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Assessments of Guest Technologies in Five Stars Hotel at Aqaba Special Economic Zone Authority (ASEZA)

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Abstract: The purpose of this study is to look at the effects of website management, technology level, and innovation on customer satisfaction in five-star hotels in Aqaba, Jordan. Among the 450 surveys distributed to hotel guests, 235 were filled out completely and returned. To investigate the connections between the variables, an (Smart PLS 4) analysis was used. Website management was shown to have a positive and statistically significant link (T = 2.909, p = 0.004) with customer satisfaction. There was a significant positive link between the hotel technology level and customer happiness (T = 10.160, p 0.001). The research found a statistically significant positive link between innovation and consumer happiness (T = 2.160, p = 0.031). In terms of the moderating effects of innovation, the research discovered that innovation did not substantially modify the link between website management and customer satisfaction (T = 0.636, p = 0.525). The research revealed a substantial moderating effect (T = 2.822, p = 0.005), however innovation was shown to reduce the influence of technology level on consumer satisfaction. In light of these results, it is suggested that the management of five-star hotels in Aqaba place a greater emphasis on better website management techniques and the enhancement of technical services. Furthermore, encouraging innovation should be approached cautiously due to the lack of data on the impact it has on the link between technology and consumer happiness. The findings of this study provide Aqaba hotel managers with useful information for improving guests' experiences, which should result in happier visitors who are more likely to return and spread the good news about their stay.

Keywords: Customer satisfaction, Innovation, Management of the website, Technology level of hotel vs home.

1 Introduction

Many hotel companies have adopted cutting-edge technologies as the hospitality sector has begun to recognize the value of technology adoption in order to maintain their competitive advantage by offering high-quality services [1, 2]. Luxury hotel brands are not an exception to the embedding of technology. Superior interpersonal service is one of the distinguishing features of luxury hotel brands [2, 3] but these brands have also introduced digitalized services using cutting-edge technologies to meet the rising demand from guests for technology and improve the guest experience. Technology has become a must in even premium hotels as the younger generation emerges as a crucial market for the luxury hotel sector [4] and more sophisticated technologies are required to improve the visitor experience [5]. For instance, in-room voice assistants like Alexa provide convenient services that are also efficient, improving the visitor experience[6].

The importance of guest technologies and how much they contribute to the hotel offering are well acknowledged [7]. Hospitality businesses must adapt as information technology develops by acquiring or creating new capabilities for usage [8]. Therefore, a well-planned technology adoption strategy might increase the hotel's profitability, encourage service innovation, and provide a competitive edge[9]. But hotels have long battled with the "when, what, and how" of guest technology acceptance, and they are even thought of as being behind in the lifecycle of technology adoption [10]. In reality, a study by a reputable consulting organization indicated that, when compared to 15 other industries like banking, retail, etc., hotels were the least advanced and scored the lowest in the digital economy [11]. The factors that contribute to this sluggish and often insufficient adoption of guest technology are quite diverse [12].

The hospitality product, sometimes known as the "home away from home," is fundamentally linked to the idea of home[13-15]. Therefore, from the standpoint of maximizing visitor pleasure, hotels should define and establish ideal levels of guest technology by comparing them to those found at home. The primary theoretical foundation that acts as a

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standard for evaluating hospitality experiences is the concept of home [16] technology adoption lifecycle, hotels should track and spot home-level adoption of technologies that have the potential to transition from the early market to the mainstream market.

To first demonstrate the importance of "home" as a frame of reference for the assessment of guest technologies at hotels, this research synthesizes the literature from social psychology with hospitality. The relationship between consumer technology use at home and hotel visitor technology satisfaction is then objectively investigated. It also looks at the relationship between overall experience satisfaction and guest technology satisfaction in hotels. Theoretically, it prepares the way for the assessment of hotel experiences to utilize home as a frame of comparison. The function of home and the "normal environment" has a bigger part in determining the expectations of a visitor for a hospitality experience in a world where technology breakthroughs and changes occur more quickly and where individuals enjoy immediate worldwide connectedness. Practically speaking, these results highlight the significance of tracking home technology adoption by consumers and basing future adoption choices on those benchmarks [17]. The phrase "guest technology" refers to technical amenities that enhance the visitor experience, such as televisions, alarm clocks, thermostats, and internet access, which often complement a person's way of life at home. These have the more general functions of informing, facilitating dialogue, entertaining, and/or making one feel comfortable. It was quite clear that respondents were not to think of furnishings, furniture, or other non-electrical/electronic goods or services while answering these questions. This is characterized as a guest's quick assessment of how a hotel's technological capabilities stack up against those at home. It was assessed using three items that are typical of comparative technology assessment in general and are of an attitude-based type.

The study provides evidence for how technological developments and efforts might promote value co-creation at the micro-foundational level. Along with explaining how disruptive innovation alters market structures at the macro-societal level, it also examines the disruptive potential of newly created value in everyday tourism services. Ultimately, marketing and management principles from tourist and hospitality services are applied to more general services. The conceptualization of how technological advancements and disruptions create new service management ecosystems and their repercussions at both the macro and micro levels are covered in this study.

2 Literature Review

Numerous hotel businesses developed services leveraging customers' smart devices in order to increase security and provide their visitors with a smooth check-in experience as smartphones became more widely available [18]. In order to support a wide variety of guest services, the Four Seasons and Ritz-Carlton are employing mobile apps. This allows visitors to conveniently access numerous services and facilities through their smart devices [19]. Hotel businesses have incorporated a broader range of technology with smart gadgets. Consumers are no longer bound to a desktop computer; they may now access information as needed. The consumer now has the flexibility to produce value whenever and wherever they see fit. The amount of time for possible engagement has increased since the business can now update its consumers more regularly. Nevertheless, the visitor may still decide when, where, and how often to access the information. With the aid of mobile technology, the client has assumed the role of "host." [20]. By implementing an automated temperature detection system to maintain the most comfortable temperature settings for its guests, some luxury hotel brands provide the most fulfilling environment in their bedrooms [21]. Modern technologies, such as touch sensors, digital concierge services, and smart glass technology, were used in the bathroom of the Ecclestone Square Hotel in the UK to convert the shower cubicle from opaque to transparent at the press of a button [22].

While many hotel companies have embraced a variety of technologies, from the most basic (like high-speed Wi-Fi) to the most sophisticated (like voice assistants), little is known about how these technologies are perceived by luxury hotel guests. Few studies have been done on the variables impacting guests' perceived value improvement, contentment, and loyalty, in particular in comparison to the volume of research studying the intentions of hotel guests to use technology. Even though certain research has shown the beneficial effects of technology on customers' perceived value from post-evaluation viewpoints, their approach was broader than it was targeted at a particular area of the hotel sector[23]. Customers' opinions and expectations of hotel brands, however, vary somewhat from those of lower-end hotels since they place a higher value on both experience and practical elements. In particular, research [24] has shown that human contacts, including personnel's attitudes, professionalism, and proactive services, are essential elements of the experience at a luxury hotel. Technology is unable to demonstrate proactive and professional attitudes toward guests to increase their perceived value, despite prior studies suggesting that these traits are crucial to the luxury hotel experience. As a result, it is challenging for luxury hotel brands to determine if the use of technology genuinely raises the perceived value of visitors and which characteristics of the technology are crucial to this enhancement. Given that a calibrated strategy for the market would produce more valuable and devoted customers [25] it is crucial to look at the technological aspects that influence how much visitors consider the value of their stay to have increased. Positive dissonance would result from hotel customers' perceived value augmentation, which would increase their pleasure and

loyalty. In order to generate higher value and more devoted customers, luxury hotels must concentrate on the market, so it is critical to look at the technological factors that influence guests' perceptions of value enhancement. Luxury hotels will do this by concentrating on the luxury market, which will result in higher customer value and more devoted customers [26]. The perceived value of luxury hotel visitors would increase their happiness and loyalty. Increasing the loyalty of premium consumers in particular is more important to create income since their spending is much higher than that of other hotel patrons.

Understanding technology is crucial because many people see it in the same way they view other people [27]. It makes it easier for someone to connect with, access, and control aspects of their house. The ability to monitor security systems, doorbells, thermostats, lighting systems, entertainment equipment, and even kitchen appliances is made possible by smart home technology. People often utilize messaging and other systems to organize tasks and procedures at home, which is a more basic level of coordination. This pervasiveness of technology suggests that tourist experiences, of which hotel stays are an essential component, no longer predominate in remote locations but are instead constructed in the framework of daily life, which includes the home[28, 29]. Based on the above the following hypotheses are developed:

H1 There is a significant relationship between Management of the website and Customer satisfaction.

H2 There is a significant relationship between the technology level of hotel vs home and Customer satisfaction.

H3 Innovation is moderating the relationship between Management of the website and Customer satisfaction.

H3 Innovation is moderating the relationship between the technology level of hotel vs home and Customer satisfaction.

3 Methodology

A quantitative cross-sectional study method was used for this investigation. The information was gathered at once from guests of Aqaba, Jordan's five-star hotels. The sample was chosen using a stratified random sampling method. Guests at numerous five-star hotels in Aqaba made up the target demographic. Location and size were used to create categories for the hotels. To ensure that the visitors were represented across all categories, a random sample was drawn from each stratum. During their stay, 450 guests at the hotel were given questionnaires to fill out in their own time. Information about website management, technology level, innovation, and client happiness was gathered via the surveys. To facilitate quantitative analysis, the questionnaire included both open-ended and Likert-scale questions. The data was analyzed using a sophisticated Partial Least Squares (PLS) method. Particularly helpful for small sample sizes and non-normal distributions, PLS is well-suited for assessing complicated interactions among variables. The purpose of the analysis was to evaluate the quality and significance of the associations between the variables. The significance of the links between the factors that are autonomous (website management, technology level, and innovation) and the reliant variable (consumer happiness) was tested by hypothesis testing. Further, a moderation analysis was run to see how innovation influences the connections.

Theoretical Framework

Figure 1 depicts the theoretical framework for the impact of website management and hotel vs. level of technology on customer satisfaction. And the moderating influence of Innovation.

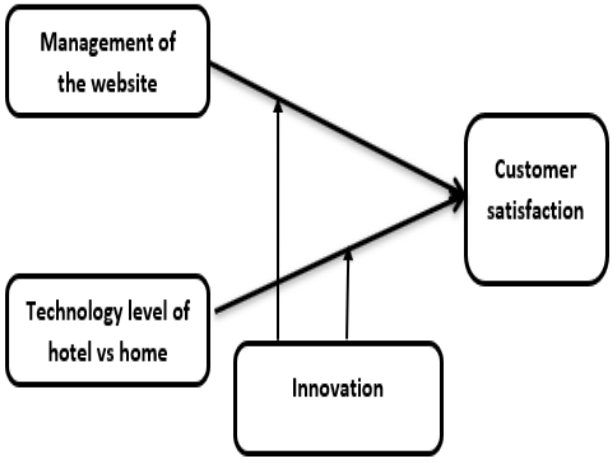

Fig. 1: Theoretical Framework

4 Analysis and Result

The PLS structural equation may be decomposed into its measurement model and structure model for easier comprehension. The measurement model clarifies the trustworthiness and validity of the conceptual model, whereas the structural model defines the route coefficients between and among the latent components. The relationships between the latent variables are captured by these two models. We're at a lull between the first and second phases of the study process right now. Outer Loadings, Construct Reliability and Validity, depicts the investigation's measurement criteria.

Outer Loadings

In PLS-SEM, the outer loadings represent the link between the latent idea and its observable indicators, as described by [30]. Each indicator's factor loadings on its corresponding build are shown in the route diagram produced by SmartPLS. The indicator's robustness may be estimated by its outer loading value; ideally, this would be more than 0.7. Standard errors and significance tests for the outer loadings may be estimated using bootstrapping methods, with p-values lower than 0.05 suggesting a strong link between the indicator and its construct. All elements with a value larger than.7 are valid, as shown in the Table 1. Evaluating external loadings in SmartPLS has the potential to improve confidence in the measured variables [30].

Table 1: Outer Loadings

	Customer satisfaction	Innovation	Management of the website	Technology level of hotel vs home
CS 1	**0.755**			
CS 2	**0.764**			
CS 3	**0.848**			
CS 4	**0.842**			
CS 5	**0.790**			
CS 6	**0.811**			
CS 7	**0.809**			
Innov 1		**0.883**		
Innov 2		**0.910**		
Innov 3		**0.892**		
Innov 4		**0.816**		
Innov 6		**0.827**		
MW 1			**0.916**	
MW 2			**0.902**	
MW 3			**0.918**	
TL 1				**0.898**
TL 2				**0.837**
TL 3				**0.900**

Construct Reliability and Validity

As seen in Table 2 below. The purpose of the reliability research was to verify the dependability of the measuring devices. Cronbach's alpha, average variance extracted, and composite reliability were used to determine the level of internal consistency. The outcomes were quite reliable across all formats. Cronbach's alpha was over the validity criterion of 0.7 [30], ranging from 0.852 to 1.000, indicating that the various components of the framework are cohesive with one another. When compared to the minimum requirement of 0.7, the range of 0.927 to 1.000 [30] for the overall reliability coefficient shows that the structures are very reliable and consistent. The AVE values that were discovered ranged from 0.645 to 1.000 [31]. These numbers are much more than the conventional threshold of 0.5 used to indicate satisfactory representation of the latent variables. The reliability of the study instruments utilized was shown by the finding of high reliability across all four construct measuring scales (Customer happiness, Innovation, Management of the website, and Technology level of hotel vs home).

Table 2: Cronbach's Alpha and composite dependability:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer satisfaction	**0.908**	**0.911**	**0.927**	**0.645**
Innovation	**0.917**	**0.927**	**0.938**	**0.751**
Management of the website	**0.900**	**0.911**	**0.937**	**0.832**
Moderating Effect Innovation between MW and CS	**1.000**	**1.000**	**1.000**	**1.000**
Moderating Effect Innovation between TL and CS	**0.973**	**1.000**	**0.976**	**0.728**
Technology level of hotel vs home	**0.852**	**0.854**	**0.911**	**0.772**

Model for Structural

A SmartPLS 4 was utilized to run a structural equation model (SM analysis) for this research. Partial least squares (PLS)-based SEM enables the investigation of complex associations between model variables[30]. The degree of customer satisfaction is the dependent variable, while the other two (website management and hotel vs. home technology) are the independent variables. The role of innovation as a moderator.

The complex causal linkages between latent variables and their observable indicators may be evaluated using SmartPLS 4. Both the structural model's investigation of the latent factors' influences on the dependent variable and the links between the latent variables and the observable indicators are assessed. The newest version of SmartPLS has powerful diagnostic features that allow for in-depth model analysis and comprehension [30].

Discriminant Validity

The statistical concept of discriminant validity attests to the fact that each research construct is distinct from the others. By calculating the square root of the Average Variance Extracted for each construct and looking at the correlations between them, this research evaluated the discriminant validity of the measures. Table 3 displays the results, showing that the AVEs for each idea were higher than the correlations between them, indicating sufficient discriminant validity [30].For instance, the AVE for Customer satisfaction is higher than the correlations with Website Management and Technology in Hotels vs. at Home, indicating that the AVE for Competitive Advantage is more indicative of success. As a result, it is clear that Customer satisfaction stands out as a distinctive and desirable concept, distinct from the others considered here. Higher AVE values than their correlations with other criteria highlight the uniqueness of the website's management and the difference between the hotel and home in terms of technology. Discriminant validity is further supported by the fact that the AVE values for interactions between website management and hotel vs. home technology levels are higher than those for correlations with other factors. The correlation matrix you shared suggests that the study's constructs have enough discriminant validity.

Table 3: Discriminant validity

	Customer satisfaction	Innovation	Management of the website	Moderating Effect Innovation between MW and CS	Moderating Effect Innovation between TL and CS	Technology level of hotel vs home
Customer satisfaction	**0.803**					
Innovation	**0.649**	**0.866**				
Management of the website	**0.322**	**0.321**	**0.912**			
Moderating Effect Innovation between MW and CS	**-0.328**	**-0.379**	**-0.295**	**1.000**		
Moderating Effect Innovation	**-0.438**	**-0.391**	**-0.065**	**0.464**	**0.853**	

between TL and CS						
Technology level of hotel vs home	**0.847**	**0.601**	**0.219**	**-0.295**	**-0.344**	**0.879**

Path Coefficients

H1: There is a significant relationship between Management of the website and Customer satisfaction.

The statistical study supports H1, as the T statistic (2.909) and associated P value (0.004) show a statistically significant positive link between website management and customer satisfaction. This means that hotels that prioritize and efficiently maintain their websites are more likely to have greater levels of consumer satisfaction. The findings indicate that investing in website management practices can significantly improve consumer happiness. This outcome is consistent with (ALI,2015).

H2: There is a significant relationship between the technology level of hotel vs home and Customer satisfaction.

With a substantial T statistic of 10.160 and a P value of less than 0.001 (P 0.001), the results provide strong support for H2. This suggests that there is a highly substantial inverse link between the level of technology provided by hotels and the contentment of their guests. The high T statistic and the low P value provide solid evidence that more advanced hotel technology results in happier guests. It's yet another example of how the hospitality business could benefit from technological advancements. These findings are in line with (ALI,2015).

H3: Innovation is moderating the relationship between Management of the website and Customer satisfaction.

The results do not back up H3, as there is no statistically significant moderating influence of innovation between website management and customer happiness. The T statistic of 0.636 and the P value of 0.525 indicate that, in this setting, innovation has little effect on the connection between website management and client happiness. This indicates that the correlation between the two factors is relatively immune to changes in the rate of technological innovation among website management practices. The findings are in line with (ALI,2015).

H4: Innovation is moderating the relationship between the technology level of hotel vs home and Customer satisfaction.

The findings provide support for H4, with a T statistic of 2.822 and a P value of 0.005. This suggests that innovation plays a substantial moderating role between the level of hotel technology and consumer satisfaction, especially when comparing hotels to customers' own homes. It is important to note, however, that the negative effect size (-0.130) shows that innovation mitigates the influence of technology level on consumer satisfaction in a manner counter to expectations. More research is needed to determine what mechanisms are responsible for this unanticipated moderating effect. The findings line up with (ALI,2015).

In conclusion, the findings that were based on the hypotheses provide significant insights into the linkages between website management, technology level, innovation, and customer happiness. These relationships are discussed in more detail below. According to the findings of the study, there is a substantial positive correlation between technology level and the degree to which customers are satisfied. There is also a significant positive association between innovation and the degree to which customers are satisfied. The findings do not support the hypothesis that innovation will have a moderating influence on the relationship between website management and customer happiness. On the other hand, innovation does play a substantial moderating role in the relationship between the technology level of hotels and the technology level of houses; nonetheless, its unexpectedly negative influence on customer satisfaction raises intriguing questions that require additional exploration.

Table 4: coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values
Management of the website -> Customer satisfaction	0.124	0.128	0.043	2.909	**0.004**
Technology level of hotel vs home -> Customer satisfaction	0.689	0.677	0.068	10.160	**0.000**
Innovation -> Customer satisfaction	0.151	0.160	0.070	2.160	**0.031**
Moderating Effect Innovation between MW and CS -> Customer satisfaction	0.028	0.026	0.044	0.636	**0.525**
Moderating Effect Innovation between TL and CS -> Customer satisfaction	-0.130	-0.127	0.046	2.822	**0.005**

R Square:

As per table No. 5. Show the R Square value for customer happiness in this research is 0.775, which indicates that

website management, technological level, and innovation account for 77.5% of the variance in customer satisfaction. By taking into account both the number of variables and the size of the sample, the R Square Adjusted value of 0.767 provides a somewhat more cautious assessment of the model's explanatory power. These estimates imply that the chosen independent variables have a significant effect on happiness; nevertheless, it is possible that there are more factors that contribute to satisfaction that were not taken into account in the model.

Table 5: R-squared

	R Square	R Square Adjusted
Customer satisfaction	0.775	0.767

5 Discussion and conclusion

The purpose of this research was to examine the relationship between website management, technology level, and innovation and the level of customer satisfaction at five-star hotels in Aqaba, Jordan. The results provide important insights for hotel management to improve visitor experiences and overall satisfaction by illuminating the aspects impacting consumer satisfaction in the hospitality sector.

The findings discussed show that website management has a significant impact on consumer satisfaction. High levels of visitor satisfaction are often reported at establishments whose websites are well-maintained and given top priority. As a result, it's clear that having a website that's both easy to use and full of useful information is crucial for attracting and keeping clients. The research also showed that the higher the technology level, the higher the level of client satisfaction. There was a rise in client satisfaction at hotels that provided cutting-edge technology services. The results stress the significance of continuous technological development in satisfying customers in the hotel industry.

Furthermore, the importance of innovative methods in the hospitality business is shown by the positive correlation between innovation and client satisfaction. Increased client satisfaction is a common outcome for hotels that take creative methods to their offerings. That's why it's important for hotels to keep innovating in order to stand out from the competition and provide better service to their guests. The findings are intriguing in terms of the moderating role that innovation plays. Innovation unexpectedly reduced the influence of technology level on customer satisfaction, but it did not substantially attenuate the association between website management and customer satisfaction. This conclusion suggests that due to the potential for complicated interactions with other variables, a cautious approach to implementing innovations is required.

As a result of this research, hotel managers in Aqaba will have a better idea of how to raise the bar on customer service and satisfaction. It stresses the significance of visitor attraction and satisfaction to good website management, the use of cutting-edge technology, and fresh approaches. The research does have certain caveats, such as its cross-sectional methodology and its narrow geographical emphasis.

Long-term implications of website management, technology, and innovation on customer loyalty and repeat business should be explored in future studies, contributing to the growth of this discipline. More insight into consumer preferences in the hospitality sector might be gained by examining the moderating impact of cultural and demographic characteristics on customer satisfaction. Ultimately, hotel managers in Aqaba and beyond may use the study's results to make educated choices that will lead to excellent guest experiences and client loyalty, so assuring lasting success in the competitive hospitality sector.

Conflict of interest

The authors declare that there is no conflict regarding the publication of this paper.

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