

READINESS AMONG HOTEL CONSUMERS TO ACCEPT ROBOTIC CUSTOMER SERVICES

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Abstract

The broader phenomenon of technology development and proliferation impacts diverse firms and industries in complex and multidimensional ways. While emerging self-service technologies (SSTs) prospectively benefit the hospitality industry by reducing essential costs and improving the dimensions of customer service, they also present various types of risks and challenges. This present study seeks to examine consumers' reactions and attitudes toward the act of using robots in the hotel industry. This issue is critical for two primary reasons. First, this prospective innovation represents a key area of development that could potentially benefit the industry through its value-creation and savings-oriented features. Secondly, the issue also features a set of potential risk factors that remain uncertain in terms of their broader impact. This study will approach this broader perspective, namely through the analysis of technology application model (TAM) theory and this theory's diverse offshoots, including the consumer readiness model, the unified theory of acceptance and use of technology (UTAUT) paradigm, and varied social learning-based models. After considering aspects of each theory, we hypothesize that an independent sample of hotel prospective consumers will prefer a UTAUT model in the context of technology adoption. This hypothesis will be tested through a qualitative survey and will be analyzed with a chi-square test.