

COLLEGE OF BUSINESS & ECONOMICS SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

The role of technology readiness in mediating the relationship between check-in systems and guest satisfaction.

A Thesis Submitted in Partial Fulfillment of the Requirements of the Master of Arts in Marketing Management

By Senait Getaneh

Adviser: Dr. Andinet (PhD)

Addis Ababa, Ethiopia

June, 2026

The mediating effect of Technology-readiness on the relationship between hotel check-in system and Guest Satisfaction: Case Study of Five-Star International Hotel Guest Experience

By Senait Getaneh

Approved by the Board of Examiners

Advisor	**Signature**	**Date**
Andinet Worku (Phd)	----------	**25/06/2026**
Internal Examiner	**Signature**	**Date**
Getie Andualem (PhD)		**22/06/2026**
External Examiner	**Signature**	**Date**
Essayas Taye (PhD)		**18/06/2026**

Chairperson's graduation	**Signature**	**Date Committee**
----------	----------	----------

Declaration

I, Senait Getaneh, hereby declare that my thesis titled “The mediating effect of Technology-readiness on the relationship between hotel check in system and Guest Satisfaction, A Case Study of Five-Star International Hotel Guest Experiences” is an original work of my own. I further declare that this paper has not been previously submitted for consideration for any master's or doctoral program.

Senait Getaneh

CERTIFICATION

This is to certify that the thesis prepared by Senait Getaneh, titled "The mediating effect of Technology-readiness on the relationship between hotel check in system and Guest Satisfaction" submitted in partial fulfillment of the requirements for the Master of Arts in Marketing Management, complies with the university's regulations and meets the established standards regarding originality and quality.

Dr. Andinet.W (PhD)

Thesis Advisor

Acknowledgments

First and foremost, I express my deepest gratitude to God for granting me the strength and perseverance to pursue my academic journey while balancing the responsibilities of raising two children, supporting my family, and maintaining my professional career.

I am deeply grateful to my mother, *W/ro Yimegnushal Kidane Kal, and my entire family* for their unconditional love, patience, and moral support throughout this academic journey. Their constant encouragement and understanding have been my source of strength.

I also extend my appreciation to my former supervisor, Mrs.. *Tigist Junedin*, for believing in me during moments of doubt and for motivating me to pursue and complete this program.

My sincere gratitude goes to my advisor, *Dr. Andinet Worku*, for his continuous guidance, follow-up, and valuable academic support throughout the process.

Finally, I thank my friends and colleagues for their encouragement, understanding, and assistance during the preparation of my thesis proposal.

To all of you—thank you.

Abstract

There have been many technological changes within the hospitality industry due to the fast growth of digital technologies in hotels' operations, including the crucial moment of customers check-in process. In this study, the influence of technology readiness (TR) as a mediator on the relationship between the method of hotel check-in and overall guests' satisfaction is investigated for the case of international five-star hotels in Addis Ababa, Ethiopia.

In this study, quantitative research design used , where primary data were collected from 186 individuals who were hotel guests using descriptive statistics, correlation analysis, and multiple regression analysis employing SPSS software and PROCESS macro for data analysis. The results indicate that check-in type does not directly affect guest satisfaction (H1 not supported), explaining that digitalization alone does not guarantee increased customer satisfaction. check-in type impact on technology readiness (H2) is also supported at a marginal level. In turn, technology readiness has a strong influence on guest satisfaction (H3) supported. In addition, technology readiness acts as a mediator between check-in type and guest satisfaction (H4 supported) . It is suggested that the level of satisfaction among guests in luxury hotels depends not only on the type of check-in system but also on technological readiness. this shows customers with higher technology readiness are more likely to adopt digital and self-service check-in options and in reverse customers with low technology readiness are more likely to use the traditional face to face check in method. Thus, it is recommended that hotels implement hybrid service strategies combining digital check-in services and focus on enhancing technological readiness among customers by creating user friendly system or application.

Keywords: Technology Readiness, Digital Check-In, Face-to-Face Check-In, Guest Satisfaction, Five-Star Hotels, Hospitality Technology, Addis Ababa, Ethiopia.

Contents

Declaration ..... **i**
CERTIFICATION ..... **ii**
Acknowledgments ..... **iii**
Abstract ..... **iv**
List of Figure ..... **ix**
CHAPTER ONE **1**
Introduction **1**
1.1 Background of the study *1*
1.2 Statement of the problem *4*
1.3 Research questions *4*
1.3.1 Main Research Question 4
1.3.2 Sub Research question 5
1.4 Objective of the study *5*
1.4.1 General Objective of the Study 5
1.4.2 Specific Objective of the study 5
1.5 Significance of the Study *5*
1.6 Limitation *6*
1.7 Scope of the study *7*
1.8 Organization of the paper *7*
1.9 Definition of terms *9*
1.9.1 List of Abbreviations and Acronyms ..... *ix*
CHAPTER TWO **10**
LITERATURE REVIEW **10**
2.1 Introduction *10*
2.2 Theoretical literature review *10*
2.2.3 Turning point to digital check-in 12
2.2.5 Theoretical Foundations of Technology Adoption in Hospitality 15
2.2.6 Impact of Digital Check-In Systems on Customer Satisfaction 15
2.3 Empirical Review, ... *17*
2.3.1 Relationship between Check-in System Type and Guest Satisfaction *17*
2.3.3 Technology Readiness as a Mediator 22
2.3.5 Ideal Scenario & Future Outlook 26
2.4 Conceptual Framework *26*
2.5 Hypothèses Testing *28*

CHAPTER THREE **29**
Research Design and Methodology **29**
Introduction *29*
3.1 Research Approach *29*
3.2 Research Design *29*
3.3 Data Types and Data Source *31*
3.4 Data Collection Method *31*
3.5 Data Collection Instrument *31*
3.6 Data Analysis Method *32*
3.7 Sampling Design *33*
3.7.1 A. Target Population 33
3.7.1 B. Sampling Technique 33
3.8 Sample Size *34*
3.8.1 Inclusion/Exclusion Criteria: 35
Chapter Four: **38**
Data Presentation and Analysis **38**
4.1. Introduction *38*
4.2 Response Rate *38*
4.3 Profile of the respondent *39*
4.3.1 Description of Respondents' Profile - Demographic Variables 39
Table 4.2: Demographic Profiles of Respondents 39
4.4. Evaluation of technology readiness among users *40*
Descriptive Statistics -Technology Readiness 40
4.5.Evaluation of customer satisfaction based on Check-In Experience *43*
4.7. Testing Assumptions of Classical Linear Regression Model *45*
4.7.1. Linearity test 45
4.7.3. Homoscedasticity 46
4.7.4. Multicollinearity 47
4.8. Correlation *48*
4.10. Summary of Hypotheses Test *51*
CHAPTER FIVE **54**
SUMMARY, CONCLUSION, AND RECOMMENDATIONS **54**
5.1 Introduction *54*
5.3 Conclusion *56*

5.4 Recommendations *57*

5.4.1 Adopt a Hybrid Guest-Centered Check-In Service *57*

5.4.2 Investing in Guests' Technology Readiness *57*

5.4.3 Maintaining and Enhancing Service Quality *57*

5.5 Further Areas of Investigation *59*

Reference **61**

List of Tables

Table 4.1 Response Rate 35

Table 4.2 Demographic Profiles of Respondents.....36

Table 4.3 Descriptive Statistics -Technology Readiness …….38

Table 4.4 Customer Satisfaction Based on Check-In Experience.....40

Table 4.5 Testing Assumptions of Classical Linear Regression 42

Table 4.6 Multicollinearity.....45

Table 4.7.Correlation.....46

Table 4.8 Tabel ModelSummary.....47

Table 4.9 Table Model Summary..... .. 47

Table 4.10. Regression.....48

List of Figure

Figure 2. 1 Conceptual Framework Diagram……28
Figure 4. 1 Linearity Test 42
Figure 4.2 Homoscedasticity 43
Figure 4. 3 Histogram of Regression Standardized Residuals.....44

List of Abbreviations and Acronyms

- SST-self-service technologies
- Internet of Things (IoT),
- (Mobile hotel applications) MHA
- AI -Artificial intelligence
- Technology readiness - TR

CHAPTER ONE

Introduction

This chapter will go through the background of the study, the problem statement, research questions, the objectives of the study, the research hypothesis, the definition of terms, the significance of the study, the delimitation/scope of the study, and the organization of the paper.

1.1 Background of the study

The current speed of technological development, also known as Industry 4.0, is progressing rapidly. Various advanced technology solutions have been applied to different industries, including banks, health care, insurance, retail, and transport. The hotel industry is one of them; in particular, self-service technologies change business processes in hotels. Implementing and applying self-service technologies is expected to improve the quality of services provided to the customers and, consequently, boost customer satisfaction. However, empirical research shows that customers differ in their willingness to embrace technology, and such diversity can affect customer satisfaction with hotel services (Long Pham, Nguyen Pham, Huy Le, Donna Luse, 2018).

Rapid digitalization brings significant shifts to the hospitality industry; among other things, the mechanism of service delivery changes. For instance, more and more often, customers make their bookings online on websites of their choice rather than contacting hotels' booking departments. Similarly, many guests perform digital check-ins on their phones instead of lining up at the reception desk to get access to their rooms. In major global hotel brands, inquiries and requests made by guests are processed on digital platforms either prior to arrival or during stays; this allows requesting special accommodation using the platforms offered by hotels themselves.

According to Newbook Property Management System (2025), automated hotel check-ins significantly differ from traditional check-ins in a number of aspects. First, unlike traditional check-in procedures, which involve visitors coming to the reception desks with assistance from hotel employees, automated check-in allows guests to do all the necessary actions via self-service kiosks, applications, or pre-arrival portals, resulting in a much faster process that takes less than one minute and involves digital identity

checks. Unlike traditional check-in, automated check-in is available around-the-clock without any restrictions on when it can take place; additionally, it does not require guests to come to the reception desk. Furthermore, automated hotel check-in allows saving time by providing digital room keys that are stored either on smartphones or in automated lockers, which reduces the necessity for face-to-face communication between guests and hotel employees. At the same time, automated systems provide better protection for guests' data due to the encryption of digital keys and automatic verification of identity. Moreover, implementing automation increases efficiency due to a decrease in the need for employees to operate and work.

In turn, Long Pham, Nguyen Pham, Huy Le, and Donna Luse (2018) note that customers' readiness to use self-service technologies depends on their operational efficiency by reducing the need for extensive staff resources and workload.

In this case, the level of customers' acceptance and readiness to use technologies is an important consideration for hotels, since it not only affects the way in which the technology is used, but also influences the satisfaction of guests with the hotel. The difference in technology readiness between customers will be able to cause either a higher or lower level of customer satisfaction with the hotel, which requires further scientific research to clarify the problem empirically.

According to Rohit Verma, Ph.D., and Liana Victorino, the extent to which guests of hotels are willing to apply technological innovations within the scope of their stay and on an autonomous basis later is an excellent criterion for market segmentation. One of the methods for creating market segments depending on the technological orientation of guests is the Technology Readiness Index (TRI). The research carried out by the authors showed that the distribution of the TRI among 865 business and leisure travelers of hotels in the USA is close to normal, with people who tend to use technologies whenever possible and others who are unwilling to engage in technology use. In addition, the authors' analysis showed several significant differences in travel behaviors of guests with high and low TRIs that might be valuable for mpared to that of low TRI. The authors found that guests with high TRhotel companies. For example, guests with high TRI traveled more often for work purposes and were ready to pay a higher price for the hotel rooms. There was a greater proportion of male guests in the A greater percentage of male guests were in the high TRI group than were in the low TRI group.

Moreover, it is shown that guests who score highly in terms of TRI tend to be young people who are more educated and wealthier compared with others sampled. Those guests who were technologically proficient were more likely to choose to visit upscale hotels in comparison to the other participants in the sample. Hence, it is clear that the executives trying to distinguish their hotel by its technology need to analyze the reactions of particular groups of guests.

According to Parasuraman (2000), a great increase in terms of technology-based products and services along with the trendiness of firms to use technology for marketing purposes requires an analysis of customer's readiness to interact with technology. As seen from previous experiences and investigations concerning people's responses to technology, there exists a certain variability in terms of their willingness. The TRI is considered to be a multi-item scale of strong psychometric characteristics that can be used by companies to get an insight into their clients' (external and internal) technology readiness, especially regarding computer/internet-based technologies.

(Aschale, 2014) In his thesis state that the hospitality business, in general, and the hotel in particular, has caught the eye of investors to invest in the booming country, Ethiopia, and the hub city, Addis Ababa

Nevertheless, it is found out that most hospitality (hotel) operators are techno-phobic. The trends and coverage of technology in optimizing comfortable services in most hospitality spots and institutions is at their traditional caricature. The pace of service and the quality of professionals in the hospitality operation is still staggering. These are, therefore, the triggering issues for the present study necessitating a professional remedy.

Further on this observation, its explains in a way that, unlike most local hotels in Addis Ababa, which are not fully aware of the importance of technology adoption, international five-star hotel chains and global brands such as Radisson, Sheraton, Marriott International, and Hyatt Regency place strong emphasis on advanced technology. For these brands, technology integration is not optional but essential, as their brand standards and global reputation require them to consistently deliver high-quality service and meet guest expectations.

1.2 Statement of the problem

The rapid advancement of Industry 4.0 technologies has transformed service delivery in the hospitality industry, particularly in hotel check-in processes. As a result, many international five-star hotels have adopted digital and self-service check-in systems to improve efficiency and reduce waiting time. However, there remains inconsistency in how these technologies influence guest satisfaction, especially during the check-in stage, which forms the first impression of the hotel experience.

This study defines the dependent variable as guest satisfaction with the check-in experience, rather than overall satisfaction, as this specific touchpoint is influenced by immediate factors such as system usability, efficiency, and emotional response.

The study is grounded in the Technology Acceptance Model (TAM), Technology Readiness (TR) framework, and Expectation–Confirmation Theory (ECT). While TAM and ECT explain technology adoption and satisfaction formation, TR captures individual differences in guests' willingness to use technology.

In this context, Technology Readiness is conceptualized as a mediating variable between check-in type (digital vs. face-to-face) and satisfaction. This is because the effect of technology on satisfaction operates through guests' psychological readiness. Guests with higher readiness are more likely to perceive digital systems positively, while those with lower readiness may experience discomfort and dissatisfaction.

Although prior studies show that technology-based services can enhance satisfaction, most focus on direct relationships and overlook the underlying mechanisms. In addition, limited research has examined the mediating role of TR, particularly in five-star hotel settings and emerging markets such as Ethiopia.

Therefore, this study addresses this gap by examining how Technology Readiness mediates the relationship between hotel check-in systems and guest satisfaction with the check-in experience, providing both theoretical and practical insights for improving service delivery.

1.3 Research questions

The outlined aim of this research is achieved by answering the following research questions.

1.3.1 Main Research Question

How does Technology Readiness mediate the relationship between hotel check-in systems and guest satisfaction in five-star international hotels who used technology?

1.3.2 Sub Research question

- What is the effect of hotel check-in type on guest satisfaction?
- What is the effect check-in type on technology readiness ?
- To what level does technology readiness influence guest satisfaction?
- To what extent does technology readiness mediate the relationship between the type of check-in and guest satisfaction?

1.4 Objective of the study

1.4.1 General Objective of the Study

To examine the mediating effect of Technology-readiness on the relationship between the hotel check-in type and Guest Satisfaction, in the case of Five-Star International Hotel's guest experience

1.4.2 Specific Objective of the study

1. To examine the effect of hotel check-in type on guest satisfaction
2. To assess the influence of hotel check-in type on technology readiness .
3. To determine how technology readiness influences guest satisfaction
4. To examine how technology readiness mediates the relationship between the type of check-in and guest satisfaction.

1.5 Significance of the Study

This research will explore the role of technology readiness and its impact on the check-in types (Digital vs. Face-to-Face) and guest satisfaction By focusing on technology readiness, the study also tries to assess the understanding of the individual differences that affect the guest response to service delivery systems and approach to new technology.

The findings of the study will also help hoteliers to identify the most effective check-in type for enhancing guest satisfaction and job performance of the staff by making it easy and building the innovativeness of the hoteliers to design service processes that align

with guest preferences, and will be able to allocate resources that can help to apply the digital technology.

As a major insight of the study it will give suggestions for improving the guest experience via the customized service, as hotels increasingly start adopting digital solutions which can help to target customers based on their comfort with technology, offering based on their preferred check in type -digital and human-assisted or hybrid and the main goal improving the guest satisfaction which can leads to maximized revenue and loyalty of the customer

In addition, in the 21st century, business entities can not isolate themselves from major changes and innovations to stay competitive in the market, as technology is one of the factors considered as a unique value. It will further help in strategic planning for digital innovation, Implementation of user-friendly technologies, as a selling point, and on top, will lead to balancing automation with service quality in luxury hospitality as a managerial or leadership accomplishment

- Further, the study advances academic understanding and makes room for more investigation and study in this field, and will identify the uncovered scope of the study for extended research

1.6 Limitation

- Limitation -There has been very limited research conducted in Ethiopia, and only major hotel chains are implementing this technology. While it is quite familiar elsewhere in the world, Ethiopia is in this regard. Therefore, the research may see some literature limitations as it evaluates the country's experiences. The target population includes guests who used these check-in methods during their stay. The study uses quantitative surveys to assess guest perceptions of ease, security, and overall experience. Since technology readiness is only practiced in worldwide brand hotels in Addis Ababa, and the local hotels will not be suited to the research title, it will be considered as a limitation since its limited to a few hotels

1.7 Scope of the study

The study's scope centers on examining the mediating effect of Technology-readiness on the relationship between the hotel check-in type and Guest Satisfaction, a case Study of Five-Star International Hotel Guest Experience

- By closely examining the experiences of international travelers, it aims to highlight the distinctions of customer interactions with these modern technologies and how they enhance the overall hospitality experience. The research seeks to uncover not only the psychological impact on guests but also the tangible benefits that these innovative check-in solutions bring to luxurious accommodations. The research is geographically not limited as the guests are coming from different countries and have different destination experiences, and also has Addis Ababa exposure, targeting high-standard hotels with advanced technological infrastructure, and primarily emphasizes customer experiences while considering recent trends, especially post-pandemic. The methodology involves quantitative data collection only from guests who have experienced, excluding other hotel categories or regions. Overall, the study aims to provide insights into the benefits, challenges, and guest reactions to the technology readiness

1.8 Organization of the paper

The organization of the study for the effect of content marketing strategies on brand awareness: evidence from the soft drink brands' can be structured in the following manner:

- **Chapter 1**: This first chapter includes an introduction that describes the study's background, problem statement, research questions, and objectives. It also elaborates on the study's significance and discusses the study's scope, limitations, definition of terms, and organizational structure.
- **Chapter 2:** This chapter provides various theoretical and empirical concepts along with a detailed appraisal of linked articles to the topic. The hypothesis formed from the current theories and the resultant conceptual framework is presented as this chapter draws to a close.
- **Chapter 3:** This study's third chapter discusses the study's methodology. It includes a thorough discussion of the population sample size and data-

gathering methods in addition to the research approach and design. The final section of this chapter discusses the ethical issues surrounding the data collection from respondents.

- **Chapter 4:** The findings of this investigation are detailed in this chapter, as they would be in any research paper. This chapter discusses the various statistical findings and provides a thorough explanation of the data, along with many tables and pie charts that illustrate the link between the various factors under investigation.
- **Chapter 5**: This study's last chapter presents the researcher's conclusion, which is based on the analysis and conclusions from Chapter 4's findings. It also includes a list of the researcher's recommendations for filling up any gaps in the interpretations of chapter four.

  With each section contributing to the development of an organized story to analyze the the mediating effect of Technology-readiness on the relationship between the hotel check-in type and Guest Satisfaction, a case Study of Five-Star International Hotel Guest Experience, this organizational structure guarantees a logical flow of information, beginning with the introduction and literature review, followed by the research methodology and findings, recommendations, and a thorough conclusion.

1.9 Definition of terms

Conceptual definition

1. Digital Check-In:	Guests use devices to check in remotely.
2. Mobile Check-In:	Check-in via mobile apps for convenience.
3. Automated Check-In:	Tech automating the check-in process.
4. Customer Anxiety:	Worry about check-in and tech.
5. Customer Satisfaction:	Guest contentment with hotel experiences.
6. Contactless Technology:	No physical contact systems.
7. Personalization:	Tailored guest experiences using data.
8. Operational Efficiency:	Improved hotel operations with tech.
9. Guest Experience:	Overall satisfaction during the stay.
10. Security:	Protecting guest data at check-in.
11.Cost Savings:	Reduced expenses from digital check-in.
12. Guest Autonomy:	Guests manage their own preferences.
13. Data Collection:	Gathering guest info for marketing.
14. Environmental Impact:	Reduced paper use.
15. Scalability:	Adapting digital systems to hotel needs.
16. Security Measures:	Encryption to protect data.
17. Personalization and Upselling:	Tailored options during check-in.
20. Contactless Check-In:-	Focus on safety and hygiene.
21. Customer Data Privacy:-	Protecting guest information.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The hotel industry is a pivotal sector that significantly influences the economic development of countries, particularly in tourism-dependent cities like Addis Ababa, Ethiopia. In response to mounting competition and rapid technological advancements, hotels are increasingly adopting innovative digital solutions to enhance guest experience and improve operational efficiency. This literature review examines the theoretical foundations and empirical research regarding the effects of digital hotel check-in systems compared to traditional face-to-face check-in methods, focusing on their impact on Technology readiness and satisfaction. The review aims to provide a conceptual framework for understanding these phenomena.

2.2 Theoretical literature review

2.2.1 Face-to-Face check-in- Face-to-face check-in (or traditional front desk check-in) is the traditional way of checking into a hotel where guests check in by personally meeting the hotel staff members, completing the check-in formalities, getting identity verified, making payments, collecting room keys, and gaining valuable information regarding the hotel before proceeding to their rooms.

The hospitality industry always describes face-to-face check-in as the traditional and most recognized form of check-in procedure, marking the first interaction between the guest and the hotel ((n.d.)., Little Hotelier., n.d.) (Agilysys., 2025)

In general, hotel check-ins involve a guest coming to the reception/front desk, engaging with hotel employees, confirming the reservation, showing identity proofs, and collecting keys/keycards ((n.d.)., Little Hotelier., n.d.)

Face-to-face check-ins enable hotels to personally authenticate the identities of the guests, which is compulsory in many nations for security and legal reasons. It helps prevent impersonation and ensures guests have the necessary identification papers (Agilysys., 2025) (SetupMyHotel, 2024)

Operational considerations include ensuring proper registration and payment verification, addressing special requests right away, and solving any booking issues immediately upon arrival.this is harder to control in full automation processes for international travelers and those visiting a hotel for the first time.

Check-in is the process that forms the first impression of the hotel. Research within the field of hospitality services stresses the importance of initial service interactions for forming guest perceptions regarding the quality of service. (FasterCapital, 2025) ((n.d.)., Little Hotelier., n.d.) personal face-to-face check-in offers: Personal greetings, warmth and reassurance, chances for service recovery and up-selling.It conforms to the hospitality industry principles based on human contact and individualized customer attention. Positive Effects on Customer Satisfaction - Multiple hospitality studies indicate that personal interaction at check-in increases customer satisfaction, especially to those guests who value guidance and clarity (Agilysys., 2025). (Smart Order, 2025) (Smart Order, 2025).

Facial contact may increase satisfaction by: Creating a feeling of welcome and recognition among guests.helping staff to inform guests about facilities, policies, and services and give them emotional support for their long journey. according to the service quality theory, interpersonal contact positively impacts the guest perception of service quality when staff members are welcoming, friendly, and empathic (FasterCapital, 2025) But Negative impact on guests' satisfaction, because the queue is long, employees seem in a hurry or ill-prepared; the procedure is boring or monotonous. Because of this reason, alternatives are preferable, especially in rush time and the post-pandemic period (Jotform, 2025).

For most travelers, especially foreigners, the elderly, or first-time guests, the personal experience of check-in is vital for alleviating fears. It offers guests the opportunity to raise queries, clarify their expectations, and feel secure in an unfamiliar surrounding ((n.d.)., Little Hotelier., n.d.) (FasterCapital, 2025).

A verbal explanation coupled with non-verbal communication such as smiling and making eye contact enhances the feeling of security and assurance.the research on contactless check-in emphasizes that by avoiding direct interaction with people, stress levels of guests who want a quick and socially uneventful check-in process can be lowered (Jotform, 2025). on the contrary, there could be guests who feel stressed with

face-to-face check-ins owing to various reasons such as lack of language skills, social awkwardness, concerns related to privacy and the need to finish quickly because of crowded lobbies. Nevertheless, check-in through personal face-to-face interaction plays an essential part in any hospitality organization from legal, security, customer service, and psychological perspectives.

Despite all the advantages of digital check-in and contactless check-in, it is evident from the literature review that the face-to-face check-in procedure plays an important role in guest experience.

2.2.3 Turning point to digital check-in

During the COVID-19 pandemic, travelers became more concerned about safety and cleanliness, while gradually regaining comfort with human interaction. As travel resumed, guests paid closer attention to how hotels used technology to ensure safety. Mobile hotel applications (MHAs) quickly emerged as vital tools, enabling contactless service and becoming a primary communication channel between hotels and guests.

Today, the hospitality industry is being reshaped by innovations such as artificial intelligence (AI), the Internet of Things (IoT), automation, and big data. These technologies enhance service quality, personalize guest experiences, and streamline operations, making hotels more competitive. Key examples include:

- AI and automation for chat bots and virtual assistants that handle bookings and guest inquiries.
- Mobile apps and digital key**s** for check-in, payments, and room access.
- IoT smart rooms that adjust lighting and temperature to guest preferences.
- Cloud and big data for analyzing customer behavior and improving decision-making.
- Contact less payments and energy management systems for convenience and sustainability.

Major hotel chains like Hilton and Marriott have invested heavily in these innovations. Hilton's AI assistant "Connie," powered by IBM Watson, provides personalized recommendations, while Marriott's mobile app and digital key system allow seamless

check-in and room access. Both brands use AI to tailor services, reduce staff workload, and improve guest satisfaction.

Overall, these technologies give guests more autonomy, improve efficiency, and create a safer, more personalized hotel experience.

The same study conducted by (Svitlana, 2024) Marriott uses chatbot and AI technology in order to improve its customer service. It helps guests lodge a request whenever needed through the mobile application. The personalization AI looks into the guest's previous reviews and preferences and gives suggestions for personalized room features for future visits. Technologies such as mobile applications and digital keys have completely changed the way that guests interact with hotels. Through a mobile application, it is now possible for guests to make check-ins online and order services, which will reduce the workload of hotel workers. Mobile key by Marriott works much like the Digital Key of Hilton and can be accessed using a smartphone. (Svitlana, 2024)

2.2.4 Technology Readiness (TR)

Technology readiness represents the willingness and comfort level of using modern technologies in personal life and work (Parasuraman, 2000). In other words, technology readiness demonstrates a person's acceptance of the usage of innovative technology.

The following four aspects are included in the definition of technology readiness

- Optimism – The assumption that technology helps increase efficiency, control, and convenience
- Innovativeness – An intention to explore innovations and use innovations in one's work first
- Discomfort – The feeling of frustration due to technology usage

Insecurity – A suspicion of technology being unreliable

The former two characteristics help promote technology usage, whereas the latter two result in resisting the innovative approach. In general, optimistic people will face fewer problems in using digital technologies than individuals having negative attitudes toward innovative technologies. For instance, customers with high technology optimism are more interested in innovative options and prefer to use digital hotel services compared to their pessimistic counterparts. The former two characteristics help promote technology usage, whereas the latter two result in resisting the innovative approach.

In general, optimistic people will face fewer problems in using digital technologies than individuals having negative attitudes toward innovative technologies.

For instance, customers with high technology optimism are more interested in innovative options and prefer to use digital hotel services compared to their pessimistic counterparts.

The acceptance or adoption behavior towards the innovative technology or an innovation has become the issue investigated by numerous researchers within last few decades. Currently, with the development of technology, much attention is paid to self-service technologies both offline and online. (Kaur & Gupta, 2012)

The study conducted by (Kim & Han, 2022) stated that. A smart hotel can be defined as a relatively new concept in which hotels make use of technology for automated service provision and personalization of experiences for guests. In many instances, hotels utilize advanced technology, such as automation technologies and robots, to accomplish tasks performed by staff members before.With technology being the major driver of performance and efficiency in many organizations, the analysis of consumer perceptions regarding their ability to embrace and use these technologies is of great importance to business. Notably, different individuals react differently to technological innovation. Some customers welcome any technological advancement, enjoying the added convenience and enhanced experience offered by such tools while others tend to be wary of using these technologies. This has a notable impact on customers' behavior resulting in either positive reception of these tools or outright rejection of them.

The idea of Technology Readiness (TR) was introduced to explain individual differences in terms of acceptance of technology and using it. Most research studies agree that it is imperative to consider individual differences to predict customer behavior, thus the importance of TR.

Moreover, according to theories such as TAM, consumers are inclined to adopt a technology based on its usefulness and ease

Similarly, the Theory of Planned Behavior (TPB) explains that behavior is influenced by attitudes, social norms, and perceived control. Together, TR, TAM, and TPB are widely used frameworks to understand how customers respond to technology in the modern hospitality industry.

2.2.5 Theoretical Foundations of Technology Adoption in Hospitality

There have been many studies related to the innovative technologies used in the hospitality industry. One of such models is the technology adoption model (TAM). The TAM was created and discussed by (Venkatesh, 2000). The main idea behind the technology adoption model suggests that the perception of the usefulness and the ease of implementing innovative technology impact the people's intention to adopt technology. Thus, the implementation of the online check-in system in the hotel can be considered through the lens of the same theory.

In fact, according to the technology adoption model, there are two key aspects to be considered. The first one is related to the perceived usefulness of the certain innovation for the specific user. The second aspect is associated with the convenience of the technology usage.

2.2.6 Impact of Digital Check-In Systems on Customer Satisfaction

The paper by (Liu, 2019) investigates the rise of SSTs use in hotels amid the controversy of the high technology vs high touch service in hospitality. With the help of a sequential mixed-method approach, namely 60 interviews and two rounds of survey questionnaires, the researcher establishes the framework for investigating the preferences for using SSTs or human-based services in hotel experiences.

The theoretical foundation as per (James A. Busser, 2022,) uses the concept of the micro-experience including anticipation, participation, and reflection to understand hotel customer experiences along with the Appraisal Theory of Emotions (ATE). Anticipation refers to the formation of expectations about the hotel before the arrival based on the chosen information source. In turn, arrival represents a transition event that determines further participation experience associated with the interactions with hotel staff. As for reflection, it comes after the stay in the hotel.

Emotions emerge in the course of evaluating an experience whether it brings any benefit or loss to customers. Specifically, appraisals lead to approaching or withdrawing from the experience. For instance, the moment of the hotel check-in becomes critical at which primary appraisal implies emotional response while secondary appraisal evaluates satisfaction and loyalty of customers. When digital hotel check-in is employed, it serves as a transition event impacting emotional appraisal, customer participation, and reflection. Positive appraisals of digital check-in can enhance emotional engagement

with staff, increase trust, and reduce customer anxiety, leading to better overall satisfaction and loyalty.

2.7 Hybrid check-in system /Balancing Efficiency and Human Interaction

With the conference paper by (Mandić, 2023) The tourism and hotel industry had always been characterized by warmth, human interaction, and services provided by people. However, the modern developments in the field of automation and service technologies have made changes in the industry. Automation and services are currently becoming a part of the guest experience from the very moment of planning a visit.

As it has been stated by Lukanova and Ilieva (2019), travelers have a chance to deal with the technological means during the planning stage of the trip and arranging the accommodation and transportation services. On arrival, travelers are provided with the opportunity to speed up and ease the check-in procedure due to the presence of different devices and mobile apps. Furthermore, the technological advances can help accelerate the process of check-out. What is more, technology allows guests to be informed concerning the weather forecast and other necessary details related to the transportation. Additionally, with the help of mobile apps, guests are able to share their opinions about the services they get.

Undoubtedly, there is an opportunity to automate numerous processes within hotels and facilitate travelers' stay in them. However, there is a question concerning the maintenance of human communication withinFurthermore, according to Lukanova and Ilieva (2019), tourists today engage with technology from before their arrival to the destination site. These include mobile applications, virtual platforms, and chatbots that provide information and allow booking accommodations and transportation. Upon arrival, there is usually flexible check-in that can include a visit to special digital kiosks and other methods for mobile check-in.

During their stay, customers have the ability to individualize their experience using technological tools ranging from smart room control systems to service delivery apps. Also, technology makes check-outs easier by ensuring there are no long queues; instead, guests get vital information, including transportation timetables, weather forecasts, and details of the flights that they may have planned. Finally, guests are able to give feedback about their experiences using mobile phone applications and help to improve services provided.

These changes show that hotels are capable of integrating technological advancements and automate services offered by various service providers. It, however, presents an interesting challenge for hotels as to whether they are able to embrace the latest technology innovations without losing the element of personal touch, which is a defining feature of hospitality. While automation makes things more efficient and convenient, personal interaction plays a key role in making guest experiences memorable.

The ongoing COVID-19 pandemic has further driven hotels to embrace automation and robotic services in an effort to ensure safety and minimize physical contact (Zeng et al., 2020). Consequently, hotels are adopting new technology in order to provide efficient and personalized services at once.

As far as the future is concerned, technological solutions are expected to become more affordable and accessible, enabling wider adoption across the industry. This will improve operational efficiency and reduce costs for service providers. However, existing research emphasizes that achieving the right balance between technology and human interaction is critical. This balance ensures that hotels can enhance efficiency while preserving the personalized service that leads to higher guest satisfaction.

2.3 Empirical Review,

The role of technology in mediating the relationship between type of check in and guest satisfaction

2.3.1 Relationship between Check-in System Type and Guest Satisfaction

Despite the abundance of literature demonstrating that the introduction of self-service technologies (SSTs) leads to higher levels of guest satisfaction within the hospitality industry, there have been some inconclusive and even contradictory findings about the matter. Indeed, several scholarly works show that there is no significant influence on guest satisfaction levels because of the kind of check-in system used.

(Slevitch, 2018) state that there are numerous self-service technology features that do not contribute to customer satisfaction. In particular, while both ease of use and speed of service positively affect customer satisfaction, this indicates that just the use of SSTs will not necessarily ensure an improvement in satisfaction. Instead, it will be essential to focus on how good the system is.

From these results, it can be inferred that there is no inherent correlation between technological progress in a check-in system and increased levels of customer satisfaction unless an experience provided through a technological system is seamless, fast, and user-friendly. (Abukhalifeh, 2020)

Moreover, the industry of hospitality has long been built upon close physical contacts where personal communication was seen as a vital part of the guest experience. Research proves that a large number of guests still find human communication desirable at the time of checking in. For instance, such reasons as receiving personalized treatment, resolving issues, or obtaining emotional comfort are among the key drivers of preference towards human communication at the moment of check-in. Therefore, the absence of consistency among studies can also be attributed to the existence of diverse customer preferences as full automation might not satisfy some customer groups. (Yusof, 2025)

The issue of customer heterogeneity also serves as one of the major explanations for the absence of any strong relationship. In particular, existing evidence suggests that different types of customers exhibit certain differences in attitudes towards technology. Generally speaking, young, tech-savvy travelers prefer self-check-in whereas older guests tend to prefer traditional services. (Inside Hospitality Solutions LLC, 2025)

From these observations, one can deduce that the connection between check-in system type and guest satisfaction is conditional and may exist due to the presence of mediating or moderating variables. Specifically, the level of technological readiness is important in determining how a guest interacts with and perceives the use of self-service technology. Technologically ready guests will benefit from the use of automated technology, while those that lack technological readiness experience negative interactions because of their low level of optimism and innovativeness.

Accordingly, the results of this study that show there is no significant effect of hotel check-in system type on guest satisfaction are well-supported in the literature. The reason behind this lies in the importance of customer-level variables in driving customer satisfaction rather than the existence of automated technology itself. Thus, the success of the technology largely relies on the guest's willingness to engage with it. (Inside Hospitality Solutions LLC, 2025)

The hotel industry is increasingly adopting both digital and traditional check-in systems to enhance guest experience. While digital check-in offers convenience and efficiency, face-to-face interaction provides emotional connection and personalized service. Recent studies suggest that a hybrid approach, combining both technology and human interaction, leads to higher guest satisfaction by balancing efficiency and service quality. However, guests respond differently to these technologies depending on their level of Technology Readiness (TR). Technology Readiness influences how guests perceive and use digital services, and it plays a mediating role in the relationship between check-in systems and guest satisfaction. Therefore, understanding this mediating effect is essential for successful technology implementation in hospitality.

2.3.2 Relationship Between Technology Readiness and Guest Satisfaction

Recent empirical studies in the hospitality industry highlight the growing role of technology in transforming service delivery and enhancing guest satisfaction. In particular, research has examined the impact of digital check-in systems, face-to-face service, hybrid approaches, and technology readiness on customer experiences.

Several studies have focused on the role of self-service technologies (SSTs) such as mobile check-in and kiosks in improving operational efficiency and guest convenience. For example, research on hotel self-service kiosks found that factors such as ease of use, speed, and convenience significantly influence customer satisfaction. The study further revealed that technology readiness positively contributes to how guests evaluate these systems and their overall satisfaction. Similarly, other studies have shown that digital transformation in hotels enhances service quality, increases efficiency, and leads to improved guest satisfaction and loyalty. (Kiara Lorine B. Doña, 2025) (Fei Hao & Kaye Chon, 2022). The study further revealed that technology readiness positively contributes to how guests evaluate these systems and their overall satisfaction. Similarly, other studies have shown that digital transformation in hotels enhances service quality, increases efficiency, and leads to improved guest satisfaction and loyalty. (Kiara Lorine B. Doña, 2025) (Fei Hao & Kaye Chon, 2022)

In addition to these benefits, the study showed that technology readiness is important for guest perception of the system used in the hotel and increased guest satisfaction. Similar findings were found in other studies where it was concluded that automation in hospitality improves quality, efficiency, and increases guest satisfaction and loyalty to

the company. Nonetheless, although digital services have many benefits, the role of humans cannot be overlooked according to the empirical results. Comparing the influence of self-service technologies and human interaction, it was found that while technology increases convenience and satisfaction, human contact increases satisfaction due to greater emotional connection and service quality. (Dr Jitender Kumar1, 2026)

an effective solution to these problems, there are recommendations to use a hybrid approach known as "high-tech and high-touch" service. One such study analyzed automation and human contact in the delivery of hotel services and concluded that although the introduction of automation has a positive impact on efficiency and reduced waiting times, interaction with people ensures personalization and guest satisfaction. Moreover, similar conclusions were drawn from a study conducted in upscale hotels where service delivery was provided through human and technology interaction.. (Dr Jitender Kumar1, 2026)

Additionally, various empirical studies investigated the perception of different approaches to guest check-in. Findings obtained through the comparison of technology-driven and conventional check-in procedures show that satisfaction of customers depends on the match between the service approach and guests' needs. While some guests find it convenient to utilize the rapid and autonomous technology-based system of check-in, others appreciate personalized assistance provided by the staff at the front desk. Therefore, flexibility is an important principle when considering whether to employ only one service mode in hotels. (Parasuraman A., 2000)

A crucial variable that explains these differences in the preferences of guests is Technology Readiness (TR). Studies proved that there is a significant variation among individuals concerning adoption and utilization of novel technology, which is positively related to guest satisfaction. The individuals who demonstrate high technology readiness consider self-service technology convenient and satisfying because they do not have problems understanding how to use them.

Empirical studies prove that the effect of technology readiness can be viewed as mediating in terms of the relationship between technology usage and guest satisfaction. In this regard, research into smart hotel technology revealed that user competency and technology readiness have a strong influence on the way (Parasuraman A. , 2000)

An important factor influencing these preferences is Technology Readiness (TR). Research shows that individuals differ in their willingness to adopt and use new technologies, which directly affects their satisfaction with digital services. Guests with higher technology readiness are more likely to perceive self-service systems as useful and easy to use, leading to higher satisfaction levels. Conversely, guests with lower readiness may experience discomfort or insecurity, resulting in reduced satisfaction.

Empirical studies further suggest that technology readiness plays a mediating role in the relationship between technology use and customer satisfaction. For example, research on smart hotel technology indicates that user competency and readiness significantly affect how guests perceive the benefits of technology, which in turn influences their satisfaction and loyalty. This implies that the effectiveness of digital check-in systems does not solely depend on the technology itself, but also on the guest's readiness to use it. (Mandića, 2023) while digital technologies improve efficiency and convenience, they cannot fully replace human interaction in hospitality services. Instead, the most effective strategy is to integrate both approaches through a hybrid system. Moreover, the level of technology readiness among guests plays a crucial role in determining how these systems are perceived and how they influence satisfaction. Therefore, understanding the mediating effect of technology readiness is essential for hotels aiming to successfully implement advanced check-in systems and enhance guest experiences.

All in all, empirical findings reveal that although technology increases efficiency and convenience of service, it is not enough to substitute human interactions. The optimal solution is thus a combination of both. Furthermore, it should be noted that the degree of technology readiness of the guests is important when it comes to evaluation of technology-based systems. That is why the importance of mediating effect of TR on implementation of advanced check-in systems needs to be acknowledged by hotel managers who are striving to improve their business.

From the perspective of hospitality, empirical studies show that customers who have higher optimism and innovativeness towards technology exhibit higher evaluations of smart hotel systems, which results in better satisfaction and positive behavioral outcomes like reuse and recommendation. Such customers are more at ease and confident when using technological interfaces such as mobile check-in apps, self-

service kiosks, digital concierge system, and online reservation websites. They thus engage more effectively, experiencing fewer challenges in the process and achieving greater satisfaction.(Kim J. J., 2020)

Technology Readiness and Self-Service Technology (SST) Satisfaction. However, the importance of technology readiness increases in terms of the adoption and evaluation of self-service technologies (SSTs) in hotels. Being an initiative of the customer, the SST involves active engagement on the client side, making the customer's competencies and readiness for use crucially important. Empirical findings show that the guests whose technology readiness is high are more likely to

- view the SST as convenient to use
- develop trust and confidence in the SST
- achieve success and efficiency when transacting service on the SST

These customers are satisfied more often than guests who lack technology readiness. Research shows that technology readiness affects self-service kiosk satisfaction to a significant degree; (Kim J. J., 2020) however, although its impact may be relatively smaller compared to operational factors such as system speed and ease of use. This implies that while technology readiness is a key determinant, it interacts with other service quality attributes to shape overall satisfaction. (Yusof, 2025)

2.3.3 Technology Readiness as a Mediator

Thus, it needs to be pointed out that there is a growing acknowledgment in empirical literature that technology readiness (TR) can act as the mediator or enabling variable that can help explain the way technology impacts consumer outcome in the field of hospitality. While technology does not affect customers directly, its effects need to pass the stage of TR to determine consumer satisfaction and behavior. One can conclude from the literature review in hospitality and tourism that technology readiness plays an important role in mediation when it comes to innovation variables and their outcome. This suggests that before technological changes result in some kind of benefits like improved performance or increased satisfaction, they need to pass the stage of technology readiness. In addition to the technological aspect, one can state that psychological readiness on the part of users is crucial since it affects their capacity to

benefit from innovative initiatives. Thus, from the standpoint of theory and practice, technology can have no positive effect unless consumers are ready to use it effectively..

Empirical studies in the field of hospitality and tourism have revealed that technology readiness can act as a mediating variable in the relationship between innovation related factors and performance results. Specifically, research reveals that technology readiness serves as a mediating variable, enabling technological innovations to lead to certain consequences such as adoption of the new technology, its evaluation, and performance. This suggests that apart from the features of a given technological system, its effectiveness may depend on the psychological readiness of the users to accept and utilize the innovative product. (Anh Viet Tran, 2025)

Moreover, both theoretical and empirical literature stresses that the impact of technological innovation cannot be observed without the presence of readiness among the customers to use the technology. Theorists emphasize that consumer consequences like satisfaction, perceived value, and intentions for further usage occur when people develop necessary levels of readiness and ability to engage with the technology in question. Here, the readiness to use a new technological innovation serves as a crucial transmission channel that enables positive outcomes of technological development to emerge. (Begum, 2023)

2.3.4 How does the technology readiness influence as the mediator between check in type and guest satisfaction –

In recent years, the body of research in hospitality industry has stressed that satisfaction among guests is influenced not by one variable alone but must take into consideration the interplay between technological and customer-related variables. one such case in point is the interaction effect of the type of check-in system used and technology readiness in influencing guest satisfaction. Indeed, empirical research carried out using complex methods such as regression analysis and Structural Equation Modeling (SEM) suggests that there are several factors that determine customer satisfaction. Technology readiness, perceived ease of use, and service performance are some of the factors that together contribute towards achieving guest satisfaction. It thus follows that self-service or technology-based check-in systems are to be assessed based on their alignment with the capability of customers to achieve satisfaction. (Yusof, 2025)

Technology readiness, on the other hand, improves the effectiveness of check-in systems as it equips guests with the skills necessary to understand and utilize digital technology. As a result, they can conduct their transactions with ease and also derive more benefits from technological services offered to them. Indeed, it has been shown empirically that customers with high technology readiness tend to interact positively with self-service systems and thus enjoy greater (Yusof, 2025)

Technology readiness, in particular, enhances the effectiveness of check-in systems by enabling guests to understand and navigate digital interfaces efficiently, complete transactions independently, and perceive greater value from technology-based services. Empirical evidence indicates that guests who possess higher levels of technology readiness are more likely to experience positive interactions with self-service systems, leading to higher satisfaction levels. Conversely, guests with low technology readiness may experience confusion, anxiety, and dissatisfaction when interacting with automated systems, especially when adequate support is lacking. (Inside Hospitality Solutions LLC, 2025)

Similarly, the technology readiness factor contributes significantly to the efficiency of check-in processes since it enables customers to use digital tools effectively, make transactions independently, and enjoy the advantages provided through technology. Research shows that customers with high levels of technology readiness have positive experiences with self-service technologies and become more satisfied. On the other hand, customers with low technology readiness may face confusion, uncertainty, and even dissatisfaction when using technological devices, especially if there is not enough assistance available for them. This means that the impact of self-service technologies on check-in process improvement can be viewed as complementary because the interaction between both factors leads to better results.

In other words, the link between check-in method and guest satisfaction depends on certain conditions that must be met for positive results to occur. In terms of hospitality research, studies conducted by _(Solanki ,2024) show that the impact of technological innovations related to the check-in process, including mobile and contact-less check-ins, depends on the level of user acceptance factors.

Thus, it can be said that customer satisfaction is maximized where there is harmony or alignment between the type of the check-in process and the technology readiness level of the customers. In cases where this alignment exists, customers tend to find that the process is efficient, convenient, and enjoyable. Conversely, when there is a mismatch,

such as where the technologically unready customers are forced to use advanced technology-based processes, customer satisfaction drops.

2.3.5 The Significance of Digital Check-in for Hotels and Guests

Being the age of rapidly developing technologies, today's hotels are compelled to incorporate digital solutions into their operations due to customer demands. Digital check-in, which emerged as one of the most important advantages of the pandemic period, became a common feature of the contemporary hospitality industry (Alemar, 2023)In particular, according to the survey conducted in 2021 (Skift and Oracle, 2021), about 54% of travelers said they would prefer permanently adopting contact-less check-in and check-out procedures.

While highlighting the numerous advantages of introducing digital check-ins, there is still room for solving some issues associated with the transition to the digital sphere. As was mentioned above, hotels were pushed to adopt digital technology due to the ongoing pandemic with already 72% having implemented it versus an average 35% adoption rates (Skift and Oracle, 2021) Thus, a compromise between efficient check-in process and customer interaction should be found.

Advantages:

Efficiency- It will help to economize time, decrease queues, lessen the administrative workload, which will give the hotel staff opportunity to perform other duties (Alemar, 2023).

Cost Reduction Digital check-in will help to economize on labor force and material costs related to checking in the guests (registration papers and key cards, for example).

Personalized Customer Services- Due to the absence of queues, the staff will be able to pay more attention to customers' needs and offer them more personalized services using the gathered information during the process of check-in (Padave, 2021).

Increased Revenue Using digital platforms, hotels can offer more services and sell them, such as upgrades or other benefits at the check-in time (Pekaar, 2021).

Satisfied Guest- Modern technology usage gives customers comfort and personal attention that raises their level of satisfaction.

Safety and Sustainability-With encrypted databases digital check-in helps to secure customers' information from any fraudulent attempts (Moreover, it saves the environment since there is no need to print anything on paper (Operto, 2023).

Disadvantages and Difficulties:

Lack of Personal Communication: Over-reliance on the self-service terminals may reduce the level of personal communication, affecting the consumers' perceptions about individualized service.

Technical Problems: All customers may not find it comfortable to perform tasks digitally; the older generation, in particular, may find it difficult. System malfunction or poor design may annoy the consumer.

Infrastructure Development: Infrastructure development, such as that of mobile keys, may require significant costs, making it expensive for some hotels.

Operational Difficulties: There is a shift from routine operations to interacting operations, necessitating staff training. Online check-ins also complicate the process of issuing a refund due to cancellation policies.

2.3.5 Ideal Scenario & Future Outlook

Such a solution would be a mixture between digital efficiency and delivery of services personalized by the hotel management. Hence, with regard to resorts, customers after completing their digital check-ins may be greeted by the receptionists who will personalize the orientation process for them, while, in relation to business hotels, the check-in will take place remotely for guests who are late, while they will receive notifications for accessing the rooms via digital technology (Pekaar, 2021).

In summary, one may say that the digital check-in system is changing the entire hospitality industry, as it allows not only improving efficiency and saving money, but also enhancing customer experience. If implemented in the right way, such an innovation may become a real advantage for businesses. Future developments may be related to security matters and incorporation into the existing infrastructure of hotels.

2.4 Conceptual Framework

To ensure that the relationships between check-in interaction type, Technology readiness, and customer satisfaction are accurately examined, this study incorporates

several control variables to account for individual and contextual differences that may influence customer anxiety and satisfaction independently of the main explanatory variables.

Main Variables

Independent Variables - Face-to-Face Check-in, Digital Check-in

Mediating Variable – Technology readiness

Dependent Variable - Customer Satisfaction

Control Variables

1. Guest Age

2. Age significantly influences technology acceptance and emotional responses to technology-based services. Older guests tend to exhibit higher levels of technology-related anxiety, while younger guests are generally more comfortable with digital interfaces (Parasuraman A. , Technology readiness index (TRI)., 2000) (Blut, 2016)

2. **Gender -**

Gender differences are closing within professional settings. It is worth mentioning that gender-based differences in TR are variable depending on education level, work experience, and organizational settings. Several new studies have proven the fact that stereotypes do not always work in reality: women were more digitally ready in some professional environments than men, especially feeling empowered by managerial staff and better prepared to complete their job tasks in times of digital transformation compared to previous studies which showed women were more anxious about IT adoption. (Cai, 2018)

Additionally, there was at least one professional study conducted recently using the TRI 2.0 methodology, according to which no gender-based differences could be found between technology readiness levels and digital adoption. (Cai, Fan, & Du, 2017)

3. Purpose of Stay (Business vs. Leisure)

Business travelers typically prioritize speed and efficiency and may prefer digital check-in, while leisure travelers may value personal interaction and reassurance (Lu J.

Y., 2009)This variable controls situational differences in guest expectations and emotional responses.

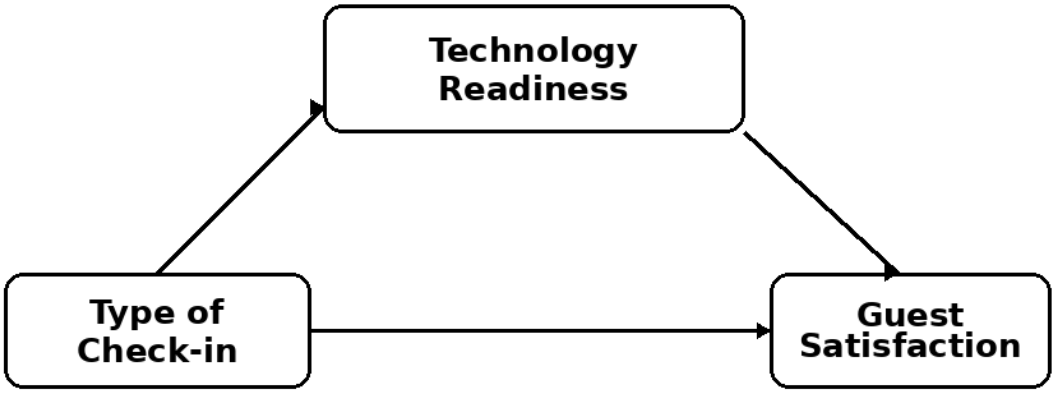


Figure 2. 1 Conceptual Framework Diagram

2.5 Hypothèses Testing

H1 – The type of check-in has a significant effect on guest satisfaction.

H2 -The type of check-in has a significant influence on technology readiness

H3 -Technology readiness significantly influences guest satisfaction.

H4 Technology readiness mediates the relationship between the type of check-in and guest satisfaction.

CHAPTER THREE

Research Design and Methodology

Introduction

This chapter focuses on the numerous methods and techniques that the researcher uses to perform the study and answer the research objectives given in the previous chapter. The following topics are covered in this chapter: research approach, research design, data types and sources, study population, sampling techniques, data gathering tools, data analysis approach, reliability, validity, and ethical considerations.

3.1 Research Approach

This study adopted a quantitative research approach, which focuses on the collection and analysis of numerical data to test the proposed hypotheses. The quantitative design was appropriate because the study examined the relationships between measurable variables, namely check-in type (digital and face-to-face), Technology Readiness, and guest satisfaction.

Data were collected using structured questionnaires and analyzed using SPSS and PROCESS Macro to test the study hypotheses (H1–H4). Specifically, descriptive statistics were used to summarize respondents' characteristics, while correlation and regression analyses were conducted to examine the relationships among variables. In addition, mediation analysis was applied to determine whether Technology Readiness mediates the relationship between check-in type and guest satisfaction.

This approach was particularly suitable as it allowed for objective measurement of variable relationships and direct testing of the proposed mediation model, thereby providing reliable and generalizable findings aligned with the research objectives.

3.2 Research Design

This study **adopted a quantitative, cross-sectional research design**, as data were collected from respondents at a single point in time. The cross-sectional approach was appropriate because the study aimed to examine the current relationships among variables without tracking changes over time.

The design is both **descriptive and explanatory in nature**. It is descriptive in that it examines the current status of digital and face-to-face check-in practices and levels of Technology Readiness and guest satisfaction. At the same time, it is explanatory because it investigates the relationships among these variables and tests the proposed hypotheses, particularly the mediating effect of Technology Readiness.

The **unit of analysis** for this study was individual hotel guests who had experienced either digital or face-to-face check-in systems in five-star international hotels.

Data collected from respondents were analyzed statistically using **SPSS and PROCESS Macro**. Descriptive statistics were used to summarize the data, while correlation, regression, and mediation analyses were applied to examine the relationships between check-in type, Technology Readiness, and guest satisfaction, and to test the study hypotheses.

3.3 Data Types and Data Source

According to Kabir (2016), primary data are original data collected directly from respondents for a specific research purpose. In this study, primary data were collected from hotel guests through structured questionnaires, as they provide firsthand insights into guests' experiences and perceptions.

The use of primary data was appropriate because the study aimed to measure specific constructs such as Technology Readiness, check-in type (digital and face-to-face), and guest satisfaction, which require direct responses from individuals who have experienced the service. The questionnaire was designed to capture these variables using standardized measurement items, allowing for accurate data collection and analysis.

This approach ensured that the data were relevant, reliable, and aligned with the study objectives and hypotheses, particularly in examining the relationships among the variables and testing the mediating role of Technology Readiness.

3.4 Data Collection Method

Data were collected using a structured questionnaire administered to hotel guests who had experienced either digital or face-to-face check-in systems. The questionnaire was distributed electronically through multiple channels, including email, WhatsApp, and Telegram, using a secure survey link. While the use of multiple distribution platforms increased response reach, it may have introduced selection bias, as only respondents with access to these digital platforms were able to participate. This limitation was considered during data interpretation.

Access to respondents was obtained through coordination with selected five-star hotels, where permission was secured from hotel management to approach guests. Participation was voluntary, and respondents were selected based on their recent check-in experience.

Respondents were given a two-week period to complete the questionnaire, and reminder messages were sent after one week to improve the response rate. This approach ensured sufficient data collection while maintaining respondent convenience.

3.5 Data Collection Instrument

The data collection instrument was a structured, self-administered questionnaire designed to measure the key variables of the study: check-in type (digital and face-to-face), Technology Readiness, and guest satisfaction. The questionnaire consisted of multiple sections, each capturing a specific construct.

Items measuring Technology Readiness (TR) were adapted from the Technology Readiness Index (Parasuraman, 2000), including dimensions such as optimism, innovativeness, discomfort, and insecurity. Measures of guest satisfaction and check-in experience were adapted from established hospitality studies, focusing on perceived efficiency, ease of use, and overall satisfaction with the check-in process.

All items were measured using a five-point Likert scale, ranging from 1 = "Strongly Disagree" to 5 = "Strongly Agree," to ensure consistency and comparability of responses.

To ensure the validity and reliability of the instrument, the questionnaire was reviewed for content validity and was pilot tested with a small group of respondents prior to the main data collection. Feedback from the pilot test was used to refine question clarity and structure. In addition, internal consistency reliability was later assessed using Cronbach's alpha.

The questionnaire was prepared in English and, where necessary, clarified for respondents to ensure understanding. This approach ensured that the instrument was appropriate, reliable, and aligned with the study's objectives and hypotheses.

3.6 Data Analysis Method

Data were collected using a structured questionnaire administered to hotel guests who had experienced either digital or face-to-face check-in systems. The initial distribution period was set at two weeks, and reminder messages were sent after one week to encourage participation and improve the response rate. Recognizing that a single reminder may be insufficient to achieve an adequate response rate, a multi-wave follow-up strategy was implemented. Additional reminders were sent at regular intervals during the data collection period to increase participation. To further enhance response rates and reduce non-response bias, supplementary data collection methods were incorporated, including the use of QR codes and on-site tablet access at hotel reception

or checkout areas, where feasible. The study aimed to achieve an expected response rate of approximately 75–85%, in line with similar hospitality research. In cases where the response rate was lower than expected, contingency measures including extending the data collection period and increasing follow-up reminders were applied to ensure an adequate sample size. These strategies helped improve response coverage while acknowledging potential limitations related to access and response variability.

3.7 Sampling Design

Sampling is the process of selecting a subset of a population to generate insights or draw conclusions about the broader group. This approach is necessary when studying the entire population is not feasible due to constraints such as time, cost, and accessibility. In this study, the sampling frame consists of specify group of customers who are accessible within the defined study setting. A convenience sampling technique was employed, whereby respondents were selected based on their availability and willingness to participate. This method was considered appropriate given the practical limitations of the study and the exploratory nature of the research. Although convenience sampling may limit the generalizability of findings, it enables efficient data collection and provides valuable preliminary insights aligned with the research objectives.

3.7.1 A. Target Population

According to Willie (2023), the target population refers to a specific subset of the broader population that shares defined characteristics relevant to the study. In this research, the target population is clearly defined as hotel guests who meet specific eligibility criteria. To be included in the study, participants must have experience with either digital/mobile check-in or traditional check-in processes and must have prior exposure to international travel. These criteria ensure that respondents possess sufficient familiarity with different check-in methods and service standards, enabling them to provide informed and meaningful responses aligned with the research objectives.

3.7.1 B. Sampling Technique

A convenience non-probability sampling strategy was employed in this study due to practical considerations such as accessibility of respondents and time constraints. Participants were selected based on their availability and willingness to complete the questionnaire, with data collection conducted at different times of the day and across multiple days to capture a broader range of respondents. This approach was particularly suitable for the study context, where obtaining a complete sampling frame was not feasible.

Although convenience sampling has limitations in terms of representativeness and generalizability, efforts were made to mitigate these weaknesses by varying the data collection periods, thereby increasing the diversity of responses. As noted by Nikolopoulou (2023), convenience sampling is appropriate in situations where quick and efficient data collection is required, especially in exploratory research, provided that its limitations are clearly acknowledged.

3.8 Sample Size

The sample size for this study was determined using Yamane's (1967) formula, which is commonly applied in social science and hospitality research to calculate an appropriate sample size from a limited population. The formula is expressed as:

$$n=N / 1+N(e)$$

Where:

- n = sample size
- N = population size
- e = margin of error

In this study, the total accessible population consisted of 350 hotel guests who used either in-person or digital hotel check-in systems during the data collection period. A 5% margin of error was used, as it is widely accepted in quantitative research for achieving reliable and generalize results.

Substituting the values into the formula:

The formula for Sample Size (n):

$$n = \frac{350}{1+350(0.05^2)}$$

$$n = \frac{350}{1 + 350(0.0025)}$$

$$n = \frac{350}{1 + 0.875}$$

$$n = \frac{350}{1.875}$$

n = 186.67≈186

This confirms that the sample size for the study is 186 individuals as respondents. Therefore, 186 hotel guests were selected as the sample for this study.

3.8.1 Inclusion/Exclusion Criteria:

Include guests who used digital or mobile check-in during their stay, and guests who experienced traditional check-in

3.9 Validity and Reliability

According to Middleton (2019), reliability and validity are key concepts used to assess the quality of research instruments, indicating how consistent and accurate the measurements are. While reliability refers to the consistency of a measurement tool, meaning it produces similar results under consistent conditions, validity refers to the extent to which the instrument accurately measures what it is intended to measure. Although a tool can be reliable without being valid, a valid instrument is generally expected to demonstrate reliability.

In this study, these concepts were operationalized through several procedures. To ensure content validity, the questionnaire items were developed based on established literature and reviewed to confirm that they adequately covered all relevant dimensions of the study constructs. Construct validity was assessed by examining whether the measurement items appropriately reflected the theoretical constructs they were intended to measure.

Reliability was assessed using internal consistency measures, specifically Cronbach's alpha. A threshold value of 0.70 or higher was considered acceptable, indicating that the measurement items were sufficiently consistent. These steps ensured that the research instrument was both reliable and valid, thereby enhancing the accuracy and credibility of the study findings.

3.9.1 Ethical Considerations This study strictly adhered to established ethical principles throughout all phases of the research process to ensure the rights, dignity, and welfare of all participants were protected.

Anonymity and Confidentiality: To protect participants' identities, all data collected were anonymized. No personal identifiers such as names, contact information, or any other traceable details were recorded in the questionnaires. The responses were coded using unique identification numbers to ensure that individual participants could not be linked to their responses in any published reports or presentations. Confidentiality was maintained by securely storing all collected data in password-protected electronic files accessible only to the research team. Any physical copies of questionnaires were kept in locked cabinets to prevent unauthorized access.

Informed Consent: Before participation, all respondents were provided with a clear explanation of the study's purpose, procedures, and their rights as participants. They were informed that their participation was entirely voluntary and that they could withdraw at any time without any penalty or negative consequences.

A consent form was distributed along with the questionnaire, which outlined these details, including contact information for the researcher in case participants had questions or concerns. Participants were required to provide their informed consent by signing this form before completing the questionnaire.

Voluntary Participation: Participants were assured that their decision to participate or decline would not affect the services they receive from the hotels or their relationship with the institution. Emphasis was placed on the voluntary nature of the study to encourage honest and unbiased responses.

Data Integrity and Objectivity: The researcher committed to collecting, analyzing, and reporting data with integrity, ensuring that findings were not manipulated or

distorted. The study upheld principles of honesty, transparency, and objectivity, which are essential for the credibility and reliability of research outcomes.

Permission and Approvals: Prior to data collection, formal permission and clearance were obtained from the management of the selected Five-star hotels. This included detailed communication about the study's aims and methodology, ensuring that the hotels' administration was fully informed and supportive of the research activities conducted on their premises.

Minimizing Harm: The study was designed to minimize any potential harm or discomfort to participants. The questionnaire was developed to avoid sensitive or intrusive questions, and respondents were encouraged to skip any question they felt uncomfortable answering. Furthermore, the research process was managed respectfully and sensitively to maintain a positive experience for all participants. By adhering to these ethical guidelines, this study ensured the protection of participants' rights and contributed to the generation of trustworthy and ethically sound research findings.

Chapter Four:

Data Presentation and Analysis

4.1. Introduction

The preceding chapter determined the way a researcher used to conduct an empirical analysis and discussion. After collecting data by the questionnaire, this chapter presents quantitative statistics to analyze the data. Specifically, this chapter is composed of discussions about questionnaires using normality testing, descriptive analysis, correlation analysis, and regression analysis, and discusses the findings of empirical results

4.2 Response Rate

A total of 350 questionnaires were collected from hotel guests aged 18 and above

to gather data about The mediating effect of Technology-readiness on the relationship between hotel check in system and Guest Satisfaction:. To analyze general data, explanatory statistics such as frequency distribution and percentages were used. Regression analysis was used to explain the relationship between independent variables.

Item	Response rate	
	Total No	Percent
Target Population	350	100%
Collected sample size	186	93%
Remain uncollected	14	7%

Table 4. 1 Response Rate

Source: questionnaire, 2026

From the above table, out of 350 sample sizes 186 (93%) were collected while

14(7%) of the questionnaires remained uncollected. Therefore, analyses were made

based on the properly collected questionnaire.

4.3 Profile of the respondent

Descriptive analysis was used to describe and demonstrate the profile of the respondent data that have been collected from the questionnaire in terms of frequency, and percentage results generated by SPSS version 25 by using quantitative analysis techniques

4.3.1 Description of Respondents' Profile - Demographic Variables

Respondents Characteristics	Categories	Frequency	Percent
Gender	Male	94	50.5
	Female	92	49.5
Age Group	18–25	11	5.9
	26–35	43	23.1
	36–45	83	44.6
	46–55	39	21.0
	56+	9	4.8
Purpose of Stay	Business	105	58.0
	Leisure	41	22.7
	Conference/Events	35	19.3
Total (Valid Responses)			

Table 4.2: Demographic Profiles of Respondents

Source: questionnaire, 2026

Based on Table 4.2, from the total respondents 5.9% are between the age 18-25, Second in line are those between the ages of 26 and 35 (23.1%),the majority of respondents (44.6%) are between the ages of 36 and 45. and 46 to 55 (21%)and the remaining 5.9% of response collected at 56+. The distribution of this group shows that the studied population is primarily composed of a younger age From 26 to 45 age group.

4.3.2 Gender of Respondents

According to the above table, 50.5% of the 186 respondents were men and 49.5% were women. This demonstrates that 94 men and 92 women made up the total 186 Participants who gave their consent to engage anonymously in this study. This indicates that there are somewhat equal numbers of men and women in the group.

4.3.3 Purpose of stay

According to the result, 56.5% of the 186 respondents were business traveller and 22% were staying at the hotel for leisure,18.8% has been travel and stayed at the hotel for Conference/Events. This demonstrates that 105 were business,41for leisure, and 35 for Conference/Events

The demographic characteristics of respondents indicate that the sample is well-balanced in terms of gender and predominantly composed of middle-aged and business-oriented guests. This suggests a high level of familiarity with technology and a strong preference for efficiency and convenience in service delivery. Consequently, technology readiness is likely to play a significant mediating role in the relationship between hotel check-in type and guest satisfaction. Guests who are more technologically prepared are better able to utilize digital check-in systems, thereby enhancing their overall satisfaction. This highlights the importance of considering demographic factors when evaluating the impact of technology on customer experience.

4.4. Evaluation of technology readiness among users

Descriptive Statistics -Technology Readiness			
	N	Mean	Std. Deviation
Q35, Overall, I am satisfied with the check-in experience	183	4.44	.753
Q36,The check-in process met my expectations.	184	4.41	.777
Q37 Sat_feltworried	183	2.54	1.152

Q38The check-in process was efficient.	186	4.28	.783
Q39 I would use the same check-in method again.	186	4.29	.793
Q40 I would recommend this hotel based on my check-in experience.	184	4.34	.815

Table 4. 3 Descriptive Statistics -Technology Readiness

Source: questionnaire, 2026

The descriptive results indicate a generally high level of technology readiness among respondents. A large majority of participants (77.9%) agreed or strongly agreed that technology provides them with greater control and convenience. This suggests that most respondents are comfortable using modern digital systems and perceive them as beneficial in fulfilling their needs and inquiries efficiently. Only a small proportion (8.6%) expressed disagreement, indicating limited resistance to technology adoption.

Similarly, 75.8% of respondents agreed that digital technology saves time, highlighting its importance in improving service efficiency, particularly during the check-in process. This finding is consistent with the demographic profile, where a majority (58%) of respondents are business travelers who typically prioritize speed and convenience. A moderate proportion (17.7%) remained neutral, possibly due to limited experience with digital systems, while only 6.4% expressed dissatisfaction, indicating minimal reluctance toward digital solutions.

With regard to personal comfort in using new technology, the findings further support a positive outlook. A considerable proportion of respondents indicated that they feel comfortable engaging with new technologies, reflecting a level of optimism and adaptability. This is reinforced by the fact that a large percentage of respondents belong to the 25- 45 age group, which is generally more familiar with digital tools and innovations. Although a small proportion expressed discomfort or lack of confidence, this group remains relatively limited.

In addition, respondents demonstrated a high level of perceived ease of use, as the majority reported that they can easily access and use digital technologies. This indicates that users are generally technology-ready and capable of interacting effectively with automated check-in systems. Only a small percentage reported difficulties, suggesting that usability issues are not a major barrier.

The overall descriptive statistics presented the following findings. Respondents reported high mean scores for satisfaction with the check-in experience (mean = 4.44), meeting expectations (mean = 4.41), efficiency of the process (mean = 4.28), willingness to reuse the method (mean = 4.29), and likelihood of recommending the hotel (mean = 4.34). These values indicate a strong positive perception of the check-in system. However, a lower mean score was observed for feeling worried (mean = 2.54), suggesting that respondents generally do not experience discomfort when using the system.

4.5.Evaluation of customer satisfaction based on Check-In Experience

Descriptive Statistics -Customer Satisfaction Based on Check-In Experience			
	N	Mean	Std. Deviation
Q17-I like trying new technologies.	186	4.21	1.052
Q18- Technology gives me more control and convenience	186	4.13	1.063
Q19-The digital system saved me time	186	4.16	1.038
Q20-I feel uncomfortable when using new technology.	186	1.76	.811
Q21- I worry about making mistakes with technology	186	1.93	.936

Table 4. 4 Customer Satisfaction Based on Check-In Experience

Source: questionnaire, 2026

The results indicate a very high level of customer satisfaction with the hotel check-in experience across multiple dimensions. A substantial majority of respondents (93%) agreed or strongly agreed that the check-in process met their expectations, suggesting that the service effectively aligns with customers' perceived value prior to using the system. Only a very small proportion (2.7%) reported dissatisfaction, while 3.2% remained neutral, indicating that unmet expectations are minimal and statistically insignificant.

In terms of user comfort and anxiety, the findings reveal that most respondents felt relaxed when using digital technology. Specifically, 57.5% disagreed or strongly disagreed with feeling worried, demonstrating that the system is user-friendly and that customers are generally confident when interacting with it. Although 23.1% of respondents remained neutral—possibly due to limited hands-on experience - a smaller proportion (17.7%) expressed concern, indicating that a minority of users still experience some level of discomfort when using new technologies.

Efficiency also emerged as a key contributor to satisfaction. A strong majority (79.5%) agreed that the check-in process was efficient, highlighting the importance of operational performance in shaping guest experiences. Only 1.6% of respondents

expressed dissatisfaction, while 18.8% were neutral. This suggests that while the system performs well for most users, continuous improvements in system functionality and staff support may further enhance efficiency and overall guest satisfaction.

Furthermore, behavioral intentions reinforce these positive perceptions. Approximately 77.9% of respondents indicated that they would use the same check-in method again, reflecting strong trust, comfort, and acceptance of the system. Similarly, an overwhelming majority (90.3%) reported that they would recommend the hotel based on their check-in experience. These findings demonstrate a high level of customer loyalty and satisfaction. The remaining respondents who were neutral (19.9% for reuse and 5.4% for recommendation) or expressed slight dissatisfaction (2.1% and 3.3%, respectively) represent only a minor and negligible proportion.

In general, the descriptive results confirm that the check-in process is perceived as effective, efficient, and user-friendly by the majority of guests. Customers not only feel satisfied with the experience but also demonstrate high levels of trust, willingness to reuse the system, and intention to recommend the hotel. These findings reinforce the importance of delivering efficient and technology-supported services in enhancing guest satisfaction and highlight the role of digital check-in systems in improving customer experience.

4.6. Validity and Reliability

Reliability and validity are keys in determining the precision of the instrument we planned to gather information.

Cronbach's alpha is a coefficient of reliability and it is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees. According to (Amirrudin, 2020) coefficients of .90 or greater are nearly always acceptable, 0.80 or greater is acceptable in most situations, and 0.70 may be appropriate in some exploratory studies for some indices. By tracing this literature reliability of the items are tested. The result demonstrated that all the measurement items have Cronbach's Alpha values greater than 0.70. Thus, the internal consistency is secured. The following table summarizes scale and Cronbach's Alpha values of the variables.

Summary of scales & Cronbach's alpha values Reliability Test

Table 4.5 Data Reliability Source: questionnaire, 2026

Variable	Cronbach's Alpha	No of Items
Guest satisfaction	0.849	6
Technology Readiness	0.761	5

4.5. Testing Assumptions of Classical Linear Regression Model

4.7.1. Linearity test

A study was conducted to verify the linearity of the connection between the independent and dependent variables. Since linear regression simulates a linear connection between variables, this premise is critical. Scatter plots were produced between the independent and dependent variables to test this hypothesis. After a linear pattern was examined in the plots, a linear model was determined to be suitable.

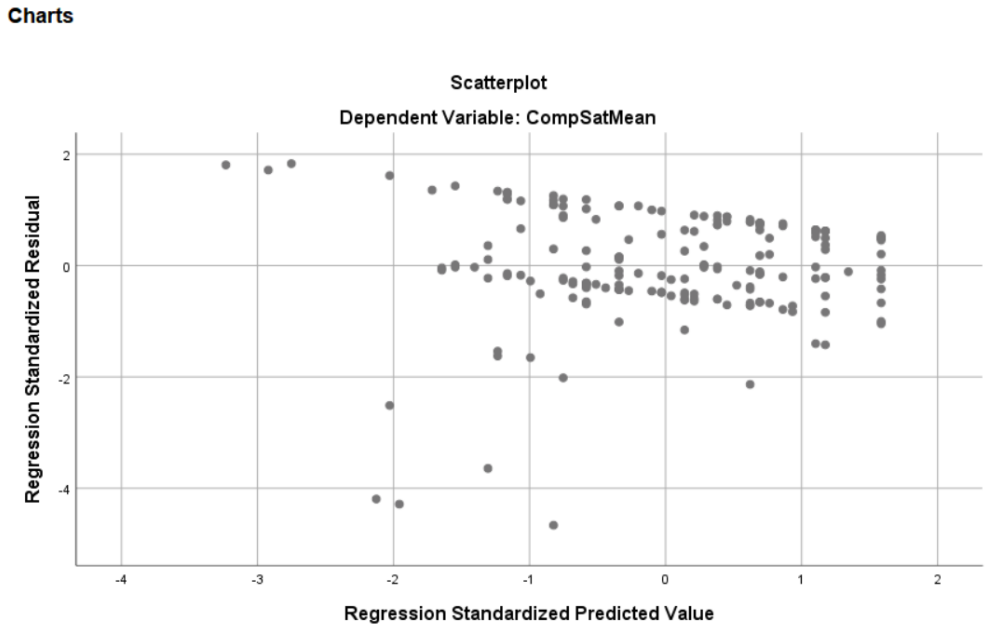


Figure 4.1 Linearity Test between check-in type, guest satisfaction and technology readiness ,Source: questionnaire, 2026

As a result, the scatter-plot of standardized residuals versus standardized predicted values shows a random distribution of the points with no clear curve of funnel shape, t the assumption of linearity has been met.

4.7.3. Homoscedasticity

To guarantee that the error terms' variance would remain constant, homoscedasticity was examined. The effectiveness of the regression estimates depends heavily on this supposition. The residuals were plotted against the fitted values to check for homoscedasticity. Homoscedasticity is shown if the plot displays a random dispersion with no discernible pattern. A visual examination of the residuals was done to confirm homoscedasticity, which indicates that the variance of the error terms is consistent across all levels of the independent variables. Homoscedasticity refers to the assumption in regression analysis that the variance of error residuals is constant across all levels of the independent variables.

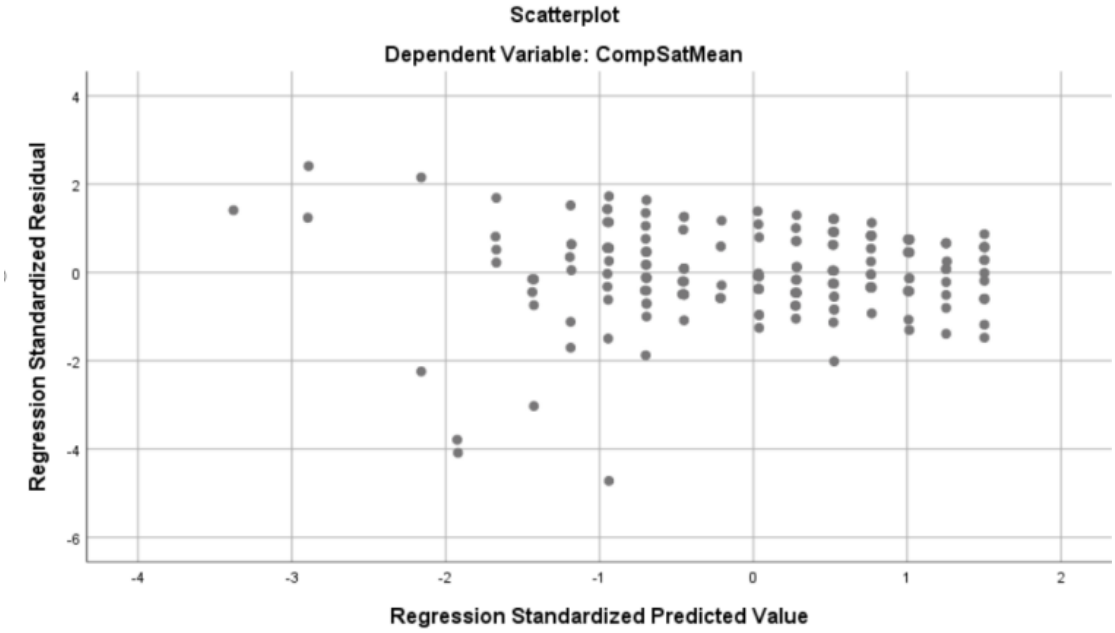


Figure 4. 2 Histogram of Regression Standardized Residuals

Source: questionnaire, 2026

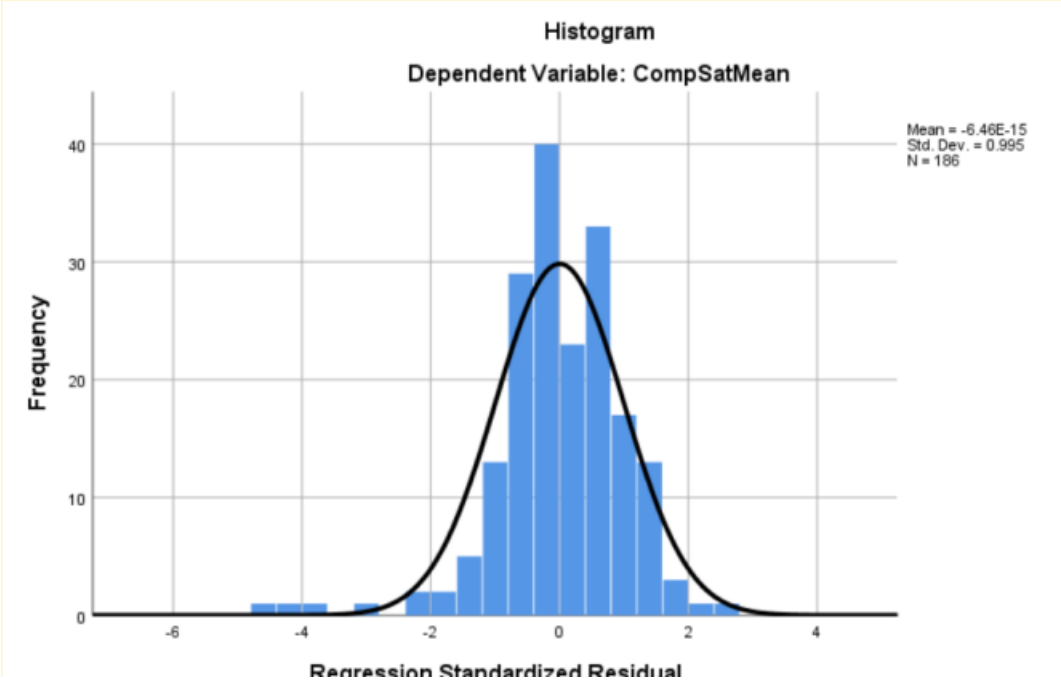


Figure 4. 3 Histogram of Regression Standardized Residuals

Source: questionnaire, 2026

4.7.4. Multicollinearity

To determine whether there was multicollinearity among the independent variables, the Variance Inflation Factor (VIF) was computed. High levels of correlation between independent variables give rise to multicollinearity, which can cause the model to become unstable and exaggerate the variance of the coefficient estimates. Regression coefficient reliability may be impacted by considerable multicollinearity, which is shown by VIF values larger than 10. The stability of the regression model was ensured in this study by computing VIF for each independent variable, and values below the threshold confirming that multicollinearity was not an issue. To assess multicollinearity among the independent variables, Variance Inflation Factor (VIF) and Tolerance values were calculated. The results are presented in the table below

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	digeffectcomp	.631	1.584
	F2Feffectcomp	.970	1.031
	COMPtech_MEAN	.646	1.547

a. Dependent Variable: CompSatMean

Table 4.*6*. Multicollinearity Source: questionnaire, 2026

All three independent variables- check-in type (digital check-in and face-to-face check-in) have tolerance values greater than 0.1 and VIF values less than 10. Given that all VIF values are substantially below the 10 threshold, and all Tolerance values are above 0.1, the Tolerance and VIF values show that there is no significant multicollinearity among the independent variables.

The estimates of the regression model are presumed to be dependable and not substantially inflated by multicollinearity if there is no severe multicollinearity.

4.8. Correlation

Correlation refers to a relationship or connection that exists between two or more objects. In statistics, correlation also conveys the same information by simply depicting the interdependence of variables as a straight line. In research, correlation illustrates how variables interact with one another. A study can examine the correlation between variables using the following results: less than 0.5 indicates a low relationship between variables, more than 0.6 indicates a high relationship, and 0.9 indicates a strong relationship. Correlation is demonstrated to exist when a change in one variable also causes a change in the other variable.

Pearson Correlation Matrix for Study Variables

Variables	1. Type of Check-in	2.Technology Readiness	3. Guest Satisfaction	Mean	SD
1. Type of Check-in Used	—	.137	−.048	1.62	0.74
Sig. (2-tailed)		.061	.515		
N	186	186	186		
2. Technology Readiness	.137	—	.274	3.90	0.83
Sig. (2-tailed)	.061		.000		
N	186	186	186		

Table 4.7. Correlation, Source: questionnaire, 2026

The bivariate correlation analysis was performed to explore the relationships between each of the three variables of interest: type of check-in, technology readiness, and guest satisfaction. The sample size was consistent at N - 186 for each of the combinations analyzed.

The relationship between type of check-in and technology readiness turned out to be weak and positive ($r = .137$, $p = .061$), which did not result in any statistical significance at the .05 level. This suggests that neither high nor low technology readiness could be predicted by the type of check-in.

There was almost zero correlation between type of check-in and guest satisfaction ($r = −.048$, $p = .515$). As can be seen from the correlation coefficient, there is no direct linear relationship between these two variables.

The relationship between technology readiness and guest satisfaction was found to be strong and statistically significant ($r = .274$, $p < .001$). This is the only statistically significant correlation in the matrix, implying that the more technologically ready guests are, the higher their satisfaction tends to be. This gives important initial

confirmation of Hypothesis 3 (H3) and explains further research into H4 (mediation analysis).

4.9 Regression Model Summaries (PROCESS Macro, Model 4)

Table 4.9.1 Model Summary1 - Check-in Type Predicting Technology Readiness

Statistic	Value	df1	df2	p-value
R	.137			
R^2	.0189			
F	3.5420	1	184	.0614

4.8 Table Model Summary, source -Questionnaire 2026

In the first regression analysis, the researcher investigated if the method of check-in (X) significantly affects the level of technology readiness (M). The results showed that R = .137 and R^2 = .0189. Hence, the method of check-in accounts for roughly 1.89 percent of the variability in technology readiness. Overall, the model was not significant, having F(1, 184) = 3.54, p = .061, which is slightly greater than the typical criterion of .05. In spite of being non-significant, there is a positive trend (B = .152), which implies that more technologically advanced methods of check-in increase technology readiness. Partially supported by these findings, hypothesis H2

Model 2: Predicting Guest Satisfaction **(Y) -** *(X + M → Y)*

Predictor	Coeff (B)	SE	t	p	Sig.
Constant	3.1025	.3073	10.0967	.0000	
Check-in Type	-.0815	.0667	-1.2213	.2234	
Technology Readiness	.2390	.0596	4.0099	.0001	

4.9 Table Model Summary 2, source -Questionnaire 2026

The model was significant statistically F(2, 183) = 8.21, p = .0004, R = .287, and R^2 = .0824. The result means that the independent variables accounted for about 8.24% of the variation in guest satisfaction. Analysing the effects individually, check-in type failed to predict guest satisfaction significantly (B = -.082, p = .223). This implies that there was no direct influence of the variable after accounting for the other variable. In reverse, technology readiness proved to be a significant and positive predictor of guest satisfaction (B = .239, p < .001). The result offers strong evidence for hypothesis three, as it demonstrates that guests who have high technology readiness indicate high satisfaction irrespective of the check-in type used.

4.10. Summary of Hypotheses Test

No	Hypothesis	β Value	p-value	Decision
H1	The type of check-in has a significant effect on guest satisfaction.	**Total effect:** B = −.049 **Direct effect:** B = −.082, p = .223	p = .515	**Not Supported**
H2	The type of check-in has a significant influence on technology readiness.	**B = .153** (a-path)	p = .061	**Partially Supported**
H3	Technology readiness significantly influences guest satisfaction.	**B = .239** (b-path, direct)	p < .001	**Supported**
H4	Technology readiness mediates the relationship between type of check-in and guest satisfaction.	**Indirect effect:** B = .037 Boot 95% CI: [.0015, .0868]	CI excludes 0	**Supported**

Table 4.10. Regression *Source: questionnaire, 2026*

H1: The type of check-in significantly influences guest satisfaction. - Not Supported - In this research, there is no significant relationship between check-in type and guest satisfaction (p > 0.05). From this finding, it can be concluded that the digitization of check-in services may not necessarily be enough to improve the satisfaction of guests. This finding is in line with previous literature that states

implementation of the technology does not automatically lead to guest satisfaction unless it provides value-added**.** (Slevitch, 2018) likewise, studies conducted on contact less hotel services by (Fei Hao & Kaye Chon, 2022) reveal that the failure of adopting the new technology could be because of mismatched customer expectation and need to use it. in general, the type of check-in itself cannot be an important determinant of satisfaction alone. Other determinants are much more important when it comes to satisfaction.

H2 - The type of check-in has a significant influence on technology readiness

Partially - Supported -The kind of check-in the guest will undergo goes a long way in influencing their technology readiness. There has been a growing of mobile check-in applications and check-in kiosks in recent years, offering a guest two options: either interact with the hotel at the reception desk or undergo a completely touchless check-in procedure through a device. As the guest becomes exposed to more of these kinds of check-ins, his level of familiarity with the technology increases. The check-in kiosk works best when the guest has previously used this kind of check-in before, particularly repeat visitors or business people. (Mulcahy, 2023)

Despite the literature support the hypothesis ,the finding in this research is partially support as the result slightly significant with (B = .153, p = .061) as it slightly failed to meet the 0.05 level of significance. The slightly significant finding due to the sample characteristics whereby the majority of participants (53.2%) preferred using the traditional method of face-to-face check-in that did not provide variation required for testing the impact of the type of check-in on technological readiness. It is important to understand that the bootstrapping indirect effect is more important than the significance of the path coefficient in mediation analysis (Hayes, 2018). In this regard, the H4 proved the indirect effect and thus mediation model.

H3: Technology readiness significantly influences guest satisfaction- supported

As per the regression results of the collected data indicate that technology readiness has a statistically significant effect on guest satisfaction the relationship is statistically significant, confirming that technology readiness plays an important role in determining guest satisfaction When higher scores of technology readiness mean technology discomfort, insecurity, or difficulty, then the finding suggests that guests who find it

more difficult to use technology tend to report less satisfaction, which is logical in service contexts where digital or self-service technologies are involved and negative inhibitors (unease, insecurity). The lower the readiness (the higher the discomfort or insecurity) of customers, the more likely they are to be frustrated, which in turn reduces their satisfaction with technology-based service Empirical evidence from hospitality and service research further supports this finding. technology readiness has a considerable impact on customer perception of service

H4: Technology readiness mediates the relationship between check-in type and satisfaction. Supported - (Mediation Confirmed)

The mediation study supports the following relationship Check-in type impacts - technology readiness- technology readiness - impacts satisfaction. However, check-in type impacts satisfaction via the intermediary variable of technology readiness. the result is greatly consistent with previous mediation findings where technology readiness has been found to impact results indirectly via intermediary variables like service quality or user perception (Khoza, 2024).also, previous mediation results in behavioral studies show technology readiness indirectly impacting results as opposed to doing so directly . similarly, mediation studies in behavioral research confirm that technology-related factors often influence outcomes indirectly rather than directly (Khoza T. K., 2024) . generally, Technology readiness is an important intermediate (bridge), and Hotels should improve user technology readiness in order to fully realize digital check-ins, since technology works effectively only if users are ready for it

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Introduction

The main findings from the data analysis of Chapter Four are summarized in this chapter. The current chapter summarizes the entire research, presents well-supported conclusions, provides some important recommendations for hotel managers, and identifies some interesting directions for future research. The chapter is built around the key research question posed earlier in this study, which asks, What role does Technology Readiness play in the effect of hotel check-in systems on guest satisfaction in five-star international hotels?

5.2 Summary of the Study

In recent years, we have seen an ever-accelerating rate of digital transformation in the global hospitality sector. However, one gap identified in existing research on the topic is a lack of discussion regarding the mediating role played by Technology Readiness in the relation between check-in procedures and guest satisfaction in Africa. The research took place in Addis Ababa, Ethiopia, where there are several five-star international hotels using advanced digital check-in systems.

This research project included four key goals

•To investigate the impact of the type of hotel check-in on guest satisfaction.

•To identify the influence of the type of hotel check-in on technology readiness.

•To explore how technology readiness impacts guest satisfaction.

•To investigate whether technology readiness mediates the

Core points of the study can be summarized as follows

- **Check-In Type and Guest Satisfaction**

Contrary to the claims made in other studies regarding the benefits of using digital platforms, no significant relationship was found between digital check-in type and face-to-face check-in type as predictors of guest satisfaction. Instead, there is a trend in the contemporary literature that supports the hypothesis that the importance of the type of

check-in platform may be somewhat overestimated when compared with its implementation.

- **Face-to-Face Check-In Effectiveness**

In comparison with all other predictors considered, it is possible to conclude that the effect of the face-to-face check-in effectiveness on guest satisfaction is both the largest and the most significant. The findings suggest that despite digital transformations in hospitality services, the personal attention of staff during check-in procedures remains essential.

- **Effectiveness of Digital Check-in Technology**

There was a statistically moderate correlation between the effectiveness of digital check-in technology and guest satisfaction. Those guests who found such systems convenient, time-saving, and effective showed higher levels of guest satisfaction. However, the relationship was conditional on the guest's level of technology readiness, which supported the mediating role of TR in the study.

- **TR as Mediator and Predictor of Satisfaction**

While technology readiness did not serve as a powerful direct predictor in the study, its mediating role was crucial. Guests showing greater technological readiness (optimistic attitude towards technologies and innovativeness in their application) perceived digital check-in positively, as comfortable and satisfying. At the same time, guests with lower technology readiness felt uncomfortable, insecure, and dissatisfied when using digital check-in technology. The findings confirmed the importance of the psychological readiness of the guest in determining the level of satisfaction from check-in technology usage.

- **Results of Correlation Analysis**

The correlation analysis demonstrated that all three predictors had statistically significant relationships with guest satisfaction; however, face-to-face check-in effectiveness showed the strongest correlations. The multicollinearity test revealed that predictors showed sufficient independence (VIF values being acceptable). The requirements of linearity and homoscedasticity were met.

5.3 Conclusion

In this study, the intention was to assess the impact of Technology Readiness as the mediator between check-in type and guest satisfaction among international five-star hotels. It is clear from the analysis of results that several important findings emerge from this study.

First, unlike other studies, the results demonstrate that the check-in process itself, regardless of whether it is digital or traditional, does not significantly influence guest satisfaction. What really counts in this case is the effectiveness, simplicity, and quality of the check-in process. Thus, this finding contradicts the popular view on the role of technology adoption, highlighting instead the quality characteristics of hotel services.

Second, face-to-face check-in effectiveness continues to be one of the most significant predictors of guest satisfaction in highly developed hotels. In line with classic hospitality literature, this finding confirms that, despite the development of technology, the core of the guest experience is still associated with human emotions, personal warmth, and individual approach.

Third, it becomes evident that Technology Readiness mediates the effect of the check-in process on guest satisfaction in favor of those who are prepared to use technology. In other words, those people who are not prepared for interaction with technology may find digital

Forth, the results become particularly important in light of the Ethiopian hospitality industry, where despite the fact that five-star international hotels in Addis Ababa have adopted global brand standards for providing digital services, the population from which they get their guests may present very different levels of readiness to use technology. It is essential to understand that while the hotel itself may be ready and willing to provide digital services, it cannot guarantee the same from the customer's side.

Finaly the way to achieving maximum satisfaction through digitalization in the luxury hospitality industry is the combination of digital efficiency and human-centered service provision based on the accommodation of the technological readiness of the guests in terms of service provision.

5.4 Recommendations

Taking into account the research findings and conclusions, the following recommendations can be made for hotel management, policy makers, and practitioners within the industry:

5.4.1 Adopt a Hybrid Guest-Centered Check-In Service

Since there is no significant effect of check-in method on guest satisfaction, a total transition from one form of service delivery to another would not be effective. In this regard, hotels should adopt a combined check-in procedure, which involves offering guests two options and leaving

5.4.2 Investing in Guests' Technology Readiness

Hotel companies need to focus on cultivating technology readiness within their guests as part of the broader service experience:

• Provide guests with comprehensive instructions in multiple languages on how to use digital check-in platforms prior to their arrival via email, app notifications, and website.

• Recruit technology ambassadors or concierges in the lobby area to help guests who are not comfortable using the technology in kiosks and mobile apps.

• Conduct training sessions or provide information on check-in procedures to guests who have chosen to use digital solutions.

•Create user-friendly digital interfaces with easy-to-follow visuals and age-appropriate design, and focus on the efficiency of the mobile or other service App

5.4.3 Maintaining and Enhancing Service Quality

As face-to-face check-in is one of the best predictors of customer satisfaction, hotel companies will need to invest in the quality of the service. Suggestions include:

•Regular training of front desk staff members in the aspects of emotional intelligence, guest communication, and personalized service delivery.

•Encouraging employees to resolve any possible problems by checking in immediately upon guests' arrival to create an immediate welcome atmosphere.

•Establishing service quality criteria for face-to-face check-in and linking it with employee performance evaluation.

5.4.4 Design User-Friendly and Reliable Digital Platforms

The quality of the digital experience is as important as its availability. Hotels should ensure that digital check-in systems are:

- Fast, reliable, and free from technical glitches that undermine guest confidence.
- Designed with minimal steps and accessible across a range of devices and operating systems.
- Supported by robust backend integration with property management systems to prevent reservation errors.

Regularly tested and updated based on guest feedback and usability audits.

5.4.5 Segment and Personalize Service Delivery Based on Technology Readiness

Hotels should leverage pre-arrival data and in-house analytics to identify the technology readiness profile of incoming guests. Practical steps include:

- Including a brief technology preference question at the point of booking or pre-arrival check-in communication with the guest .
- Routing technologically confident guests toward digital channels while directing less confident guests toward face-to-face assistance.
- Personalizing post-stay communications to encourage technology adoption among less digitally engaged guests for future visits.

5.4.6 Advocate for Digital Literacy and Technology Adoption in the Ethiopian Hospitality Sector

At the industry and policy level, this study recommends collaborative efforts between hotel chains, the Ethiopian Ministry of Tourism, and technology providers to:

- Launch digital literacy programs targeted at hospitality professionals and frequent hotel guests.
- Establish national standards or guidelines for the responsible integration of self-service technologies in Ethiopian hotels.
- Create incentive structures that support local hotels in gradually adopting digital check-in systems in alignment with the government's broader digital transformation agenda.

5.5 Further Areas of Investigation

While this study provides significant insights into the mediating role of Technology Readiness in the check-in–satisfaction relationship, it also surfaces a number of gaps that warrant future academic attention. The following areas are proposed as productive directions for further research:

5.5.1 Continuous Studies on Guest Technology Readiness

This study employed a cross-sectional design capturing guest perceptions at a single point in time. Future research should employ longitudinal methodologies to track how guest technology readiness evolves over repeat hotel visits and in response to hotel-initiated technology onboarding programs. Such studies would provide richer insight into the dynamic nature of technology adoption in hospitality contexts.

5.5.2 Qualitative Exploration of Guest Experience

The quantitative approach of this study, while enabling statistical generalization, could not capture the depth of individual guest experiences with check-in systems. Future studies should employ qualitative methods-such as in-depth interviews, focus groups, or ethnographic observation- to uncover the emotional, cultural, and situational factors that shape how guests perceive and respond to different check-in methods.

5.5.3 Comparative Studies Across Hotel Categories and Regions

This study was limited to five-star international hotels in Addis Ababa. Future research should extend the scope to include three-star and four-star hotels, locally owned establishments, and hotels in other Ethiopian cities and regions. Comparative cross-national studies within the East African hospitality context would also contribute to broader regional understanding of how digital transformation is being navigated across different market environments.

5.5.5 Impact of Artificial Intelligence and Emerging Technologies

The rapid emergence of AI-driven concierge systems, facial recognition check-in, voice-activated room controls, and robotic service delivery in global luxury hotels represents a frontier not yet examined in the Ethiopian context. Future studies should investigate guest readiness for, and satisfaction with, these next-generation technologies, and explore how they interact with human service elements in shaping the overall guest experience.

5.5.6 Post-Pandemic Shifts in Technology Acceptance

The COVID-19 pandemic accelerated contactless service adoption globally and may have permanently altered guest expectations around digital check-in. Research is needed to examine whether the pandemic has led to a lasting increase in technology readiness among hotel guests in Ethiopia, and whether post-pandemic guests exhibit different satisfaction drivers compared to pre-pandemic cohorts.

5.5.7 Organizational and Staff Perspectives on Digital Transformation

Future studies could complement guest-focused research by examining hotel employees' readiness, attitudes, and competencies in supporting digital check-in transitions. Staff technology readiness and the organizational change management processes that accompany digital adoption represent important but underexplored dimensions of hospitality technology implementation.

5.5.8 Financial and Operational Impact Analysis

Beyond the guest experience, future research should quantify the return on investment of digital check-in technologies in the Ethiopian hotel context. Studies examining operational cost savings, labor reallocation, and revenue management is the benefit that has identified from this transition.

Reference

Agilysys. (2025). Everything you need to know about hotel check-in and check-out timing and processes. https://www.agilysys.com/en/blog

Alemar, S. (2023, April 19). Why digital check-in is so important to hotels & their guests. https://www.canarytechnologies.com/post/digital-check-in

Aschale, A. (2014). Trends and challenges of technology utilization in Ethiopian hospitality industry (Thesis). Addis Ababa, Ethiopia.

Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. Journal of Marketing, 54(2), 69–82.

Blut, M., & Wang, C. (2016). Understanding service quality in technology-based self-service. Journal of Marketing, 80(2), 49–68.

Cochran, W. G. (1977). Sampling techniques. Wiley.

Dabholkar, P. A. (1996). Consumer evaluations of new technology-based self-service options. International Journal of Research in Marketing, 13(1), 29–51.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319–340.

Groth, M., & Grandey, A. A. (2009). Customer reactions to emotional labor. Journal of Marketing, 73(3), 58–74.

Ivanov, S., Webster, C., & Berezina, K. (2019). Young adults' attitudes toward service robots. Tourism Management Perspectives, 30, 1–12.

Kim, H., & Qu, H. (2021). The impact of customer experience on satisfaction and loyalty in the hotel industry. Journal of Hospitality and Tourism Management, 46, 76–87.

Lazarus, R. S. (1991). Emotion and adaptation. Oxford University Press.

Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. Journal of Marketing, 80(6), 69–96.

Mehrabian, A., & Russell, J. A. (1974). An approach to environmental psychology. MIT Press.

Meuter, M. L., Ostrom, A. L., Roundtree, R. I., & Bitner, M. J. (2000). Self-service technologies. Journal of Marketing, 64(3), 50–64.

Middleton, F. (2019, July 3). Reliability vs. validity in research. https://www.scribbr.com/methodology/reliability-vs-validity/

Nikolopoulou, K. (2023, June 22). What is probability sampling? https://www.scribbr.com/methodology/probability-sampling/

Oliver, R. L. (1997). Satisfaction: A behavioral perspective on the consumer. McGraw-Hill.

Parasuraman, A. (2000). Technology readiness index. Journal of Service Research, 2(4), 307–320.

Pine, B. J., & Gilmore, J. H. (1999). The experience economy. Harvard Business Press.

Sigala, M. (2020). Social media and customer engagement during COVID-19. Service Industries Journal, 40(13–14), 1096–1116.

Wirtz, J., Patterson, P. G., Kunz, W., et al. (2018). Brave new world: Service robots. Journal of Service Management, 29(5), 907–931.

Yang, H. (2013). Consumer acceptance of mobile applications. Journal of Computer Information Systems, 53(3), 85–96.

APPENDIX

QUESTIONNAIRE

Research Title: The Impact of In-Person versus Digital Hotel Check-In Systems on Customer Satisfaction and Anxiety: A Case Study of Three Five-Star International Hotels in Addis Ababa, Ethiopia.

Guest Experience Survey: Check-In Methods, Customer Anxiety, and Satisfaction in Five-Star Hotels in Addis Ababa

INTRODUCTION (For Respondents)

Dear Guest,

We kindly ask for your participation in this short survey that aims to understand how different hotel check-in methods (face-to-face vs. digital) influence guest experience, specifically regarding **anxiety** and **overall satisfaction**.

Your responses will help improve service quality in five-star hotels in Addis Ababa. This survey takes **5–7 minutes**.

All responses are **anonymous** and used only for academic research.

☐ I agree to participate.

SECTION A: Demographic Information

1. Age
    - ☐ 18–25
    - ☐ 26–35
    - ☐ 36–45
    - ☐ 46–55
    - ☐ 56+
2. Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

3. Purpose of stay (Lu et al., 2009)
   - ☐ Business
   - ☐ Leisure
   - ☐ Conference/Events
   - ☐ Other
4. Frequency of hotel stay per year
   - ☐ 1–2 times
   - ☐ 3–5 times
   - ☐ 6–10 times
   - ☐ More than 10 times

SECTION B: CHECK-IN TYPE (Independent Variable)

1. Which check-in method did you use during this stay?

☐ Digital check-in (mobile app / kiosk / online pre-check-in)

☐ Face-to-face check-in at the front desk

☐ Started digital but completed face-to-face

☐ Other (specify): _____

2. How long did the check-in process take (approx.)?

☐ 0–2 minutes

☐ 3–5 minutes

☐ 6–10 minutes

☐ 11–20 minutes

☐ More than 20 minutes

SECTION C: If you used FACE-TO-FACE CHECK-IN:

Based on Bitner (1990); Wirtz et al. (2018); Groth et al. (2009)

Scale: 1 = Strongly Disagree … 5 = Strongly Agree

Items (Face-to-Face Users Only)	1	2	3	4	5
1. The staff were welcoming and friendly.	☐	☐	☐	☐	☐
2. The staff explained the process clearly.	☐	☐	☐	☐	☐
3. Staff interaction made me feel comfortable and reassured.	☐	☐	☐	☐	☐
4. The check-in felt personalized to my needs.	☐	☐	☐	☐	☐
5. I prefer interacting with staff for check-in.	☐	☐	☐	☐	☐

SECTION D: METHOD-SPECIFIC QUESTIONS

If you used DIGITAL CHECK-IN:

Constructs based on TAM – Davis (1989); Kim et al. (2014)

Scale: 1 = Strongly Disagree … 5 = Strongly Agree

Items (Digital Users Only)	1	2	3	4	5
1. The digital check-in system was easy to use.	☐	☐	☐	☐	☐
2. The digital system saved me time.	☐	☐	☐	☐	☐
3. I felt comfortable using digital technology for check-in.	☐	☐	☐	☐	☐

4. The system functioned without technical issues.	☐	☐	☐	☐	☐
5. I would prefer digital check-in in the future.	☐	☐	☐	☐	☐

SECTION E: TECHNOLOGY READINESS (Control Variable)

(Adapted from Parasuraman's Technology Readiness Index - TRI)

Scale: 1 = Strongly Disagree … 5 = Strongly Agree

TRI Items	**1**	**2**	**3**	**4**	**5**
1. I like trying new technologies.	☐	☐	☐	☐	☐
2. Technology gives me more control and convenience.	☐	☐	☐	☐	☐
3. I feel uncomfortable when using new technology. (R)	☐	☐	☐	☐	☐
4. I worry about making mistakes with technology. (R)	☐	☐	☐	☐	☐

SECTION F: COMPARATIVE PERCEPTIONS (FOR ALL RESPONDENTS):

Based on Bitner (1990); Wirtz et al. (2018); Groth et al. (2009)

Scale: 1 = Strongly Disagree … 5 = Strongly Agree

Items Comparative Perceptions	**1**	**2**	**3**	**4**	**5**
1. Digital check-in reduces my anxiety compared to face-to-face check-in.	☐	☐	☐	☐	☐
2. Face-to-face check-in reduces my anxiety compared to digital check-in.	☐	☐	☐	☐	☐
3. I believe digital check-in increases my satisfaction.	☐	☐	☐	☐	☐
4. I believe face-to-face check-in increases my satisfaction.	☐	☐	☐	☐	☐

5. I prefer interacting with staff for check-in.	☐	☐	☐	☐	☐
6.Digital check-in gives me more control over the check-in process					
7. I prefer a hybrid experience (digital convenience + human interaction).					

SECTION H: CUSTOMER ANXIETY DURING CHECK-IN (Mediator)

Based on Lazarus (1991); Jang & Namkung (2009); Mehrabian & Russell (1974 – SOR)

Instructions: Please indicate how you felt **during the check-in process**.

Scale: 1 = Strongly Disagree … 5 = Strongly Agree

Items	**1**	**2**	**3**	**4**	**5**
1. I felt tense during the check-in process.	☐	☐	☐	☐	☐
2. I was worried that something might go wrong with the check-in.	☐	☐	☐	☐	☐
3. I felt nervous during the check-in.	☐	☐	☐	☐	☐
4. I felt calm during check-in. (R)	☐	☐	☐	☐	☐
5. I felt comfortable with the process. (R)	☐	☐	☐	☐	☐
6. I felt stressed due to the check-in method I used.	☐	☐	☐	☐	☐

(R) = reverse-scored items.

SECTION G : CUSTOMER SATISFACTION (Dependent Variable)

Based on Oliver (1997); Han et al. (2019)

Scale: 1 = Strongly Disagree … 5 = Strongly Agree

Items	1	2	3	4	5
1. Overall, I am satisfied with the check-in experience.	☐	☐	☐	☐	☐
2. The check-in process met my expectations.	☐	☐	☐	☐	☐
3. I am pleased with the quality of the check-in experience.	☐	☐	☐	☐	☐
4. Thee check-in process was efficient.	☐	☐	☐	☐	☐
5. I would use the same check-in method again.	☐	☐	☐	☐	☐
6. I would recommend this hotel based on my check-in experience.	☐	☐	☐	☐	☐

References

Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. Journal of Marketing,, 54(2), 69–82.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. Technology acceptance Model, 13(3), 319-340.

Groth, M. H.-T. (2009). Customer reactions to emotional labor. . Journal of Marketing, , 73(3),58–74.

Han, H. Y. (2019). Anxiety and satisfaction in hospitality . Journal of Travel & Tourism Marketing,, 36(8), 1–15.

Jang, S. &. (2009). Perceived quality, emotions, and behavioral intentions. Journal of Hospitality& Tourism Research, , 33(4), 451–473.

Kim, J. &. (2014). Why do people use mobile applications to book hotels? An integrated model of TAM and perceived value. . International Journal of Hospitality Management, , pp.43, 1-9.

Lazarus, R. S. ((1991).). Emotion and adaptation. Cognitive appraisal theory of emotions. Oxford University Press.

Mehrabian, A. &. (1974). An approach to environmental psychology. S-O-R framework. MIT Press.

Oliver, R. L. (1997). Satisfaction: A behavioural perspective on the consumer Satisfaction Theory.

Parasuraman, A. (2000). Technology readiness index (TRI). . Journal of Service Research, , 2(4),307–320.

Wirtz, J. P. (2018). Brave new world: Service robots. Service encountor and human interaction .Journal of Service Management, 29(5), 907–931.