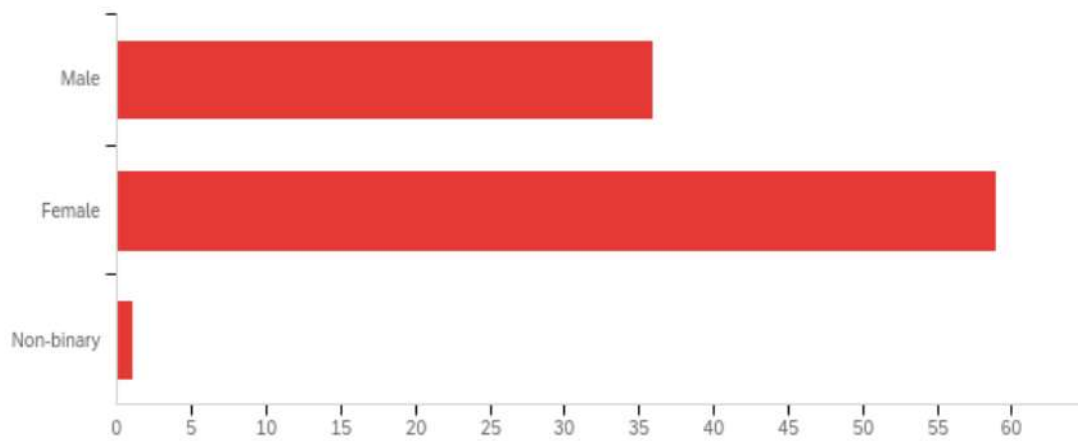


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q11: Which of the following would you trust more for a service transaction?	1.00	3.00	2.35	0.87	0.75	96

#	Answer	%	Count
1	Hotel Staff	26.04%	25
2	Self-Service Technology	12.50%	12
3	Combination	61.46%	59
	Total	100%	96

Consumers' Willingness to Adopt and Attitudes towards Self-Service Technology in Hotels

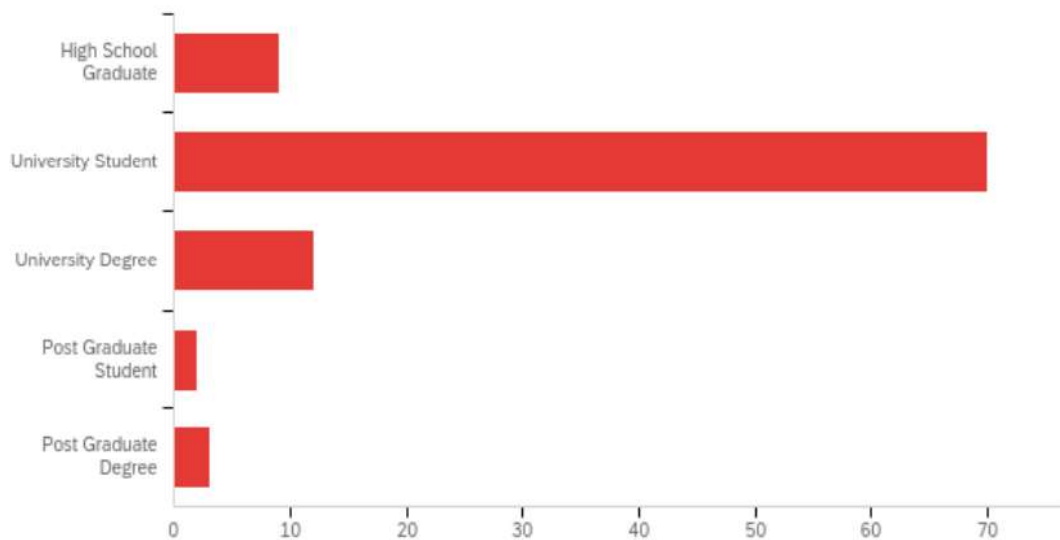
**Q12: What is your gender?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q12: What is your gender?	1.00	3.00	1.64	0.50	0.25	96

#	Answer	%	Count
1	Male	37.50%	36
2	Female	61.46%	59
3	Non-binary	1.04%	1
	Total	100%	96

**Q13: What is your level of education?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Q14: What is your level of education?	1.00	5.00	2.17	0.75	0.56	96

#	Answer	%	Count
1	High School Graduate	9.38%	9
2	University Student	72.92%	70
3	University Degree	12.50%	12
4	Post Graduate Student	2.08%	2
5	Post Graduate Degree	3.13%	3
	Total	100%	96