

THE IMPACT OF INTERACTIVE MOBILE APPLICATIONS ON GUESTS' INTENTION TO USE IN HOTELS

Jiyong Hwang

Abstract

Along with the rapid growth of advanced mobile technology, interactive mobile applications have been receiving more attention. Dick and Burrill (2016) defined interactive technology as a “two-way flow of information through an interface between the user and the technology.” In the context of hotels using two-way communication, interactive mobile applications can be explained that hotel technology or operators consistently connects with their guests during their stay to provide a quality service conveniently using mobile applications. While one-way communication of mobile applications is limited to collecting information scattered on mobile web browser or mobile applications, two-way communication continuously offers personal and customized outcomes of a certain request to the guests during their hotel stay (e.g., entering guest rooms without a physical key, checking-in/out, requesting amenities by sending messages). Since interactive mobile applications are created to utilize transactions and increase the quality of consumer experience in hotels, it provides an interesting development of technology amenities to the guests when they stay at hotels (Zhu & Morosan, 2014).

There have been, however, insufficient studies to find the impact of interactive mobile technology in the lodging industry in spite of its popularity and importance. Thus, the objectives of this study are to comprehend 1) hotel guests' expectations and perceptions of interactive mobile applications used specifically during their stay, and 2) antecedents of consumers' intention to use them. Therefore, the current study will examine the impact of interactive mobile applications in regard to usefulness, ease to use, and enjoyment, on consumers' intentions used in hotels.