IMPACT OF IN-ROOM TECHNOLOGIES ON GUEST SATISFACTION AMONG FOUR AND FIVE HOTELS IN KUALA LUMPUR CITY CENTRE

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Abstract. Luxury hotels increasingly deploy interactive, in-room digital systems to align with heightened technological expectation of contemporary travelers. Specifically, this study focuses on the implementation of smart room technologies within four- and five-star hotels in Kuala Lumpur City Centre. This study aims to examine the impact of hotel technology on guest satisfaction by evaluating the specific roles of confirmation, perceived usefulness, and innovativeness using the Expectation-Confirmation Model (ECM). Data were gathered through an online questionnaire from a target population of hotel guests with prior experience using in-room technology, utilizing a cluster sampling method. The analysis was conducted using SPSS and the Partial Least Square-Structural Equation Model (PLS-SEM) with SmartPLS 4.0, yielding 119 usable responses out of the 172 originally collected. The results of the study prove that in the context of smart room technology, both perceived usefulness and innovativeness have a significantly positive impact on guest satisfaction. However, confirmation does not have a significant impact on guest satisfaction. Practically, the findings suggest that smart hotels must maintain dedicated on-site support teams to handle guest inquiries and ensure a consistently high level of service 8. Academically, this study expands the traditional ECM framework by highlighting the critical role of innovativeness in shaping guest preferences and experiences.
Keywords: *technologies, guest satisfaction, innovativeness, hotel*

Introduction

The use of modern technologies has become an important strategy for hotels as they strive to satisfy the constantly changing demands faced by modern tourists. Technological improvements have transformed hotel operations, fulfilling guests' increased expectations for high-tech services (Demirciftci et.al, 2023), with larger implications for industries such as tourism (Kim and Han, 2020). The integration of technology, often known as "smartness," enhances group decision-making and improves sustainability and quality of life (Buhalis, 2022). To thrive in this competitive environment, four- and five-star luxury hotels are heavily investing in in-room smart technologies. Unlike general hotel-level systems such as property management systems or back-of-house software, in-room smart technologies interact directly with the guest, creating a highly personalized and touch-sensitive environment. These include automated smart room controls, IoT-enabled voice assistants, and advanced interactive entertainment hubs (Stylos et al., 2021).

Buhalis (2022) states that this involves reorganising processes and data with a focus on connection and openness. Research on the use of smart technology in tourism is becoming more and more common (Stylos et al., 2021). Smart hotels, which first appeared in 2008 and have grown in popularity, are recognised for utilising modern technologies to provide clients with non-traditional, technology-driven experiences (Yang et.al, 2021; Kim and Han, 2020; Buhalis and Leung, 2018). In Kuala Lumpur City Centre (KLCC), a premier global tourism and business hub, the deployment of such technologies is a key differentiator for premium hotel brands. However, despite rapid industry adoption, a critical gap exists in current literature regarding how guests evaluate these technologies post-experience, and how such cognitive evaluations shape their post-stay satisfaction. While extensive research has focused on pre-adoption intentions using frameworks like the Technology Acceptance Model (TAM), post-experience satisfaction and continued engagement remain understudied (Chen and Zhang, 2025; Al-Saeed, 2024).

In the context of hospitality, most of the research on smart technologies has been on information technology (IT) and artificial intelligence (AI) (Eriksson and Fagerstrom, 2018; Lai and Hung, 2018). However, lack of attention has been given on how guests evaluate these technologies post-experience and how these evaluations shape their overall satisfaction. Since guest satisfaction derives from the hotel's ability to satisfy their expectations, it is considered one of the most important goals for the tourism industry (Maamari and Chaanine, 2020). To address this gap, this study utilizes the Expectation-Confirmation Model (ECM) as its theoretical baseline, extending it by integrating personal innovativeness. This research aims to answer how confirmation, perceived usefulness, and guest innovativeness impact post-experience guest satisfaction in 4- and 5-star hotels in Kuala Lumpur.

Literature review

The degree of contentment or satisfaction the guest feels while staying at a hotel or other hospitality institution is referred to as guest satisfaction. A few criteria, including the caliber of the hotel's services and facilities, the comfort and cleanliness of the rooms, the staff's demeanor and professionalism, the entire experience, and the value for the money, all play a role in determining how satisfied guests are (Ali et.al, 2023). Additionally, guests anticipate a certain amount of individualized care and consideration for their requirements and preferences.

Confirmation

Guests' expectations are shaped by their needs for seamless experiences, ease, and personalisation. According to Bhattacherjee (2001), confirmation reflects guests' assumption that their expectations would be met based on their past use of IT. Guests have baseline expectations about technology that are. Confirmation is evaluated in comparison to the guests' original assumptions. The ECM indicates that there is a positive correlation between guest expectations (before using the product) and post-experience consumer expectations being confirmed (Dhiman, N., and Jamwal, M., 2023; Lankton et al., 2014). Previous research has established a noteworthy correlation between product satisfaction, confirmation, and usefulness (Gupta et al., 2021; Ambalov, 2018). The smooth integration of technology, whether it be in the form of

communication platforms, entertainment systems, or room controls, enhances the guest experience and leads to satisfaction.

H1: There is a positive relationship between confirmation and guest satisfaction.

Perceived usefulness

People's opinions on how a new technology may alter their business practices and improve their performance could be interpreted as perceived usefulness (Wilson et.al, 2021). Doll et al., (1998) and Davis et at., (1989) have also defined perceived usefulness as the opinions of guests on the possibility that the new technology they are using would improve work performance and effectiveness. Guest's perceptions that "the new product or technology will not improve my performance or will not give me any additional value compared to the technology or product that I'm currently using" may discourage them from purchasing or using a new product which has the new technologies installed by the hotels. According to Liao et al. (2009), long-term users see a decrease in the influence of PU on guest satisfaction on technology since they have a reasonable amount of system knowledge already. But Initial adopters' and short-term users' satisfaction levels are positively impacted by PU (Liao et. al., 2009). It could also be stated that guests will only use the new technology or product if they believe that there is some added value that they could get from using the product or technology (Rouibah et al., 2011). Therefore, a key factor in evaluating whether a guest will be satisfied with the hotel's usage of technology in their room is perceived usefulness.

H2: There is a positive relationship between perceived usefulness and guest satisfaction.

Innovativeness

Rapid technology breakthroughs have made it necessary for the hospitality sector to integrate cutting-edge technologies to elevate guest satisfaction and maximize operational efficiency. Organizational performance is closely correlated with innovation (Calik et al., 2017). When it comes to innovation in the service industry, the objectives are to enhance guest satisfaction and loyalty, boost output, cut expenses, and generate possibilities despite obstacles (Wikhamn, 2019; Brooker and Joppe, 2014). Hotels can improve the guest satisfaction, stand out in a crowded market, and maximize operational efficiency by implementing cutting-edge technologies. Proactive service innovation allows premium hotels to establish market differentiation and adapt to shifting technological benchmarks. Innovation is a crucial success component that may make a difference in a variety of organizational circumstances. It might be new for the globe, new for the market, or new for the organization (Wikhamn, 2019). Positive outcomes from service innovations raise guest satisfaction (Miswan et al, 2025).

H3: There is a positive relationship between innovativeness and guest satisfaction.

Guest satisfaction

According to Torres et al. (2014), hotel operations are said to be heavily dependent on guest satisfaction to foster brand connection and guest loyalty. A post-purchase assessment of product quality considering pre-purchase expectations is referred to as

satisfaction (Çobanoğlu et.al 2011). The degree of contentment or satisfaction the guest feels while staying at a hotel or other hospitality institution is referred to as guest satisfaction. Every hotel's ability to retain satisfied guests and encourage them to promote it to others depends on its ability to satisfy its current clientele. A number of criteria, including the calibre of the hotel's services and facilities, the comfort and cleanliness of the rooms, the staff's demeanour and professionalism, the entire experience, and the value for the money, all play a role in determining how satisfied guests are (Ali et.al 2023). Additionally, guests anticipate a certain amount of individualized care and consideration for their requirements and preferences.

Materials and Methods

Research design

This study utilizes an empirical, quantitative, cross-sectional descriptive research design to examine the relationships proposed in our extended Expectation-Confirmation Model (ECM) framework. To evaluate post-consumption cognitive evaluations of hotel technology and their subsequent impact on guest satisfaction, a structured, self administered questionnaire was developed and administered electronically . This approach ensures complete respondents anonymity, voluntary participation and unbiased data collection.

Sampling strategy and target population

The target population comprises individual hotel guests who have stayed in four- to five-star hotels located in Kuala Lumpur City Centre (KLCC) and have direct experience using in-room smart technologies (such as automated room controls, voice assistants, and interactive entertainment hubs). Because a comprehensive, centralized sampling frame hotel guest in KLCC was unavailable, a cluster sampling strategy was adopted. Bukit Bintang was selected as a primary geographic cluster due to its high concentration of premium smart hotels (e.g, CitizenM Bukit Bintang, Grand Hyatt and Four Season Kuala Lumpur). To distribute the online questionnaire (administered via Google Form) while preserving the integrity of the cluster sampling logic, the research team cooperated with local hospitality networks and online tourism forums associated with these specific hotels clusters. Digital QR codes and direct survey link were distributed within private guest, local digital concierge portals, and regional travel communities specifically targeting recent patrons of these selected hotels. To ensure eligibility, Screening questions were placed at the beginning of the survey to ensure that only guests who had actually experienced in-room smart controls during their stay were allowed to complete the survey.

Sample size and unit of analysis

To establish the minimum required sample size for statistically rigorous multivariate analysis a power analysis was conducted using a G*Power software, with the effect size 0.15, alpha error probability 0.05, power probability 0.95 and three numbers of predictors (Confirmation, Perceived Usefulness and Innovativeness) which denote this study’s variables, the total sample size will be 119. A total of 172 responses were initially collected; after data cleaning and the elimination of incomplete forms and statistical outliers, exactly 119 usable responses were retained for the PLS-SEM

analysis, perfectly satisfying the power requirements. The unit of analysis is the individual hotel guests who have experience using the technology inside the guest room.

Measurement instrument

The questionnaire was divided into six sequential sections to capture all theoretical variables and demographics profiles. All perceptual constructs were measured using a 6 point Likert scale, ranging from 1 ("strongly disagree") to 6 ("strongly agree"). The 6 point scale was selected to eliminate neutral response bias and encourage participants to make a deliberate directional decision. A filtering question was set to verify that respondents have a direct experience with smart-room interaction. Confirmation and Perceived usefulness each was measured using 4 items that adapted from Zheng (2020). Furthermore, the Innovativeness and guest satisfaction where each have 5 and 4 items were adapted.

Results and Discussion

Descriptive analysis

The sample shows the 172 responses that were gathered from guests staying in four- to five-star hotels with in-room technology. Even so, 119 responses remain usable when the missing data and outliers are eliminated. Additionally, *Table 1* displays the participants' demographic data. We can observe that females constitute 55.5% of the collected data while 44.5% as males. Furthermore, most of the respondents are aged between 25 and 35 years old, which represent 68.9% of the sample. Among the respondents, 42.9% had achieved a bachelor's degree, followed by Diploma with 42%. With 79.8% of participants working full-time, 5% part-time, and 15.1% unemployed, the data provides a clear picture of the current employment landscape. Purpose of travel indicates that leisure is the main purpose for 65.5% of individuals, while 10.1% who travel for business. Furthermore, 24.4% of travelers have dual-purpose trips, incorporating both leisure and business elements.

Table 1. *Descriptive results.*

Category	Frequency	Percentages
Gender		
Male	53	44.5
Female	66	55.5
Age		
18–24 years old	5	4.2
25–34 years old	82	68.9
35–44 years old	23	19.3
45–54 years old	7	5.9
55 years and above	2	1.7
Education Level		
Sijil Pelajaran Malaysia (SPM)	16	13.4
Diploma	50	42.0
Bachelor's Degree	51	42.9
Master's Degree	2	1.7
PhD	0	0.0
Employment Status		
Full-time employed	95	79.8
Part-time employed	6	5.0
Unemployed	18	15.1
Purpose of Travel		
Leisure	78	65.5
Business	12	10.1
Both	29	24.4

Data analysis PLS

The study employed the Structural Equation Modeling (SEM) technique using the Partial Least Squared (PLS) software to test the research model. This technique involves a two-step modelling process that initially develops the measurement model and then proceeds to the structural model as recommended by Anderson and Gerbing (1988). The measurement properties of the constructs were evaluated for adequate validity and one-dimensionality in the first step. Afterward, the structural model was analysed to examine the relationships between the conceptual constructs and test the research hypotheses. To ascertain the significant level of loadings, weights, and route coefficients, the bootstrapping approach (5000 resample) was used (Chin, 1998). This is the Research Model in *Figure 1*.

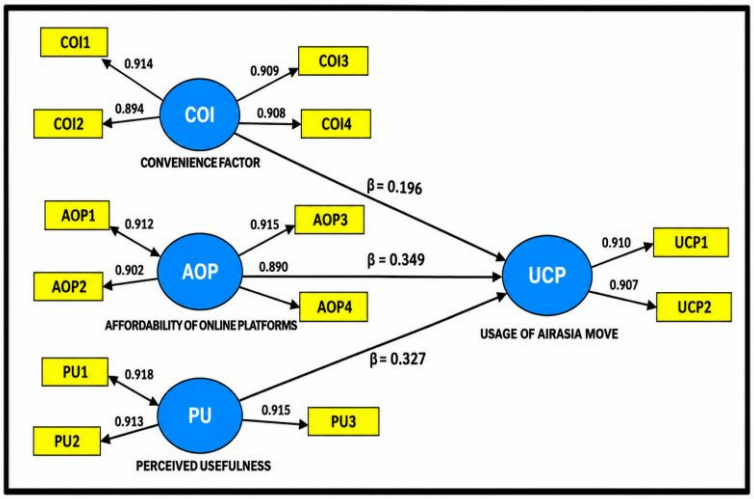


Figure 1. *Research model.*

Measurement model assessment

It is necessary to quantify the factor loading to assess each item's dependability. Outer loadings, Average Variance Extracted (AVE) of greater than 0.5, and Composite Reliability (CR) of 0.7 or above are considered sufficient for demonstrating convergent validity. In ensuring sufficient convergent validity, items IVT1 (0.552), IVT3 (0.559), RecodedGST3 (0.319) and RecodedGST4 (0.327) were eliminated because the outer loading fell below the acceptable threshold of 0.70. The removal of these items does not compromise the content validity of the constructs. The remaining indicators for innovativeness (such as trendiness and time-saving aspects) captured the conceptual domains of these variables. After exclusion, all remaining items exhibited strong outer loadings, Composite Reliability (CR) exceeded 0.70, and the Average Variance Extracted (AVE) exceeded 0.50 threshold, confirming robust convergent validity (*Table 2*).

Table 2*. Result of measurement model.*

Constructs	Loadings	Cronbach's Alpha	Composite reliability (CR)	Average Variance Extracted (AVE)
Confirmation		0.822	0.883	0.653
CFM1	0.747			
CFM2	0.814			
CFM3	0.851			

CFM4	0.817			
Perceived Usefulness		0.610	0.837	0.720
PU1	0.710			
PU2	0.751			
PU3	0.642			
PU4	0.736			
Innovativeness		0.548	0.760	0.517
IVT2	0.686			
IVT4	0.632			
IVT5	0.826			
Guest Satisfaction		0.674	0.803	0.506
GST1	0.846			
GST2	0.847			

Discriminant validity

Discriminant validity was assessed using both the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio (reported jointly in *Table 3*). The square roots of the AVEs (diagonal values) consistently exceed the correlations between any pair of latent variables, satisfying the Fornell-Larcker requirement. Furthermore, all HTMT ratios fell below the conservative 0.85 threshold proposed by Henseler et al. (2015). Indicator-level discriminant validity was also verified via cross loadings, with every item loading highest on its designated latent variable.

Table 3*. Unified discriminant validity matrix (Fornell-Larcker criterion & HTMT combined).*

Category	Confirmation	Guest Satisfaction	Innovativeness	Perceived Usefulness
Confirmation	0.803	0.615	0.527	0.441
Guest Satisfaction	0.432	0.842	0.664	0.884
Innovativeness	0.472	0.510	0.719	0.501
Perceived Usefulness	0.326	0.554	0.403	0.699

Note: Diagonal values (bold) represent the square root of the AVE. Lower diagonal elements represent latent correlations. Upper-diagonal elements (italics) represent HTMT ratios. All values meet the required empirical thresholds (HTMT<0.85)

Structural model assessment

The degree of discrepancy in the model's dependent variables is used to gauge the explanatory power of the model. The relationship between the constructs that were postulated in the study framework is also represented by the structural model. Regarding route analysis, the path coefficients and p-values for every hypothesis are shown in *Figure 2* and *Table 4*. Observing that every hypothesis is validated suggests that every path between the independent and dependent variables is important. Consistent with the previous studies, this study confirmed the positive relationship among PU, IVT and GST. However, contrary to initial expectations, the relationship between confirmation (CFM) and guest satisfaction (GST) was positive but not statistically significant ($\beta = 0.181$, $p = 0.106$), leading to the rejection of H1. While confirmation is typically assessed by measuring the gap between actual performance and initial expectations, this result suggests that in high-end smart hotels, merely meeting basics, baseline technological expectations is no longer enough to drive active guest satisfaction. Instead, the support of H2 ($\beta = 0.369$, $p = 0.07$) and H3 ($\beta = 0.273$, $p = 0.00$) indicates that guests place a much higher premium on the actual usefulness and the innovative, cutting-edge nature of the technology provided. Guests recognize a hotel's "smartness" when it offers high-tech, trendy, and time saving features and interacting with these useful tools generates the emotional and functional value required to elevate overall satisfaction.

The results of this research study suggest that both perceived usefulness (PU) and innovativeness (IVT) positively impact guest satisfaction (GST) on the usage of smart room technology. Similarly, according to Liao et al. (2009), long-term users see a decrease in the influence of PU on guest satisfaction on technology since they have a reasonable amount of system knowledge already. Thus, it can be concluded that perceived usefulness and innovativeness impacted on guest satisfaction. In addition, the hotel industry should take into consideration in the future to improve and enhance the guest experience.

***Table 4**. Structural path analysis & hypotheses test results.*

Hypothesis	Path	Path Coefficient	p-Value	Remarks
H1	CFM -> GST	0.181	0.106	Not Supported
H2	PU -> GST	0.369	0.007	Supported
H3	IVT -> GST	0.273	0.000	Supported

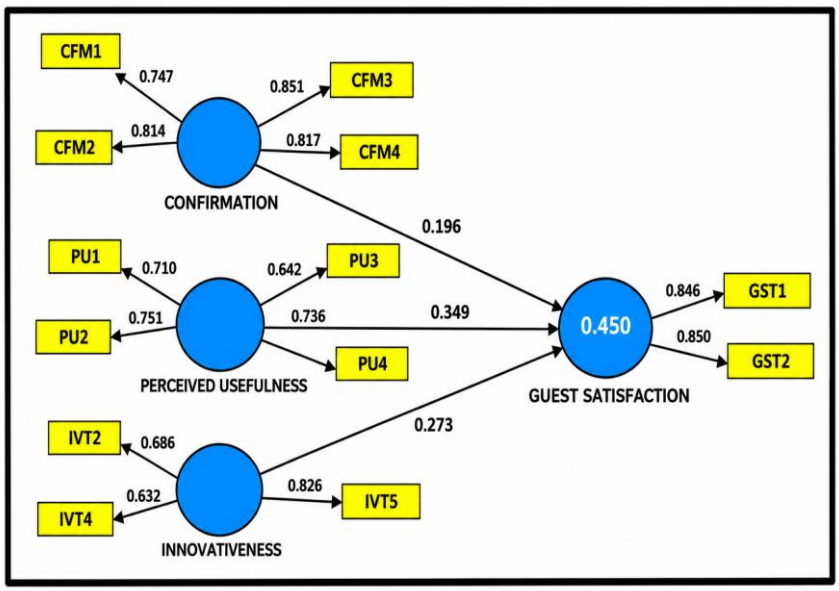


***Figure 2.** Path analysis results.*

Conclusion

In conclusion, guest satisfaction in four- and five-star hotels is significantly influenced by perceived usefulness and the innovativeness of the services provided, whereas the basic confirmation of initial expectations does not play a significant role. Smart hotels can enhance the guest experience by incorporating electronic operations, and cutting edge room technologies, offering an enjoyable, trendy and seamless stay. Practically, hotel operators should prioritize capital investments in smart system that deliver clear functional benefits-such as automated temperature schedules and consolidated bedside touchscreen-and visual novelty. Because baseline technological functionality is assumed by guest in the luxury tier, maintaining functional basics simply prevents complaints rather than actively driving satisfaction. Consequently, hoteliers should emphasize cutting-edge and intuitive interfaces to stimulate guest interest and differentiate their properties in saturated urban markets. Academically, this study advances hospitality literature by expanding the theoretical boundaries of the Expectation-Confirmation Model (ECM). By integrating consumer perception of

innovativeness alongside confirmation and usefulness, this research provides a more comprehensive framework for examining post-consumption evaluations of technology in high-end service contexts.

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Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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