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CUSTOMER SATISFACTION AND WILLINGNESS TO USE SELF-SERVICE KIOSK IN GENTING HIGHLANDS HOTEL

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ABSTRACT

The hospitality sector adopted self-service kiosk (SSK) technology as other industries did, and has now incorporated self-service kiosks into its service processes. Due to the fact that the system is relatively new to the hotel industry, the motivations behind customer satisfaction with self-service kiosks have not been well investigated. This study sought to understand how customer satisfaction (CS) in a Genting Highlands hotel is influenced by self-service kiosk (SSK) characteristics such as ease of use, speed of delivery, and monetary promotion. The link between customer satisfaction and future intent to utilize a self-service kiosk was also investigated in the study. However, there was no significant correlation between monetary promotion and customer satisfaction, according to the study's findings, which indicated that simplicity of use and delivery speed had a positive effect with customer satisfaction. Furthermore, the likelihood of utilizing self-service kiosks in the future was positively correlated with customer satisfaction. The study adds important information about the factors that determine customer satisfaction with self-service kiosks and also validates the elements required for successful customer satisfaction with self-service kiosks at the Genting Highlands hotel. Descriptive statistics and Pearson correlation analysis were used to analyze the acquired data. Total of 384 questionnaires were distributed to respondents.

Keywords: Hotel industry, customer satisfaction, ease of use, speed of delivery, monetary promotion.

ABSTRAK

Sektor perhotelan mengguna pakai teknologi kiosk layan diri (SSK) seperti yang dilakukan oleh industri lain dan kini telah menggabungkan kiosk layan diri ke dalam proses perkhidmatannya. Disebabkan sistem ini agak baharu dalam industri perhotelan, motivasi di sebalik kepuasan pelanggan terhadap kiosk layan diri belum disiasat dengan baik. Kajian ini cuba memahami bagaimana kepuasan pelanggan (CS) di hotel Genting Highlands dipengaruhi oleh ciri-ciri kiosk layan diri (SSK) seperti kemudahan penggunaan, kelajuan penghantaran dan promosi kewangan. Pautan antara kepuasan pelanggan dan niat masa depan untuk menggunakan kiosk layan diri juga telah disiasat dalam kajian ini. Walau bagaimanapun, tidak terdapat korelasi yang signifikan antara promosi monetari dan kepuasan pelanggan, menurut penemuan kajian, yang menunjukkan bahawa kesederhanaan penggunaan dan kelajuan penghantaran mempunyai kesan positif terhadap kepuasan pelanggan. Tambahan pula, kemungkinan menggunakan kiosk layan diri pada masa hadapan dikaitkan secara positif dengan kepuasan pelanggan. Kajian itu menambah maklumat penting tentang faktor yang menentukan kepuasan pelanggan terhadap kiosk layan diri dan juga mengesahkan elemen yang diperlukan untuk kepuasan pelanggan yang berjaya dengan kiosk layan diri di hotel Genting Highlands. Statistik deskriptif dan analisis korelasi Pearson digunakan untuk menganalisis data yang diperolehi. Sebanyak 384 borang soal selidik telah diedarkan kepada responden.

Kata Kunci: Industri perhotelan, kepuasan pelanggan, kemudahan penggunaan, kelajuan penghantaran, promosi kewangan.

CHAPTER 1

INTRODUCTION

The study's framework is laid forth in this chapter. A summary of the study's context is followed by background of the study, the problem statement, scope of the study, the research objectives, research questions, the research framework, the research hypothesis, and significance of the study. The presentation of the study's significance and its characterization, based on the determinants of customer satisfaction towards self-service kiosks in Genting Highlands hotel. A summary of how this study was structured concludes in this chapter.

1.2 BACKGROUND OF THE STUDY

The fastest-growing sector of the global economy is technology in the hotel sector. In Malaysia, it is quickly expanding (Euromonitor International, 2019). The Malaysian foodservice sector has seen a significant transformation thanks to technology (Euromonitor, 2017). Self-service technology (SST) adoption is an unfamiliar experience for its users. The Department of Statistics Malaysia (2019) reports that the number of accommodation facilities increased with a total annual growth rate of 6.7% from RM13.9 billion in 2015 to RM15.8 billion in 2017. Given that it has accelerated change and has business implications in numerous industries, technology is one of the most important forces in the world today (Michelle Evans, 2019). Work is now simpler, more adaptable, and more satisfying for employees thanks to technology (Casado, 2014). Despite the restaurant industry's

traditionally delayed adoption of new technology, a number of fast-food restaurants are now using SSTs to set their services apart from those of rivals (Wang, 2017). According to research, the main benefits of using SSTs are their ability to reduce expenses, reach new clients, and boost customer satisfaction (Bitner et.al, 2002). How quickly technology is embraced in Malaysia's hospitality and tourism industries is mostly determined by two factors: service quality and financial resources. It follows that using technology to increase output and efficiency is a natural choice for Malaysian hotels (DiPietro and Wang, 2010). In addition, self-service technologies are increasingly being used in the hospitality industry. Technology saves money, energy, and labour, which benefits both hotels and visitors (DiPietro and Wang, 2010).

Self-service kiosks (SSKs) are devices that show customers an electronic menu, expediting the ordering procedure and taking payments from them (Torres, 2016). According to Mohamed et al. (2009), Malaysian hotels and resorts have high computer usage rates and actively participate in e-commerce. Domestic passengers find hotel self-service kiosks useful when they are easy to use, according to an American survey (Kim and Qu, 2014). Check-in/check-out kiosks, also referred to as hotel self-service kiosks in this study, are a type of technology that enables visitors to conduct automated check-in and check-out without interacting with or receiving assistance from hotel front desk staff. In countries like Turkey, the United Kingdom, and the United States, self-check-in/check-out kiosks are made available even in full-service hotels to give guests options for the kind of service and level of human connections they choose (DiPietro et al., 2010). Similar to this, guests at the First World Hotel, Genting Highland, Malaysia, a full-service but not luxury hotel, can choose to

check in and out at the self-check-in / check-out kiosk or at the reception (DiPietro and Wang, 2010).

In Malaysia, Sakae Sushi debuted the first self-ordering kiosk or digital ordering system in 2011 (Siniah, 2011). iPads were used in this system to enable self-service ordering. Self-service kiosks for check-in and check-out provide an example of how self-service technology can be used in hotels to reduce the workload of front desk staff and its staffing requirements (Casado, 2014). These kiosks speed up check-in and check-out processes and enable guests escape front desk lines (Casado, 2014). Self-check-in and self-check-out kiosks are becoming more common and are even utilized in full-service hotels in the United States to give consumers more options for the interactions they have (DiPietro and Wang, et al. 2010). Because of misconceptions or linguistic barriers, human error or mistakes are frequently made in traditional ordering systems (Chan et al., 2017). Particularly during busy periods, the wait will grow longer, and the customer can grow impatient with the long queue. As a result, it can save time and make the customer more comfortable by eliminating the need to communicate with the waiter to place an order (Baba et al., 2020).

Self-check-in and self-check-out kiosks are uncommon at hotels in Malaysia. The three-star First World Hotel and Plaza, Genting Highland, is one of the incredibly few hotels that uses these kiosks. The goal of this study is to understand how satisfied and eager customers are to use self-service kiosks in Genting Highlands. The study's findings are extremely important given Malaysia's rapid growth in the use of self-service kiosks. This study, however, focuses on how likely it is for customers to use self-service kiosks in a select number of Genting Highlands location.

1.3 PROBLEM STATEMENT

Self-service technology refers to technical interfaces that let customers create services without the direct involvement of service personnel (Meuter, Ostrom, Roundtree and Bitner 2003). Many people now use technology on a daily basis. Based on how frequently people use their gadget, we can determine how frequently they use technology. Some of these technologies have also displaced people in certain occupations, particularly in the service industry.

Self-service kiosks have the benefit of being available twenty-four hours a day, seven days a week. According to Lee et al (2009), a kiosk is an informational station that can increase customer satisfaction and foster one-on-one communication between a business and its clients through engaging and interactive multimedia digital material. In fact, self-service kiosks have been widely used in Malaysian airlines' self-check-in kiosks and in the banking sector's self-service automated teller machines (ATMs).

One participant noted that "the more technologically advanced the product is, the more difficult it is for the average layperson to understand how it works" in a qualitative study that focused on consumer experience with various technologies (Mick and Fournier, 1998, p. 130). This comment demonstrates how implementing a more complicated technology, such as a check-in/check-out kiosk, could unintentionally have the impact of making guests feel useless because to a lack of understanding regarding how the technology works. The check-in/check-out process has changed, and the directions on

the kiosk screen may be confusing for hotel customers (e.g. how to scan their IDs, make changes, or handle error messages).

Customers may be sensitive to delivery times and particularly concerned about time management (Bateson, 1985). Self-service solutions have been developed to speed up transactions because customers are frequently concerned about how long it takes (Cho et al,2013). There are two different approaches to managing your time while receiving service andwhile awaiting a service (Bateson et al, 1981). The length of time required to use an SSK forclient check-in/out is the idea of speed of delivery in this study, which concentrates on the latter instance (Dabholkar, 1996). Since consumers place a high value on time savings, numerous studies have shown that they are more willing to accept SSTs that help speed up service delivery (Dabholkar; 1996; Ledingham; 1984). Furthermore, according to (Chen et al., 2015), adopting an SSK for both business and leisure tourists is viewed as crucial to provide high-quality service quickly.

Furthermore, the primary objective of a monetary promotion as a marketing technique is an immediate client purchasing behaviour (Blattberg; Neslin; 1990; Kotler; 1988). For the purpose of managing income, the hotel industry has traditionally used monetary promotions like discount coupons or lower prices. Examples of monetary promotions include offering special discounts, lower pricing

at an in-store point of purchase (POP), and discount coupons (Zhou and Wong, 2004). These promos, in accordance with Zhou and Wong (2004), have a positive effect on impulsive purchases. Even if they have no intention of doing so, customers may use SSKs impulsively in the SSK context due to promotional impacts. However, Ashworth et al., 2005) indicate adverse consequences of promotion because some consumers view goods and services with discount coupons or reduced prices as being of inferior quality and choose not to buy them.

Due to that reason a model Chanmi Hong and Lisa Slevitch, 2018 are adopted to address this gap which is ease of use, speed of delivery and monetary promotion that determine customer satisfaction towards self-service kiosks in the Genting Highlands hotel.

1.4 RESEARCH OBJECTIVES

The study's objective in this research aimed to:

- 1.4.1 To examine the relationship between ease of use and customer satisfaction towards self-service kiosks in Genting Highlands hotel.
- 1.4.2 To examine the relationship between speed of delivery and customer satisfaction towards self-service kiosks in Genting Highlands hotel.
- 1.4.3 To examine the relationship between monetary promotion and customer satisfaction towards self-service kiosk in Genting Highlands

hotel.

1.5 RESEARCH QUESTIONS

The following questions were created in order to fulfil the above study objectives

- 1.5.1 What is the relationship between ease of use and customer satisfaction towards self-service kiosks in Genting Highlands hotel?
- 1.5.2 What is the relationship between speed of delivery and customer satisfaction towards self-service kiosks in Genting Highlands hotel?
- 1.5.3 What is the relationship between monetary promotion and customer satisfaction towards self-service kiosks in Genting Highlands hotel?

1.6 RESEARCH FRAMEWORK

The research model used for this study is to investigate customer satisfaction towards self-service kiosks in Genting Highlands hotel. Moreover, the ease of use, speed of delivery and monetary promotion that determine customer satisfaction toward self-service kiosks in Genting Highlands hotel is used in this study to test the hypothesis.

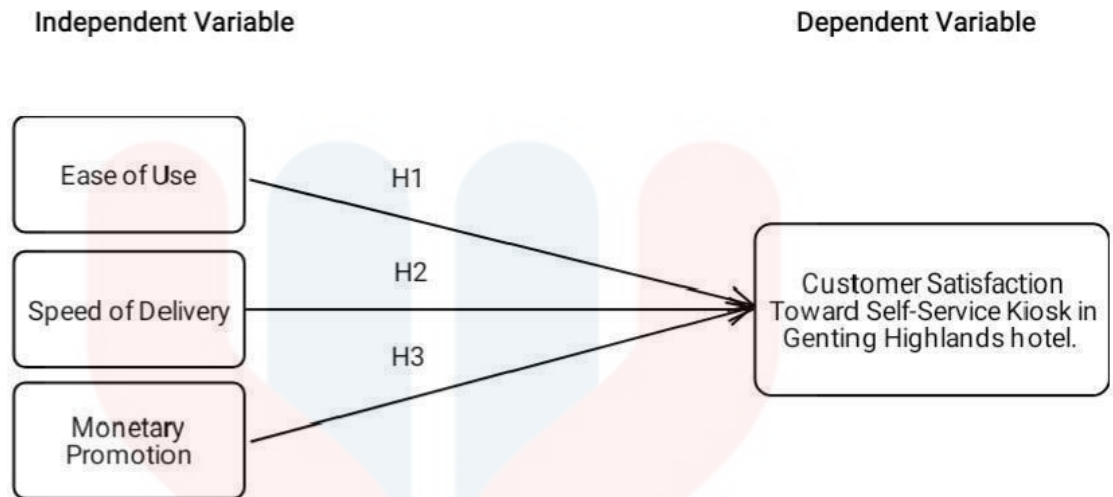


Figure 1.1: Conceptual Framework

Source: Framework adopted from Chanmi Hong and Lisa Slevitch (2018)

According to Figure 1.1, the researcher determined the relationship between independent variables and dependent variable. The independent variables are ease of use, speed of delivery, and monetary promotion. The dependent variable is customer satisfaction toward self-service kiosks in Genting Highlands hotel. The framework shows that ease of use, speed of delivery and monetary promotion are all crucial factors in determining customer satisfaction toward self-service kiosks in Genting Highlands hotel. The first independent variable ease of use can be important to the effort needed in using technology and the difficulty of the service delivery process. The second variable, speed of delivery, is important because self-service technology has been designed to shorten transaction times because customers are very sensitive

about how long it takes. The third variable, which is monetary promotion, plays an important role in terms of revenue management for the hotel business, which is primarily used to get low prices or special prices like discount coupons for customers.

1.7 SCOPE OF STUDY

The main scope of the study is about customer satisfaction and willingness to use self-service kiosks in Genting Highlands. The researcher also studied the relationship between determinants such as ease of use, speed of delivery and monetary promotion in affecting customer satisfaction and willingness to use self-service kiosks. The survey is conducted in a Genting Highlands neighborhood that was chosen at random. Customers who frequently complete transactions at stores, restaurants, shopping centers, and other locations make up the responders. Overall, respondents claimed that self-service technology simplifies checking out. The target audience is clients who consistently utilize self-service kiosks. In Genting Highlands, Pahang, this study does not represent the opinions of all customers who are satisfied with and eager to use self-service kiosks.

1.8 SIGNIFICANCE OF THE STUDY

Based on the title of the study which is customer satisfaction towards self-service kiosks in Genting Highlands hotel, the researcher has analyzed the reaction on the dependent variable which is customer satisfaction by the changes on independent variables, which are the determinants consisting of ease of use, speed of delivery and monetary promotion of self-service kiosk in Genting Highlands hotel.

1.8.1 TO THE RESEARCHER

In this current study, the researchers were able to better understand how customer satisfaction with the self-service kiosk at the Genting Highlands hotel was influenced by its ease of use, speed of delivery and monetary promotion in this research article. In addition, this study enabled researchers to identify important, previously researched factors that affect the customer satisfaction process. Referring to the subject of this study report may help future researchers.

1.8.2 TO HOTEL INDUSTRY

The research paper is important to the hotel industry since it gave the sector information on how customers felt about using self-service kiosks at the Genting Highlands hotel. As a result, it will offer a reliable foundation of knowledge that will make evident the relevance of offering great services and their impact on customer

satisfaction. Hotels become increasingly prevalent in the market as a result of this factor. The hotel industry gets competitive advantages through better decision-making, which benefits in terms of generating more profit.

1.8.3 TO FUTURE CUSTOMER

Future customers may profit from the research topic because it offered advice on how to thoroughly understand consumer satisfaction when using self-service kiosks at the Genting Highlands hotel. The research that has given prospective customers important data demonstrates the real customer satisfaction of using self-service kiosks at the Genting Highlands hotel.

1.9 DEFINITIONS OF TERMS

Table 1.1: Definitions of Terms

Terms	Definition	Sources
Ease Of Use	<p>The perceived ease-of-use test assesses an individual's belief that a system is simple to use. People frequently believed that using simple technology would benefit them. Furthermore, individuals' perceived ease of use and perceived utility of technology precede their motivation to use it.</p>	<p>Doll, W. J., Hendrickson, A., Deng, X. (1998)</p>
Speed Of Delivery	<p>It was discovered that merchants were pleased with the quickness, which reduced wastage and stock-out issues in their customer service. Most retailers choose suppliers that are dependable and quick to respond to supply requests.</p>	<p>Ondiek (2019)</p>

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<p>Monetary Promotion</p>	<p>Standardized promotions and coupon promotions are two types of promotions that are a method of direct promotion in which the customer's purchase price is directly affected. For instance, price reductions, coupons, and bonuses. These promotions provide a deficit spending and are able to grab the individual's attention because they symbolize a cost savings, as they provide either a price reduction or a supplemental amount of the item.</p>	<p>Tong, T., Xu, X., Yan, N., & Xu, J. (2022).</p>
<p>Customer satisfaction</p>	<p>Developing long-terms client ties.</p> <p>The degree to which a company meets a customer's needs and wants in accordance with his expectations, before obtaining the goods or services, is known as customer satisfaction.</p> <p>As a result of consumers' evaluation of their use of the services, define customer satisfaction.</p> <p>Customer satisfaction was defined as the overall evaluation of a certain product or services made by customers at a particular moments.</p>	<p>Patterson et al. (1997)</p> <p>Dilpazir & Amin (2019)</p> <p>Whereas Sriyam (2010)</p>

<p>Technology</p>	<p>Physical (including virtual) devices and/or humans can partially or completely instantiate technologies. Human-enacted technologies, such as organizational procedures or design and manufacturing methodologies, are as many technologies as automobiles or factories which is already acknowledged in several commonly used definitions of educational 6 technology, including as those of the. Some technologies, such as mental arithmetic.</p>	<p>Arthur, Kelly (2009). Lakhana (2014).</p>
<p>Kiosk</p>	<p>It is a walk-in kiosk where an individual can book a hotel reservation by touching the screen and receiving hotel information if desired. It is a part of the beginning of multimedia and data communications, both which are rapidly evolving modern technologies.</p>	<p>Eusebio et al. (1993).</p>

1.10 SUMMARY

In conclusion, chapter one will be a justification by describing the research objectives and research questions that will be addressing during the discovery discussions. The study will be examined customer satisfaction towards self-service kiosks in Genting Highlands hotel. The research questions have identified the customer satisfaction to use self-service kiosks in Genting Highlands hotels according

to the determinants such as ease of use, speed of delivery and monetary promotion. The following chapter reviewed the body of knowledge on determinants of customer satisfaction toward self-service kiosks in Genting Highlands hotel which are ease of use, speed of delivery and monetary promotion.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This study aimed to investigate customer satisfaction and willingness to use self-service kiosks in the Genting Highlands. The first section of this chapter provides information on self-service kiosks in Malaysia because SSKs are the primary subject of this study. This chapter concludes with factors that show how consumer satisfaction in the hotel industry is influenced by willingness to utilize self-service kiosks, including ease of use, delivery speed, and monetary promotion. The desire to employ self-service kiosks and consumer satisfaction with the hotel industry in Genting Highlands were also examined and determined in this chapter.

2.1.1 SELF-SERVICE KIOSK IN MALAYSIA

It is projected that as technology develops, many human services will be replaced (Gummerus et al, 2019). Self-Service Technologies (SSTs) are "any type of technology that eliminates the need for human involvement in order to conduct a business transaction of some form," according to "Self-Service Technology Within the Hospitality & Tourism Industry," n.d. In other words, by minimizing the requirement for face-to-face interaction, SSTs boost speed and efficiency. Examples include self-service payment kiosks, automated teller

machines (ATMs), self-scanning checkout lanes at retail stores, and self-access hotel facilities (Beatson et al, 2007). SSTs at hotels are mostly used, but not entirely, to manage in-room entertainment, check-in and check-out procedures, and online reservations. Due to recent technological advancements, hotel SSTs can now be linked to or included into web platforms and mobile applications (Lambert Smith Hampton, 2018).

Kurve (2019) reports that 82% of customers would choose to book with a travel/hotel company that provides online check-in or self-service kiosks. To reduce wait times and enhance customer service, Orel & Kara (2014) urge hoteliers to invest in SSTs such self- service kiosks. SSTs can also stimulate co-creation, for instance, when hotel guests use smartphone apps to collaborate on the production of new services (Sarmah et al, 2017). Despite the potential for customer service depersonalization, SSTs are seen as a beneficial tool (Kaushik & Rahman, 2017). According to Gartner (2018), 40% of quick-service restaurants will provide self-serve technology by the end of 2020, and 85% of all customer support inquiries will be handled without the aid of a human agent. This is because self-serve technology benefits both consumers and business owners.

In order to enable clients to consume services or products electronically without coming into direct contact with company staff, several service providers have started to deploy a variety of technologies. SSTs are the name given to these technical connections (Meuter, 2010). The

three most common SSTs, according to Kasavana (2008), were kiosks, web applications, and vending machines. To enable customers to place orders and make payments, food and beverage establishments also implemented SSTs, primarily in the form of tablet computers (Konrad, 2013). According to Lee & Allaway, SSTs can be found in the tourism and hospitality industries. A few examples are airline ticketing machines, automated teller machines, and computer-based booking services (2002). Other SSTs in the travel and hospitality industries include ticket vending machines (TVMs) for trains and other rail modes of transportation, smartphone applications for reserving hotel rooms like Airbnb, Agoda.com, and Booking.com, directions applications like WAZE, check-in kiosks in hotels, self-service kiosks for ordering meals, and self-service information terminals that are frequently seen in malls.

A self-service kiosk, according to Hsieh (2005), is an interactive free-standing kiosk. In Malaysia, self-service kiosks are prevalent in airports, banks, shopping centers, and hotels, especially since many travellers use these devices to print their tickets and check in. Additionally, Chang (2015) said that Maybank was the first banking organization to introduce the cash deposit machine and check deposit machine in Malaysia in 1981, as well as the self-service automated teller machine (ATM). Additionally, a popular company, Clean Pro, which has 30 years of existence in Malaysia, offers self-service laundry (Chang, 2015).

Statistics released by Shende (2015) and published in Global Self-Service Kiosk Market 2016-2020 indicate that between 2016 and 2020, self-service kiosk usage by businesses may increase by 5%. Additionally, in 2014, 58 percent of the global self-service technology market's income came from vending machines (Shende, 2015). Self-service technology is consequently necessary for stores due to the significant revenue earned, as Shende can witness (2015).

2.2 INDEPENDENT VARIABLES

Independent variable (IV) can be defined as investigation or interposition (Starks, 2009). The independent variable is linked to the dependent variable, which measures the outcome (Rosson, 2002).

2.2.1 EASE OF USE

According to an adaptation of Davis' (1989) definition, the degree to which users perceive online shopping sites to be simple to engage with and able to find the product information they need is what this study considers to be the perception of ease of use. Numerous academics have come to the conclusion that, both conceptually and practically, the ease of use of technology will influence people's judgements of its value (Venkatesh et al. (2016). In light of this, perceived usability has a significant impact.

The user should have no issues using a technology. Ease of use is more important than organizational and overall user trust for building trustworthy relationships with technology (Ejdys, 2018). The programme or system must be easy to use and intuitive. This would apply to both hotel workers and visitors utilizing the software while giving or receiving services inside the property. Systems that are easy to use and don't put customers under pressure to finish activities would produce a better cognitive experience, claim Bilgihan et al. (2016). Therefore, it is crucial for hospitality service providers, especially those in the hotel industry, to assess and take into account the significance of integrating SST in their corporate operations. A system's user-friendliness is a sign that the business respects, cares for, and understands its clients. (Egger et al., 2001) Although ease of use may result in better service delivery for service providers and larger extrinsic benefits for customers, it does not give consumers the chance to interact with service providers, and their desire to do so may be frustrated (Ko, 2017).

The variable ease of use included one of the four benefits of online shopping. Therefore, it is possible that the two factors in the technology acceptance model (TAM), ease of use and usefulness, as a part of the advantages of self-service technology, but they could not account for all the variation in SST uptake (Ham, Kim and Forsy, 2008). The degree to which a user would find using a particular technology to be effortless requires ease of use (Montazemi & Qahri-Saremi, 2015). Because of the advantages acquired, clients might think about employing self-service technologies. Ease of use, one of the important factors in TAM, has successfully

influenced SST uptake. Consumer attitudes and intentions for using various SSTs, such as online banking, e-government services, and self-scanning in retail establishments, are significantly influenced by the ease of use. The fundamental criterion for the functioning of the SST is considered to be ease of use, which takes precedence above service staff performance and reliance (Lu, Chou & Ling, 2009).

In contrast, Kim and Qu (2014) argue that perceived ease of use does not have a significant influence on customers satisfaction with SST. In short, ease of use relates to the customer's opinion of how simple it is to utilize the features offered by the mobile shopping application, which will have an impact on their decision-making, simplicity of use, access to what they want, and the skilled and flexible style of engagement (Hall & Connell, 2017). Additional benefits include the product's simplicity of use, greater degree of customization, and shorter wait times (Vakulenko et al, 2019).

2.2.2 SPEED OF DELIVERY

Speed delivery is a value-added service that refers to the time between an item's replacement and real delivery to the customer's location (Myriam Ertz, 2021). Today's consumers are incredibly demanding when it comes to how quickly services are provided, and they usually underestimate how long it will take. Self-service supporters were shown to place a

high value on their time. Additionally, the responsiveness of the kiosks for delivery is the first impression of service for hotels, which now frequently starts online prior to the guest stay, when visitors want to make reservations (Mok et al., 2013). Customers are satisfied when service delivery meets or surpasses expectations, according to the service quality hypothesis. However, dissatisfaction happens when the opposite is true and the customer's expectations are higher than what is provided. Customers have applauded SSTs for their speed and efficiency in providing services. As a result, they acknowledged SSTs as a practical tool that allows them to save time while producing the least amount of waste. Increased service delivery speed, flexibility, and control are acknowledged as major factors in customers' decisions to use SSTs (Hilton et al. 2013).

SSTs offer advantages to both service providers and clients. Reduced labour costs allow service providers to make cost savings (Van Doorn et al. 2017). Furthermore, by standardizing the processes, they can improve the effectiveness of the services. In addition, Chen et al. (2015) note that quick service delivery is seen as a crucial component of using an SSK for both business and leisure visitors in terms of service quality. Additionally, by avoiding many easy, common chores in the service transactions, service providers can concentrate on other issues (Castro et al. 2010). Although service providers can boost productivity and service delivery speed by offering SSTs. Additionally, by include SSTs in the service encounter, firms can respond to changing demand conditions without changing the employees (CurranJM, et al. 2003). The

importance of well-designed interfaces, accessibility, personnel support, store promotion, and quick delivery was also acknowledged for retail kiosks. The difficulties e-retailers had when optimizing the client buying experience by syncing clicks with bricks were discovered by Picot-Coupey, et al. 2016).

The simplicity of use and delivery speed were found to have a favorable impact on customer satisfaction during the adoption of SSK, and customer satisfaction also had a good impact on future willingness to use SSK (Hong, C., & Slevitch, L. 2018). Given the importance of customer satisfaction in the marketing sector, the goal of this study is to determine how the implementation of SSK affects customer satisfaction in terms of user experience (UX), perceived waiting time, and waiting atmosphere. Competition exists not only between traditional stores and restaurants and online food retailers, but also between dark stores and kitchens. The importance of delivery time has increased as a new instrument for spatial competition (Saphores, J-D., Xu, L. 2020).

2.2.3 MONETARY PROMOTION

By definition, a monetary promotion is a sort of sales promotion that directly influences the price of the product that the buyer pays. Discounts on prices, coupons, and bonuses are a few examples. These promotions supply either a price discount or an additional quantity of the goods, both of which are capable of stimulating the consumer's spending and grabbing their

attention (Jose Duarte Santos, 2022).

Price value also serves as a cognitive trade-off between the costs associated with using a product or service and its perceived benefits, according to Venkatesh et al. (2012), who stated that price value is favorable "when the benefits of using a technology are perceived to be greater than the monetary cost" (Venkatesh et al. 2012). According to this study, since self-ordering kiosks and apps are both made available for free, people view them as extra advantages in addition to the benefits of utilizing them. Consumers' usage intentions are greatly influenced by the self-ordering kiosk's free-to-download feature.

For instance, by merely emphasizing specific discounts, keyless systems, and rewards, hotels can raise awareness of the self-ordering kiosks used in administration. With these efforts, it will benefit the active promotions for customers, giving them the opportunity to fully utilize the available app. In addition, the distinct m-payment feature built into the self-ordering kiosk may have the power to promote direct menu-ordering interactions between diners and eateries (Venkatesh et al., 2012).

Next, financial promotions (as opposed to non-financial promotions) provide self-service kiosks with more cross-channel advantages and value. (Büttner et al., 2015) Benefits that go beyond financial incentives will be viewed as more pertinent and foster a positive impression

of the quality of kiosk service. Customer satisfaction should increase as a result of buyers appreciating excellent customer service. However, Omni channel promotions' effects on customers. We propose that service excellence can account for the beneficial impact of promotions that are in line with consumers' spending and financial objectives on customer satisfaction (Ratneshwar et al., 2001).

2.3 DEPENDENT VARIABLE

Dependent variables are those that are completely dependent on an independent variable (s). The Predicted Variable is another name for a similar variable (s). Bulturbayevich, M. B., & Abdulkholik, I. (2022). Thus, the purpose of this research is to investigate the factors that influence customer satisfaction in the hotel industry in Genting Highlands.

2.3.1 CUSTOMER SATISFACTION TOWARDS HOTEL INDUSTRY

Customer satisfaction is widely used as a dependent variable in many studies. Customer satisfaction is an important aspect of marketing in a company and industry. Service quality and satisfaction are inextricably linked with quality seeking to inspire a person's consumers to form a strong tie with the organization. Hindarsah, I. (2021). The post-purchase intention is clarified as a repurchasing intention based on prior experience with the product service. Besides, customer satisfaction is also crucial to confirm the difference between the predicted and actual

performance. This is also defined as a consumer's fulfillment reaction and judgment regarding a satisfying degree of consumption-related fulfillment provided by the product or service. Repurchase intention is defined as the likelihood that customers would purchase specific goods or services in the future. This is a phenomenon associated with an individual (consumer or customer) who will purchase items or services from a comparable brand or company in the future. Parawansa, D. A. S. (2018).

Repurchase intention can convince many buyers or users of several services. Several researchers have underlined that repurchase intention is defined as a customer's decision to purchase the same or a different product from the same firm Shafiee, M. M., & Bazargan, N. A. (2018). Repurchase intention will rise if a company's high-quality service is compatible with the relationship between buyers and sellers (Shi et al., 2018). Customers are extremely reliant on the quality of their prior shopping experiences (Shi et al., 2021).

From the hospitality view, customer satisfaction with the service may influence their future commitment to the service provider (RA Rather, 2021). Many investigations in the hotel sector have offered two key fields over the decades, which are service and client happiness. The contentment of guests is the best indicator of a hotel's future revenues. Khan, S., & Abdullah, N. N. (2019). However, satisfaction refers to a customer's satisfaction in exchange for a given price in a purchasing transaction. Thus, contentment is described as a "pleasant reaction" of a

consumer based on a comparison of what the customer has bought, purchased, and consumed (Hamid.R, et al 2022).

2.4 STUDY SETTING

In Malaysia's hospitality sector, there is only a small amount of technology utilization that dates back to roughly ten years and internet technology utilization in Malaysian hotels was examined by Hashim and Murphy (2007) and Hashim et al. (2010). 3–5-star hotels in Malaysia were evaluated by Mohammad et al. (2013) for their performance using a technology-based customer relationship management system. However, hotel kiosk usage in the hospitality industry has developed quickly in other hotels in Malaysia when the COVID- 19 pandemic is in full swing by the year 2020 (Amanda, 2020). With the added benefit of limiting the spread of COVID-19, kiosks now serve two additional purposes for decreasing wait times and operating expenses. Since the kiosk system supports several languages, it lowers obstacles to communication between visitors and the hotel and is particularly helpful for international guests from various nations who do not speak the regional tongue (Amanda, 2020). Hotels can also sell extra facilities to visitors using the kiosk system. Hotel kiosks are, in our opinion, a further development in hotel automation (Amanda, 2020). Although self- check in/check-out services are now available, the hotel sector still prioritizes personal contact with guests (Hong C, et al., 2018).

In Malaysia, hotel kiosk usage in the hospitality industry has increased due to the COVID-19 epidemic and based on Amanda (2020), due to Hotel World Genting, Malaysians are accustomed to hotel kiosks. In 2015 saw the first kiosk put in by Hotel World Genting. The largest integrated resort operator in Malaysia, Genting Malaysia Berhad (GENM) is investigating the potential of adopting technology kiosks as the main route for less employee communication and collaboration (Nicco Joselito, 2018). GENM management is curious to learn what led to the acceptance. Additionally, GENM is worried about the older employees' ability to accept new technology because it is believed that they are less technologically savvy than the younger staff. Guests in Genting Highlands have different purposes for their visit and thus, different services are delivered to guests (Rozila et al., 2019). Services provided in hotels in other hotels in Malaysia such as full service are more personalized because they cannot be used in a certain state and it doesn't fit. The hotel should follow hotel service standards. But in Genting Highlands that is different because there are too many people there. People go there to gamble. For general knowledge, Genting Highlands is the biggest gambling place in Malaysia because a large number of its population consists of non-Malays. Therefore, it is different from when guests are here, guests are not there for recreation. So, they want everything fast. In other hotels in Malaysia also at 12 o'clock in the middle of the day, the key tag is usually blocked and they cannot enter the room (Rozila et al., 2010). In line with that, Michael L. Kasavana (2008) mentioned that to shorten wait times at check-in, a new guest facility is making its way into the lobbies of nearby hotels. Self-service kiosks, which resemble ATMs and can check customers

in, collect credit card information, and remove room keys in a fraction of the time it would take a human to perform the same work, are now readily available at hotels. Therefore, hotels in Genting Highlands have become popular in using self-service kiosks from other hotels in Malaysia because their customers want to use technology self-service kiosks to be faster and easier (Rozila et al., 2019).

2.5 CONCEPTUAL FRAMEWORK

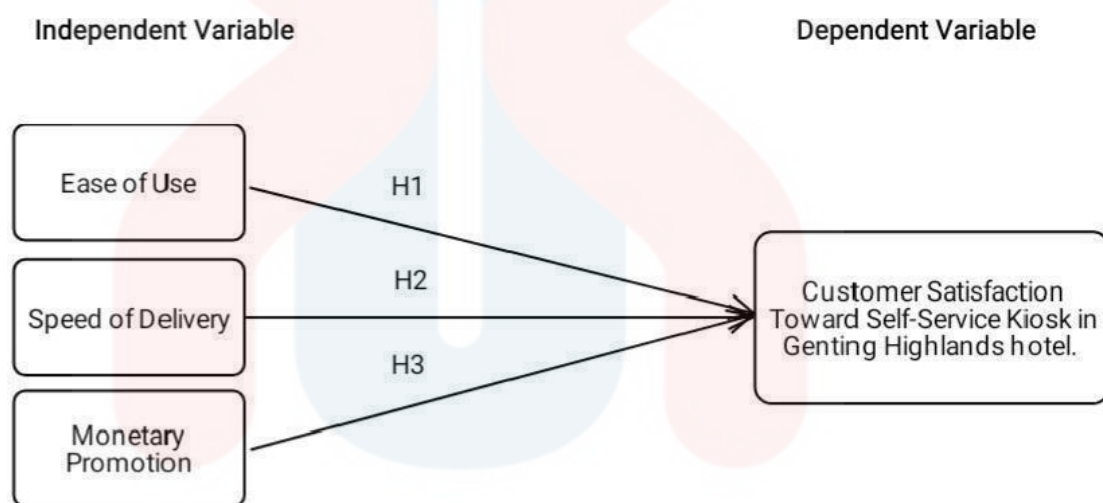


Figure 2.1: Conceptual Framework

Source: Framework adopted from Chanmi Hong and Lisa Slevitch (2018)

The objective of this study's research model is to analysis the determinants of customersatisfaction toward self-service kiosks in Genting Highlands hotel. Moreover, ease of use, speed of delivery, and monetary promotion determine customer satisfaction toward self- service kiosks in Genting Highlands

hotel which is employed in this work to survey the hypothesis.

According to Figure 2.1, the studies determined the connection between both independent and dependent variables. Those that are independent variables are ease of use, speed of delivery, and monetary promotion. The dependent variable is customer satisfaction toward self-service kiosks in Genting Highlands hotel. The framework shows that ease of use, speed of delivery and monetary promotion are all crucial factors in determining customer satisfaction toward self-service kiosks in Genting Highlands hotel.

The first independent variable ease of use can be important to the effort needed in using technology and the difficulty of the service delivery process (Chanmi Hong and Lisa Slevitch, 2018). Ease of use positively affects attitudes and intentions on customer satisfaction. The same goes for perceived ease of use, which examines a person's belief that a system is simple to use (Corkindale et al., 2018). People frequently believed they would gain advantages from employing the simple technology (Scott et al., 2016). Based on Minyoung Kim, Hailin Qu (2014), perception ease of use has an important direct impact on customer behaviors towards when they use hotel self-service kiosks. However, this perception does not have a significant effect on customer satisfaction. Based on (Jungsun Sunny Kim, Sungjun Joe, Mehmet Erdem, 2022), according to the findings, ease of use for the usefulness of a check-in/check-out kiosk had a direct impact on technology stressors such as job overload and role ambiguity. It is because

that perceived ease-of-use had an indirect impact on the technology stressors through perceived usefulness. The results demonstrated that desire to utilize a check-in/check-out kiosk was highly influenced by factors ease of use. Ease of use of the kiosk was positively correlated with intention to return to a hotel that offered it (Jungsun Sunny Kim, Sungjun Joe, Mehmet Erdem, 2022). Moreover, previous studies have proved that a crucial aspect determinant of hotel customers' satisfaction to using self-service kiosks is perceived by ease of use (Woo Gon Kim, Xiaojing Ma, Dong Jin Kim, 2006). According to previous study, Chinese hotel guests who stayed in 12 sample hotels in Beijing, PR China in March 2003 made up the study's participants and the Chinese hotel business has more literature on consumer behavior in relation to the use of these kiosks (Gon Kim et al., 2006). The ease-of-use aspect in using these kiosks has influenced Chinese hotel guests' booking intentions and evaluated their happiness with hotel kiosks for check-in. The positive respondent from guests who stay in hotels in China in this study that have used hotel self-service kiosks, it is easy to use for checking into hotels and simple way because the guidelines on the kiosks are easy to follow and enable customers to become skilled kiosk users, so this effect was give the customer satisfaction use kiosk in perceived ease of use (Gon Kim et al., 2006). Thus, it is concluded that the consumer prefers the new self-service kiosks based on technology over human interaction services in hotels due to the ease of use because it is important while using self-service kiosks for customer satisfaction. Therefore, this study presented the determinants of customer satisfaction toward self-service kiosks in Genting Highlands hotel which is ease of use.

The second variable, speed of delivery, is important because self-service technology has been designed to shorten transaction times because customers are very sensitive about how long it takes. There are two techniques to manage time savings for waiting times for services and times during service meetings (Chanmi Hong & Lisa Slevitch, 2018). Self-service technologies (SSTs) have been incorporated into the service delivery process as a more contemporary and economical method of reducing waiting times. Technology interfaces known as SSTs enable customers to generate services independently of service providers by speed of delivery (Meuter et al., 2000). The self-service sector has marketed SSTs by emphasizing the simultaneous lowering of waiting times and operating expenses by factors of speed of delivery (Avery, 2008, IBM, 2009). However, there is no absolute evidence that adding an SST substitute to the current service for speed of delivery procedure can actually assist businesses in reducing waiting times (Oh and Jeong, 2009). Moreover, previous studies have proved that a crucial aspect determinant of hotel customers' satisfaction to use self-service kiosks is speed of delivery (Dabholkar, 1996, Weijters et al., 2007), the hotels that use self-service kiosks was provide key cards for hotel customers to check in their hotel rooms without the assistance of a service representative by skipping the front desk, so this way is speed delivery service to check in hotel (Dabholkar, 1996, Weijters et al., 2007). It gives ways for customers to be satisfied because using the kiosk can save their time and energy to check-in directly in the hotel room without dealing at the front desk and with the key card, it makes it easier for the customer to take it wherever they go or just

keep it safely in their money bag (Dabholkar, 1996, Weijters et al., 2007). The importance of speed of delivery as a key factor influencing consumer technology usage and intention (Berry et al., 2002). It was also the speed of delivery to use self-service kiosks shown that perceived simplicity of use had a significant influence on customers' intentions to select technology. Therefore, it is concluded that the consumer prefers the new self-service kiosks based on technology over human interaction and customer satisfaction of services in hotels due to the speed of delivery because it is important while using self-service kiosks for customer satisfaction. Therefore, this study presented the determinants of customer satisfaction toward self-service kiosks in Genting Highlands hotel which is speed of delivery.

The third variable, monetary promotion is essential in terms of revenue management, the hotel business has primarily used monetary promotions to get low or special prices like discount coupons or reduced prices for customers (Chanmi Hong and Lisa Slevitch, 2018). Monetary promotion for retailers now frequently uses loyalty cards to track customer purchases, award "reward points," and run other promotions (Jennifer Rowley, 2000). Based on Manoj Kumar, Anand Rangachari, Anant Jhingran, and Rakesh Mohan, (1998) mentioned that, on the internet, electronic coupons for monetary promotion are already available. Sometimes, when a customer scans a barcode at the kiosk to print the appropriate coupon, only the barcode is printed on the customer's terminal. Such monetary promotions significantly impact purchase, according to Zhou and Wong (Chanmi Hong & Lisa Slevitch, 2018). Spontaneously referring to (Manoj

Kumar, Anand Rangachari, Anant Jhingran, & Rakesh Mohan, 1998) the Internet improves efficiency in monetary promotion by directing the coupon to customers who are unlikely to purchase reduced goods or services. Software that determines when and if to show coupons to a particular customer is a crucial component for effective targeting. The impact of monetary promotions on customer satisfaction with self-service kiosks should be identified for revenue growth as hospitality professionals frequently incorporate financial promotions in revenue management (Chanmi Hong & Lisa Slevitch, 2018). Thus, monetary promotion can be cheaper at the in-store point of purchase (POP) because of an offer of special discounts and discount coupons. According to Ashworth et al, monetary promotions might have unfavorable impacts since some buyers may think that a product or service with a discount coupon or lowered price is too cheap and decide not to buy it (Chanmi Hong & Lisa Slevitch, 2018). Moreover, previous studies have proved the importance of self-service kiosks in terms of monetary promotions that enable them to receive discounts to increase customer satisfaction which focuses on an integrated kiosk system of the most opulent hotels and casinos in Macau (Rosenbaum, Mark S. & Wong, IpKin Anthony, 2015). These studies indicate that the positive respondents are satisfied using the kiosk since receiving a monetary promotion in the form of money is a good value for the money spent because it saves money, and it also makes it simpler to get a ticket or a better room rate at a lower price than the original price due to the coupon discount offered (Rosenbaum et al., 2015). Thus, it is concluded that the consumer prefers the new self-service kiosks based on technology over human interaction services in hotels due to the monetary

promotion because it is important while using self-service kiosks for customer satisfaction.

Therefore, this study presented the determinants of customer satisfaction toward self-service kiosks in Genting Highlands hotel which is monetary promotion.

The dependent variable which is customer satisfaction to use self-service kiosks in the hotel industry defines as it is an emotion when customers become more loyal to use the service kiosk in the hotel industry. It is because customer satisfaction is specifically increased by service attribute performance, and higher satisfaction leads to greater customer loyalty and retention (Chanmi Hong and Lisa Slevitch, 2018). Spontaneously referring to Siddharth Joshi (2021), customer satisfaction in hotels is a gauge of how content and satisfied customers are with goods and services in experience of using kiosks. It depends on the level of perceived ease of use, monetary promotion, quality, quantity, and speed delivery at the hotel to use self- service kiosks to check in. In the hospitality sector, a number of factors have a good or negative impact on customer satisfaction and based on Beatson et al. (2006), questioned if kiosks would affect customer loyalty to the service provider and satisfaction with the organization. Furthermore, based on Hira Cho and Susan S. Fiorito (2010), a previous study analyzing 241 surveys from the guests of a hotel, researchers found that the experiences of kiosks. For example, hotels in Genting Highlands have become popular and the first kiosk hotel in Malaysia to use self-service kiosks from other hotels in Malaysia caused their customers to like the experience and be satisfied to use technology self-service kiosks because exceed their expectations and wise

chosen to check in the hotel in use self-service kiosks (Amanda, 2020). Additionally, customers who get positive experiences in a fun environment are likely to increase their level of satisfaction to use self-service kiosks in hotels (Hirschman & Holbrook, 1982). In the context of hospitality, studies have shown that entertainment and perceived enjoyment have a positive effect on customer satisfaction for using self-service kiosks (Chiu et al., 2009; Li, 2016). Therefore, in order to increase the desire of customers to use self-service kiosks, hotel operators in Malaysia should strive to compete to higher satisfaction for customers towards the use of self-service kiosks more widely and openly in order to give customers more experience and become more loyal.

2.6 HYPOTHESIS

The hypothesis tested are:

H1: There is a significant relationship between ease of use and customer satisfaction towards the hotel industry in Genting Highlands.

H2: There is a significant relationship between speed of delivery and customer satisfaction towards the hotel industry in Genting Highlands.

H3: There is a significant relationship between monetary promotion and customer satisfaction towards the hotel industry in Genting Highlands.

2.7 SUMMARY

The researchers' choice for the dependent variable in this chapter is how satisfied guests are with the hotels in Genting Highlands. The research's three independent factors are speed of delivery, monetary promotion, and convenience of use. According to this study's findings, customers are impacted by the potential occurrence of any one or all of the independent factors. The researcher concurred that the three independent variables would significantly affect how customers felt about the hotels in Genting Highlands. The research team's procedures for examining the study's results were covered in the chapter that followed.

CHAPTER 3 METHODOLOGY

3.1 INTRODUCTION

The procedures used in the research will be discussed in this chapter. This chapter covers the research design, target population, sample size, sampling method and procedure, data collection, research instrument and research instrument design, and data analysis. It includes, in brief, summaries of each step and the statistical methods used to examine the hypotheses. The researcher performed a survey to acquire data and used analytical methods to identify patterns

in the data in order to evaluate the study hypotheses. The proper method for data collection will be determined in this chapter. The surveys of data collection are used to put to the test the hypothesis of the research that are:

H1: There is a significant relationship between ease of use and customer satisfaction towards self-service kiosks in the hotel industry in Genting Highlands.

H2: There is a significant relationship between speed of delivery and customer satisfaction towards self-service kiosks in the hotel industry in Genting Highlands.

H3: There is a significant relationship between monetary promotion and customer satisfaction towards self-service kiosks in the hotel industry in Genting Highlands.

3.2 RESEARCH DESIGN

The term "research design" refers to every method the researcher uses to combine the various elements of the study, such as the how, when, and where, in a cogent and logical manner in order to respond to the research questions and effectively address the research problem. The blueprint specifies data gathering, measurement, and analysis. This study used a mix of qualitative, quantitative, and mixed-methods research designs (Trochim & Donnelly, 2006). The study uses a quantitative approach to collect all the data using questionnaires. The client who uses the self-service kiosks in Genting Highlands hotels will be the subject of the analysis.

According to Rahi (2017), in order to conduct research utilizing survey questionnaires, a quantitative approach is used for the data collection, pre-defined instruments, and sample population search. Customers who use the self-service kiosks at hotels in Genting Highlands were identified for this study. In order to obtain data through questionnaires filled out by respondents and utilized to characterize the data, descriptive research is used.

A study design's goal is to provide an explanation of the data collected to help us provide a clear response to the original inquiry (Da De Vaus, 2001). Descriptive research can also provide answers to the what, when, who, where, and how of an issue because it typically involves a wider population.

3.3 TARGET POPULATION

Table 3.1: Population by Tourist Arrival in Genting Highlands

	Year 2021 (‘000)
Total	809,478
MALAYSIA	783,006
ASEAN	5,858
INTERNATIONAL	20,614

Source: Official Portal of Statistic Tourism Pahang (2021)

The target population of this research is tourist arrival in Genting Highlands. The Department of Statistics Malaysia (2022) reported that the total population in Malaysia is estimated at 32.7 million and the total population tourist arrival in Genting Highlands based on Table 3.1 was 809,478 in the year 2021. The total population includes Malaysia, ASEAN and International. Genting Highland is one of the tourist spots that helped the nation's economy. For a quick weekend getaway to escape the heat, many people choose Genting Highlands. The outdoor theme park used to be the main family attraction at Genting Highland. It provides guests with a wide range of leisure activities in a cool environment on the mountain slopes. Additionally, the visitor could ride up to 50 different kinds of rides, including trains, vehicles, and ships that soar through the air, rumble through water channels, or creep gently along a steel track. At the Genting Highlands theme park, tourists can paddle around while taking in views of the vibrant surrounds. There are two apartment buildings (Ria and Kayangang), Awana Genting Golf and Country resort, Highland Hotel, Resort, Hotel, Theme Park Hotel, and five hotels (Genting Hotels, Highland Hotel, Hotel, and First World Hotel). As a resort, it also provides a wide range of activities to satisfy the various holiday market tastes. The Genting Highland resort has an indoor amusement park, an international class entertainment showroom, outdoor diversions, and a top-notch casino called De Genting. Virtual reality is an intriguing and distinctive service provided by Genting Highlands Resort. Thus, this research targeted customer in any age group of who check-in Genting Highlands hotel using self-service kiosks.

3.4 SAMPLE SIZE

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Figure 3.1: Determining Sample Size of a Known Population

Source: Adopted from Krejcie and Morgan (1970)

According to Krejcie and Morgan (1970), the sample size for the number of respondents who are checked in the Hotel Of Genting Highlands would be 384 based on Figure 3.1 above. As a result, 384 respondents were drawn from the customers who have experience check-in Genting Highlands hotel.

3.5 SAMPLING METHOD

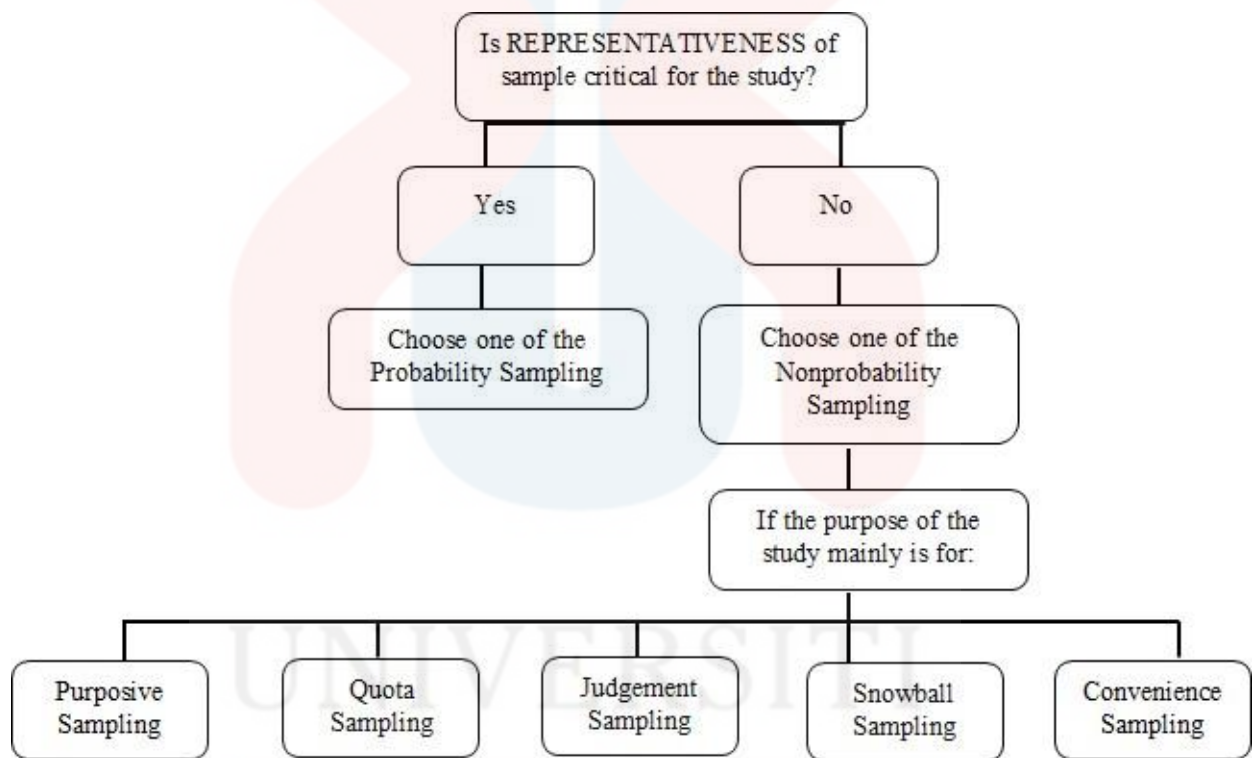


Figure 3.2: Choice Points in Sampling Design

Source: Beaumont, J. F., & Rao, J. N. K. (2021).

According to Etikan, I., & Bala, K. (2017), sampling may be classified into two types which is probability and non-probability. Non probability in the population where the frame comprises the sample population is chosen in a non-systematic manner that does not ensure equal opportunities for all subjects in the target population. From the previous study, Etikan, I., & Bala, K. (2017) mentioned that convenience sampling, purposive or judgmental sampling, and snowball sampling are some of non-probability sampling instances.

This study used purposive sampling as a sample approach in this study to collect information data. This purposive sample is one whose features are defined for a specific study aim. Andrade, C. (2021). Furthermore, purposive sampling has such a lengthy evolutionary history, and there are approximately as many viewpoints on its simplicity and straightforwardness as there are on its complexity. Purposive sampling is used to better match the sample to the research's goals and objectives, boosting the study's rigor and the reliability of the data and outcomes. This notion has previously been expressed in four ways: credibility, transferability, dependability, and confirmability. Campbell, S. et al. (2020). The rationale of purposive sampling is to analyze customer satisfaction towards self-service kiosks in Genting Highlands hotel as the population's expression. Study locations are independent throughout the region. While the target population for the research are customers who have check-in experience at Genting Highland hotels only. In discussion of the results, the population is 1,678,700 who have experience in check-in Genting Highlands Hotel and the sample size is 384 people according to Krejcie and Morgan

(1970). Purposive sampling will be used to distribute the questionnaire to customers that checked in at the Genting Highlands hotel.

3.6 DATA COLLECTION

When organizing the field study, it is crucial to get correct and trustworthy information about the status of the study (Lethbridge, Sim, & Singer, 2005). Data collection is the procedure of gathering information from all pertinent elements in chronological sequence to identify solutions to the research problems, evaluation the hypothesis, and evaluate the outcomes. Main data gathering methods and secondary information collection the techniques are the two sorts of data acquisition.

The fresh academician employed a questionnaire and secondary data to collect data for this study. The questionnaire is a collection of questions or other prompts intended to gather data from a respondent (Kumar, Talib & Ramayah, 2013). Sections A, B, and C make up the three sections that make up the questionnaire. All surveys were given out to guests who had used the self-service kiosks at hotels in Genting Highlands. The questionnaire given to the respondents is multilingual and contains questions in both Malay and English. Before distributing the questionnaire, the researcher first got the target respondent's permission to go around Genting Highlands and gather data. Respondents who work in Genting Highland hotels with guests who frequently use self-service kiosks received surveys. After the respondent has completed the entire questionnaire, data is gathered. To ensure the accuracy of the data acquired, researchers personally collected the surveys

from the respondents.

3.7 RESEARCH INSTRUMENT

In this study, the analysis of the data gathered involved a quantitative method. Quantitative research focuses on gathering numerical information and using it to understand particular events or generalize it across groups of individuals. Guests who use the self-service kiosk experience to check-in at hotels in Genting Highlands, Pahang, Malaysia, are the target respondents of the questionnaire issued to them. All of the questionnaire's questions must be answered in order for the information to be gathered from respondents. The questionnaire is broken up into three sections in the questionnaire which consists of Section A, Section B and Section C. Respondents had the option of choosing between closed questions with alternatives when completing the survey.

In Section A begins with respondents required to answer relevant questions to demographic profile such as gender, age, education level, household income, nation, past experience using self-service kiosks and hotel type of guest who have experience check in hotels in Genting Highlands weekly. Nominal scale is used in this section for data analysis.

A nominal scale is used for placement of data into categories that have no numerical value.

Then, the interval and ratio scale are Sections B and Section C make use of it. The term "interval scale" refers to a scale that uses several scales to quantify data. Interpretation is possible for the variation along the scale. When it comes to ratio scale, it is the highest level of measurement, possessing the features of all other types of measurement and, in the case of interval measurements, being applicable to all statistics (Kumar. M, Talib. S. A. & Ramayah. T., 2013). The Section B questions dealing with independent variable such as factor perceived ease of use, speed of delivery and monetary promotion. It contained four questions for factor perceived ease of use meanwhile just two questions for factor speed of delivery and factor monetary promotion. There have been three questions in Section C that belong to the dependent variable. Few studies from previous researches such as Oblinger D (2003); Bhattacharjee A (2001); Dabholkar PA & Bagozzi RP (2002); Dabholkar PA (1996); Childers TL, Carr CL, Peck J & Carson S (2002); Wirtz J & Chew P (2002); Oliver RL, (1980) has been suggested to use questionnaires for this research by measuring the ease of use, speed of delivery and monetary promotion to use self-service kiosk of hotel industry and customer satisfaction.

Table 3.2: Overview of Research Instrument

Sections	Variables	Item	Authors
A	Demographic profile	7	Oblinger D (2003); Bhattacharjee A (2001)
B	Perceived ease of use	4	Dabholkar & Bagozzi (2002); Dabholkar PA (1996)
	Speed of delivery	2	Childers TL, Carr CL, Peck J & Carson S (2002)
	Monetary promotion	2	Wirtz J & Chew P (2002)
C	Customer satisfaction	3	Oliver RL (1980)

3.7.1 RESEARCH INSTRUMENT DESIGN

Very Strongly Disagree	Strongly Disagree	Disagree	Agree	Strongly Agree	Very Strongly Agree
1	2	3	4	5	6

Table 3.3: The Six - point Likert Scale

Source: Simms, Zelazny, Williams, and Bernstein (2019)

Rensis Likert invented the Likert scales, which were first used in psychology in 1932 in an article titled "A Technique for the Measurement of Attitudes" in the *Archive of Psychology* (Edmondson, 2005; Likert, 1932). The Thurston scaling method's complexity was reduced by the creation of the Likert scale (Edmondson, 2005, p. 127). In order to represent an infinite number of attitudes on an ordinal scale, Likert created his scale (Likert, 1932). Each Likert-type question offers a discrete approximation of the continuous latent variable, according to Likert's scale, which "presumes the existence of an underlying (or latent or natural) continuous variable whose value describes the respondents' attitudes and opinions." (Pages 31–32 in Clason and Dormody, 1994).

Five, six, or seven scales have been proposed for the majority of the constructs since the reliability measures improve as the number of Likert Scales climbs above five (Carmines & Zeller 1979; Hinkin, 1998). Symonds (1924) claimed that the use of 7-point scales optimizes inter-rater reliability. Additionally, reliability is increased with 7-point alternatives, according to (McKelvie, 1978; Nunnally, 1967). However, other scholars asserted that the reliability of a test is independent of the number of response possibilities (Brown, Wilding, & Coulter, 1991; Matell & Jacoby, 1971).

Preston and Colman (2000) examined the test-retest reliability coefficients and internal consistency reliability alpha coefficients. They discovered that response scales with seven to ten points have the highest test-retest reliability, whereas those with three points have the lowest. Additionally, they noted that the highest Cronbach alpha coefficients were found for 11-point scales and 7-point scales with negligible variation. The lowest is for 3- point scales, just like test-retest reliability. Therefore, it may be said that increasing the number of response alternatives increases dependability, even though reliability statistics are relatively similar from 7 to 11 points.

3.8 PILOT TEST

Before distributing this questionnaire, a sample pilot test questionnaire is used to validate the reliability of the questionnaire to be used in the actual survey. Prior to gathering data, Saunders, Lewis, and Thornhill (2007) recommended that questionnaires be pilot tested. The goal of pre-testing is to improve the questionnaire so that respondents will have no trouble responding to the questions and researchers will have no trouble recording the results.

Additionally, Saunders et al. (2007) noted that 10 responders are the required minimum to run a pilot test. To assess the validity of the questionnaire used in this study, a pilot test is carried out with 30 chosen respondents from Genting Highlands hotel check-in customers.

The alpha value in the pilot test should be larger than 0.7.

3.9 DATA ANALYSIS

The Statistical Package for Social Science (SPSS), version 24 is the programme utilized in this study to analyze the data obtained. SPSS is a software that describes the interaction between independent and dependent variables using statistical statistics and correlation. SPSS can convert the data obtained from guests respondents who have experience check-in at Genting Highlands hotel into valuable information. The programme swiftly processes massive datasets and assists researchers in performing difficult statistical analyses. As a result, it is beneficial to the researcher, as well as the reliability analysis will aid in data interpretation. Data analysis is

classified into three types which is reliability analysis, descriptive analysis, and Pearson's Correlation Coefficient.

3.9.1 RELIABILITY ANALYSIS

Table 3.4: Cronbach’s Alpha Coefficient Range

Cronbach’s Alpha Range	Level of Reliability
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha > 0.4$	Unacceptable

Sources: Adopted from George & Mallery (2016)

The qualities of measuring scales and the components that make up the scales can be studied by researchers using reliability analysis. Test the consistency and stability of an assessment tool's results using the reliability method. On the basis of the mean inter-item correlation, Cronbach's Alpha is one model that assesses internal consistency dependability. According to George & Mallery (2016), a value of less than 0.4 is deemed undesirable, whereas a value of more than 0.9 is seen as a reliable outcome. When the value is very close to 1, the internal consistency reliability of an item is higher. The guidelines for Cronbach's Alpha Coefficient Range are displayed above.

3.10 SUMMARY

In final result, the researcher chose a sample size of 384 respondents from the population using a purposive sampling technique, taking into account that the population is judgment when choosing all target respondents of the population to participate since only guests who have experience checking into Genting Highlands hotels while the location is restricted to hotels in Genting Highlands only that have used a self-service kiosk to check in. A quantitative approach is employed to create the questionnaire, and through data gathering from the study, the relationship between independent variables and dependent variable will be revealed. This study can be used as a resource for customer satisfaction toward self-service kiosks in Genting Highlands hotel.

CHAPTER 4

FINDINGS & RESULT

4.1 INTRODUCTION

The findings of the study will be discussed in this chapter by the researcher. The customer satisfaction towards self-service kiosks in Genting Highlands hotel is examined in this data. To guarantee the internal consistency of the items, the questionnaires were reliability checked. Frequency analysis is then used to characterize the demographic profile, which is section A of the questionnaire, while descriptive analysis, using mean scores and standard deviation (SD), is used to evaluate the factors that influence customer satisfaction towards self-service kiosks in Genting Highlands hotel. To investigate the impact of the factors (ease of use, speed of delivery and monetary promotion) on customer satisfaction to use self-service kiosk, Pearson's Correlation is used.

4.2 RESPOND RATE

Before analysing the demographic profiles of the respondents, it is crucial to talk about the response rate of this study based on the targeted sample and the actual numbers of replies that were acquired during the data collection process. A total of 384 questionnaires were distributed to the customer who have an experienced using self-service kiosks in Genting Highland hotel is only 228 respondents' complete questionnaire were collected and usable, representing (59.4% response rate) valid

response.

4.3 RELIABILITY TEST

Table 4.1 The Classification of Cronbach's Alpha Coefficient

Cronbach's Alpha Coefficient	Interpretation of Cronbach's Alpha Coefficient		
≥ 0.9	The internal consistency of the scale is high		
$0.7 > \alpha \geq 0.9$	The scale has internal consistency		
$0.6 > \alpha \geq 0.7$	The internal consistency of the scale is acceptable		
$0.5 > \alpha \geq 0.6$	The internal consistency of the scale is weak		
$\alpha \leq 0.5$	The scale has no internal consistency		

Source: Cronbach's Alpha adopted from Surucu, L. & Maslakci (2020)

Table 4.1 shows the classification Cronbach's Alpha coefficient scale for reliability analysis. According to Surucu, L & Maslakci (2020), any value that is less than 0.5 is consider the scale has no internal consistency. The consistency of the examinee's performance on the test is what determines the reliability. To determine the internal consistency of a test, the correlation between its various items must be assessed using Cronbach's Alpha. The outcome value should be greater than or equal to 0.70. The reliability increases as the Alpha value increases. The table displayed the internal consistency of the value and Cronbach's Alpha scale.

Table 4.2 The results of reliability analysis for the study variables

No of items	Study variable	Cronbach's Alpha	Remarks(acceptable/notacceptable)
4	Ease of Use	0.627	Acceptable
2	Speed of Delivery	0.397	Not Acceptable
2	Monetary Promotion	0.764	Acceptable
3	Customer Satisfaction	0.816	Acceptable

The reliability analysis findings for the study variables were displayed in the table. The table shows that Ease of Use is 0– Ease of Use is 0.627, Speed of Delivery is 0.397, and Monetary Promotion is 0.764 were acceptable but only speed of delivery is not acceptable because the variable 1 and variable 2 score result was over 0.6 while variable 3 not score the result. The Dependent variable, Customer Satisfaction towards self-service kiosks in Genting Highlands hotel has a value 0.816, indicating that the variables employed were appropriate and accurate in measuring this variable. In the nutshell, the reliability coefficients for the independent variables in this study according to Cronbach's Alpha were satisfactory and correlated with one another but only variable not correlated with another one which is speed of delivery..627, Speed of Delivery is 0.397, Monetary Promotion is 0.764, and Customer Satisfaction towards self-service kiosks in Genting Highlands hotel is 0.816 (Dependent Variable). In addition, all of the Independent Variable items.

4.4 DEMOGRAPHIC PROFILE

The female gender is the highest than male with 59.6% of those surveyed. The majority are aged between 18-25 years old (41.49%). 47.1% had a bachelor's degree as their minimum qualification and 34.6% has a household income for RM1500-RM2500. Next, 43.8% is Malay. 59.4% of respondents who answered yes for customer have an experienced using Self-Service Kiosks in Genting Highlands hotel. The last one is hotel type is mid-price which is 21.6.

Table 4.3: Demographic Profile

Item	Frequency (n)	Percentage (%)
Gender		
<i>Female</i>	229	59.6
<i>Male</i>	155	40.4
Age Group		
<i>18-25 years old</i>	161	41.9
<i>26-35 years old</i>	86	22.4
<i>36-45 years old</i>	98	25.5
<i>46-55 years old</i>	34	8.9
<i>56-65 years old</i>	5	1.3
Level of education		
<i>SPM</i>	41	10.7
<i>STPM/STAM/Diploma</i>	61	15.9
<i>Degree</i>	181	47.1
<i>Master/PhD</i>	49	12.8

<i>Others/Lain-lain</i>	52	13.5
Household Income (per month)		
<i>RM0</i>	111	28.9
<i>< RM1000</i>	57	14.8
<i>RM1500-RM2500</i>	133	34.6
<i>RM3000-RM4500</i>	56	14.6
<i>>RM50000</i>	27	7.0
Race		
<i>Malay</i>	168	43.8
<i>Chinese</i>	71	18.5
<i>Indian</i>	77	20.1
<i>Others</i>	68	17.7
Do You Have Experienced Using An SSK in Genting Highlands Hotel		
<i>Yes</i>	228	59.4
<i>No</i>	156	40.6
Hotel Type		
<i>Luxury</i>	38	9.9
<i>Mid-price</i>	83	21.6
<i>Budget</i>	76	19.8
<i>Not Applicable</i>	31	8.1
Total	384	100

4.5 DESCRIPTIVE ANALYSIS

Means and standard deviations were calculated for all measured items of ease of use, speed of delivery and monetary promotion, as well as the relationship between the factors that construct the questionnaire's constructs (1 = very strongly disagree, 2 = strongly disagree, 3 = disagree, 4 = agree, 5 = strongly agree and 6 = very strongly agree). The following table displays the analysis' findings:

Table 4.5: Level of Mean

Level	Mean
Strongly agree	4.01-5.00
Agree	3.01-4.00
Neutral	2.01-3.00
Disagree	1.01-2.00
Strongly disagree	0.00-1.00

4.5.1 EASE OF USE

Table 4.5.1: Descriptive for variable 1

No	Item for variable no 1	Mean	Standard deviation
1	Using a self-service kiosk for check-in was complicated	2.69	1.112
2	Using a self-service kiosk for check-in was confusing	2.77	0.963
3	Using a self-service kiosk for check-in took a lot of effort	3.82	1.139

4	Using a self-service kiosks for check-in required little work	4.00	1.074
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4.5.2 SPEED OF DELIVERY

Table 4.5.2: Descriptive for variable 2

No	Item for variable no 2	Mean	Standard deviation
1	Using a self-service kiosk for check-in allowed me to save time during check-in/out	4.76	1.049
2	Using a self-service kiosk for check-in made my check-in/out takes a lot of time to check-in or checkout in the room hotel	3.46	1.500

4.5.3 MONETARY PROMOTION

Table 4.5.3: Descriptive for variable 3

No	Item for variable no 2	Mean	Standard deviation
1	Self-service kiosk's monetary promotion were attractive	4.19	0.992
2	Self-service kiosk's monetary promotion like coupons or promotional deals caused me to use an self-service kiosks	3.94	0.856

4.5.4 CUSTOMER SATISFACTION

Table 4.5.4: Descriptive for Dependent Variable

No	Item for variable no 2	Mean	Standard deviation
1	My choice to use a particular self-service kiosk for check-in/out was a wise one	4.72	0.988
2	I was happy with the usage of the self-service in that particular instance	4.58	0.901
3	Overall, I was satisfied with using the hotel self-service kiosk	4.68	0.939

4.6 PEARSON’S CORRELATION

One of the essential statistical methods for determining the linear relationship between two numerical variables is the Pearson correlation test. This study has two sections; the independent variables, which are three factors that influence customer satisfaction, and the dependent variables, which measures customer satisfaction towards self-service kiosks in Genting Highlands hotel. The three factors that make up the independent variable are ease of use, speed of delivery and monetary promotion. The Pearson Correlation is being utilized to provide a more precise measurement with the aim of determining whether the correlation coefficient is significant.



Table 4.6: Correlation Coefficient Interpretation

Correlation Coefficient	Interpretation
0.00 to 0.10 (-0.00 to -0.10)	Negligible correlation
0.10 to 0.39 (-0.10 to -0.39)	Weak correlation
0.40 to 0.69 (-0.40 to -0.69)	Moderate correlation
0.70 to 0.89 (-0.70 to -0.89)	Strong correlation
0.90 to 1.00 (-0.90 to -1.00)	Very strong correlation

Source: Correlation coefficient interpretation adopted from Schober, Boer & Schwarte (2018)

**4.6.1 RELATIONSHIP BETWEEN EASE OF USE AND CUSTOMER SATISFACTION
TOWARDS SELF-SERVICE KIOSKS IN GENTING HIGHLANDS HOTEL**

Table 4.6.1: Correlations between Ease of Use and Customer Satisfaction towards selfservice kiosks in Genting Highlands hotel

Correlations			
		Ease Of Use	Customer Satisfaction
Ease Of Use	Pearson Correlation	1	.009
	Sig. (2-tailed)		.896
	N	228	228
Customer Satisfaction	Pearson Correlation	.009	1
	Sig. (2-tailed)	.896	
	N	228	228

Based on finding, Table 4.6.1 show that positive value of correlation coefficient is .09 which is indicates that the relationship between ease of use and customer satisfaction is positively negligible.

H1: There is significant relationship between ease of use and customer satisfaction towards self-service kiosks in Genting Highlands hotel.

4.6.2 RELATIONSHIP BETWEEN SPEED OF DELIVERY AND CUSTOMER SATISFACTION TOWARDS SELF-SERVICE KIOSKS IN GENTING HIGHLANDS HOTEL

Table 4.6.2: Correlations between Speed of Delivery and Customer Satisfaction towards self service kiosks in Genting Highlands hotel

Correlations			
		Speed of Delivery	Customer Satisfaction
Speed of delivery	Pearson Correlation	1	.354**
	Sig. (2-tailed)		.000
	N	228	228
Customer Satisfaction	Pearson Correlation	.354**	1
	Sig. (2-tailed)	.000	
	N	228	228
**. Correlation is significant at the 0.01 level (2-tailed).			

Based on the finding on Table 4.6.2, it shows that positive value of correlation coefficient is .354** which indicates that the relationship between speed of delivery and customer satisfaction is positively weak. Therefore, speed of delivery has a weak relationship in determining customer satisfaction towards self-service kiosks in Genting Highlands hotel.

H2: There is significant relationship between speed of delivery and customer satisfaction towards self-service kiosks in Genting Highlands hotel.

4.6.3 RELATIONSHIP BETWEEN MONETARY PROMOTION AND CUSTOMER SATISFACTION TOWARDS SELF-SERVICE KIOSKS IN GENTINGHIGHLANDS HOTEL

Table 4.6.2: Correlations between Speed of Delivery and Customer Satisfaction towards self- service kiosks in Genting Highlands hotel

Correlations			
		MonetaryPromotio n	Customer Satisfaction
Monetary Promotion	PearsonCorrelati on	1	.348**
	Sig. (2-tailed)		.000
	N	228	228
CustomerSatisfactio n	PearsonCorrelati on	.348**	1
	Sig. (2-tailed)	.000	
	N	228	228
*: Correlation is significant at the 0.01 level 2-tailed).			

Based on the finding on Table 4.6.3, it shows that positive value of correlation coefficient is .348** which indicates that the relationship between monetary promotion and customer satisfaction is positively weak. Therefore, monetary promotion has a weak relationship in determining customer satisfaction towards self-service kiosks in Genting Highlands hotel.

H3: There is significant relationship between monetary promotion and customer satisfaction towards self-service kiosks in Genting Highlands hotel.

4.7 SUMMARY

The respondents' demographic profile was reported in this chapter. All of the results in this chapter were founded on the response of 386 respondents, however only 228 of them have an experienced using self-service kiosks in Genting Highlands hotel. The three independent variables were shown to be statistically important, with a positive linear connection. Furthermore, ease of use (H1), speed of delivery (H2), and monetary promotion (H3) towards customer satisfaction self-service kiosks in Genting Highlands hotel. As a conclusion, the relationship between the dependent and independent variables is linked and acceptable.

CHAPTER 5

RECOMMENDATIONS & CONCLUSION

5.1 INTRODUCTION

This chapter presents the study's conclusions based on the results stated in the preceding chapter. This chapter discusses the study's objectives and hypotheses in light of the findings in the preceding chapter. Because this is the final part of the report, the implications, limitations, and recommendations for future research are also covered. Finally, the overarching conclusion summarized the research chapter.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 EASE OF USE

RO1 : To examine the relationship between ease of use and customer satisfaction towards self-service kiosks in Genting Highlands hotel

RQ1: what is relationship between ease of use and customer satisfaction towards selfservice kiosks in Genting Highlands hotel?

H1: There is significant relationship between ease of use and customer satisfaction towards self-service kiosk in Genting Highlands hotel.

Based on Pearson's Correlation analysis on Table 4.6.1 in previous chapter, the Pearson's Correlation value (r-value) stated at 0.009 which shows positively negligible relationship. Meanwhile, the p-value is over 0.05 (0.896). However, it shows a significant relationship between ease of use and customer satisfaction. Hence, the hypothesis is accepted.

5.2.2 SPEED OF DELIVERY

RO2: To examine the relationship between speed of delivery and customer satisfaction towards self-service kiosk in Genting Highlands hotel.

RQ2: What is the relationship between speed of delivery and customer satisfaction towards self-service kiosks in Genting Highlands hotel?

H2: There is a significant between speed of delivery and customer satisfaction towards self-service kiosks in Genting Highlands hotel.

Referring to Pearson's Correlation analysis in chapter before, it shows that the Pearson's Correlation value (r-value) of speed of delivery is 0.354 which signal weak relationship in determining customer satisfaction towards self-service kiosks in Genting Highlands hotel. In addition, the p-value is less than 0.5 (0.000) which shows it has a weak relationship between customer relationship.

5.2.3 MONETARY PROMOTION

RO3: To examine relationship between monetary promotion and customer satisfaction towards self-service kiosks in Genting Highlands hotel.

RQ3: What is the relationship between monetary promotion and customer satisfaction towards self-service kiosks in Genting Highlands hotel?

H3: There is a significant between monetary promotion and customer satisfaction towards self-service kiosk in Genting Highlands hotel.

According to Pearson's Correlation analysis on Table 4.6.2 in the past chapter, it shows that the Pearson's Correlation is 0.348 and the p-value is 0.000 ($p < 0.5$) which signal positively weak between customers relationship towards self-service kiosks in Genting Highlands Hotel.

5.3 IMPLICATION OF THE STUDY

The goal of this study was to assess the determinants of customer satisfaction towards self-service kiosks in Genting Highlands hotels. In this study, the researcher will examine the relationship between the dependent variable which is customer satisfaction towards the hospitality industry and the independent variable which contains ease of use, speed of delivery and monetary promotion. The parties involved who benefit as long as customers use self-service kiosks check in and check out at hotels such as researchers, the hospitality industry and to the customers themselves who use these kiosks to check in and check out at the hotel they are staying at.

First of all, this research study gave any fresh academician or new business person interested in this topic all the crucial information they could possibly need, particularly about how the ease of use, speed of delivery and ease of use affect customers' satisfaction towards self-service kiosks in Genting Highlands hotel. The researcher will use this data to investigate the factors that affect the customers satisfaction for using self-service kiosk check-in and check-out in area hotel Genting Highlands. In addition, this study enabled the new researcher identification important thing, understudied factors that may cause customers use the self-service kiosks for checking in and out of hotel rooms. Through here, this study may assist upcoming researchers discover research findings with a better likelihood of being effective in this research area. Additionally, the future researcher could use this study report as a guide to develop their research intuition. In the interim, the literature evaluation in the following study could use this research report as a model.

Second, this study is advantageous to the hotel sector since it sheds light on the factors that influence customers satisfaction towards the self-service machines in Genting Highlands hotel. Hotel operators can determine if customers plan to better use self-service kiosks in hotels by adjusting to their expectations for the factors of ease of use, speed of delivery and monetary promotion. In order to properly satisfy the customer's desire, hotel industry managers should do in-depth research into customer satisfaction for returning, especially for those who do so frequently. Thus, a kiosk can make a major impact in how the hotelier handles their customers and how their customers use services. It provides the hotelier with a reasonable opportunity to enhance hotel revenue through upsells and elevate their guest experience in the hotel bussiness.

Thirdly, future customers who plan to use self-service kiosks check-in and check-out at hotels in Genting Highlands will benefit from the examination of these findings. This study could help broaden our understanding and tell potential customers about the variables that lead to a desire to use the technology right now. By outlining the factors that should be taken into account when customers decide to choose the kiosks technology to check-in and checkout services at a hotel, this study helps readers understand which factors led the kiosks technology to integrate it into service producers especially in the hotel industry. Due to the fact that this research demonstrates the genuine desire to customer satisfaction to the hotel room services, future customers will know what they get the benefits when use the kiosks for check-in and check-out of their hotel reservation room than from make reservations just walk in the hotel at the front desk. Therefore, hotel self-service kiosks have made it so much easier to run a hotel while also elevating the quality of your guests' impressions.

5.4 LIMITATION OF THE STUDY

There were a number of obstacles and restrictions in the present study that ought to be noted for use in upcoming investigations.

First, researchers encountered a number of problems, including time limits while doing fieldwork, respondent behavior and accessibility, and communication barriers. Previous studies' questionnaires were limited to a single language, and the researcher was required to translate and use at least bilingual statements (Malay) to allow respondents to answer based on their language preference; however, respondents in this study

were only given questionnaires in English. Furthermore, respondents are limited to individuals who can only communicate in English. As a result, it makes it difficult for responders who do not speak English fluently to complete the questionnaire.

Second, the researcher was unable to determine whether the respondents' responses to the questionnaires were truthful because the core data for the study were gathered via online and face-to-face surveys. As a result, the study must discard any invalid findings that result.

In addition, it takes an eternity to collect data in this study. This is due to the fact that the respondents are relatively limited and only those who have ever been using a self-service kiosk for analyzing data. This presents hurdles and problems for the researcher in locating respondents who used this service at the hotel. As a result, acquiring a big number of target respondents takes a very long time and surpasses the time restriction set by the researcher in order for the researcher to gather and analyze data to make the investigation a success.

Furthermore, to the three independent variables (ease of use, speed of delivery and monetary promotion) examined in the study, there are numerous other elements that can influence the true intention of hotel visitors who prefer to check-in using a kiosk in a hotel rather than the standard hotel approach. It comprises elements that enhance the user experience, are user-friendly, and keep consumers' time. Apart from contributing to the determining criteria of customer satisfaction while employing self-service kiosks in the hotel business, it can also provide customers the willingness to take advantage of the kiosk itself for dependent variables. However,

due to time constraints, the researcher was only able to investigate three key independent variables and dependent variables in this investigation.

Finally, a study is only applicable to visitors to Genting Highlands who apply self-service hotel check-in kiosks. For a result, the study's findings do not necessarily represent the entire community, particularly consumers from other Malaysian hotels who might share their enthusiasm for the usage of check-in use self-service kiosks and the positive experiences they have had with them for customer satisfaction towards self-service kiosks in hotels.

5.5 RECOMMENDATIONS

In Genting Highlands hotel, there are many suggestions for future customer satisfaction with regard to self-service kiosks. The research findings can assist Genting Highlands hotel self-service kiosk management in improving their ease of use, speed of delivery, and monetary promotion. Nandan, S. (2010). As a result, if customers' expectations meet their needs, they will continue to be delighted with the Genting Highlands hotel's self-service kiosks.

In this research, the researchers restricted themselves to looking at three factors that could influence customer satisfaction with self-service kiosks at Genting Highlands Hotel. On the other hand, may be other significant variables that have an impact in determining customer satisfaction with self-service kiosks in Genting Highlands hotel that are carried out by a researcher. As a result, future researchers are recommended

to perform additional research into other variables such as time management, machine facility, and machine speed while employing for the purpose to improve the study's results, which actually impact customer satisfaction.

Furthermore, further research should take consideration of the survey respondents' experiences, as customers in Malaysia may have varied experiences when utilising selfservice kiosk machines due to different demographic characteristics. It can assist future researchers understand the pattern of occurrence of customer satisfaction with self-service kiosks at Genting Highlands hotel.

Beyond that, future research ought to increase the time frame for research by enlarging the sample frame of the study. The researchers can collect sufficient data from a bigger number of respondents if they allocate enough time throughout the survey. The researchers exclusively collected data from respondents who have used the self-service kiosk at Genting Highlands hotel for the current study. Finally, it is suggested that future research perform the research model of this study utilising quantitative research in order to examine and get evidence of the results of the analysis.

5.6 SUMMARY

This chapter completed and discussed the requirements and the results of the factors that influence customer satisfaction towards self-service kiosks in the Genting Highlands hotel. Based on a total of 384 usable questionnaires, the research objective was fulfilled, all research questions have been responded to, and hypotheses have been verified and approved in this study. In the long run, the relationship between ease of use and customer satisfaction is significantly positive, in contrast to the speed of delivery shows a positively weak relationship with customer satisfaction and monetary promotion shows a positively weak relationship with customer satisfaction towards self-service kiosks in Genting Highlands hotel. The study effectively acknowledged and demonstrated that monetary promotion has a substantial association with customer satisfaction, whereas ease of use has a weak connection with customer satisfaction compared to other variables.

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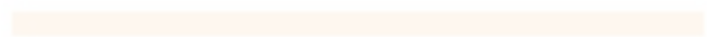
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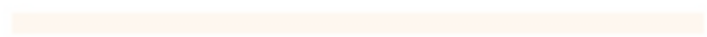
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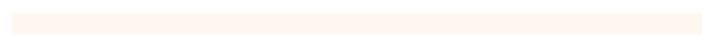
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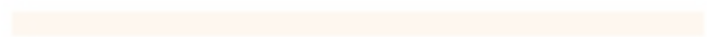
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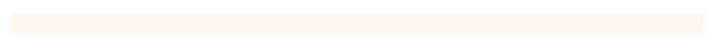
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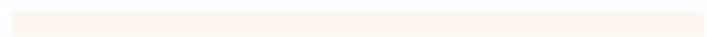
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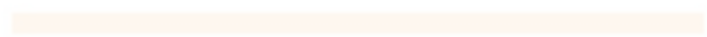
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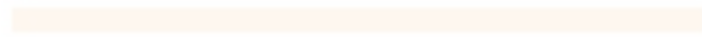
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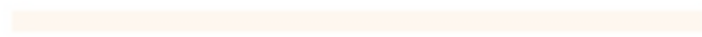
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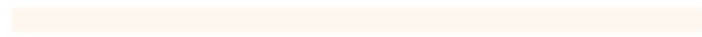
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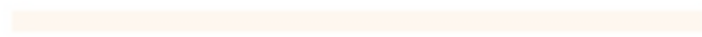
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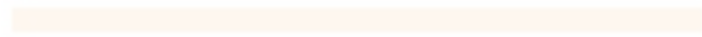
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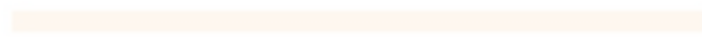
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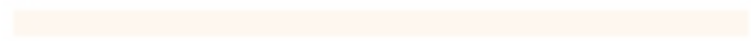
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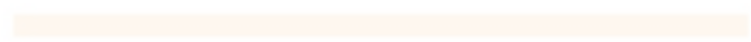
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