

TECHNOLOGICAL MALFUNCTION: ITS EFFECT ON HOTEL ROOM ACCOMMODATION TOWARDS GUEST IMPROVED EXPERIENCE

ABSTRACT

AUTHORS

April Joy Bonto
Romeo Delfin
Erika Mae Dorado
Efren Jay Lucero
Jake Vincent Valera

RESEARCH ADVISER

Roland Rambo B. Jayoma,
CHP, MBA

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Hospitality Management

KEYWORDS

*technological malfunction;
guest experience; hotel
accommodation; hotel
operations; winford casino
and resort; service continuity*

ARTICLE ID

AASGBCPJMRA-B52671

In today's technology-driven hospitality industry, digital tools play a vital role in elevating guest experiences and optimizing hotel operations. However, technological malfunctions can disrupt service delivery, affecting room accommodations and overall guest satisfaction. This study explores the implications of such malfunctions on hotel operations and guest perceptions, particularly at Winford Casino and Resort Hotel. It also aims to provide strategic recommendations to mitigate the negative impact of technological failures and enhance service continuity and guest satisfaction. The study employed a descriptive research design and utilized purposive sampling to select 50 hotel guests at Winford Casino and Resort Hotel. Data collection was conducted through a validated survey questionnaire focusing on the guests' experiences with hotel technology. The instrument measured satisfaction levels, encountered technical issues, responsiveness of hotel staff, and perceived safety and service quality. Statistical tools were used to evaluate responses and identify key trends related to the impact of technological issues on the guest experience. Findings revealed that overall guest satisfaction was high, especially regarding staff responsiveness, safety protocols, and maintenance practices. However, Wi-Fi-related malfunctions emerged as the most common technical concern. Guests reported that staff addressed issues promptly and provided clear guidance, which helped maintain positive impressions. While most guests felt that safety and contingency measures were in place, areas for improvement included better communication during outages and the provision of alternative solutions when systems fail. The study concluded that although minor technical problems occurred—primarily involving Wi-Fi—hotel staff and proactive maintenance protocols effectively minimized negative impacts. The results highlight a direct relationship between efficient technology management and enhanced guest satisfaction. To further improve service delivery, the hotel should reduce downtime, improve guest communication during malfunctions, and offer viable alternatives to ensure a seamless experience. Strategic planning for technological resilience is essential for sustaining guest trust and loyalty in modern hotel operations.

RECOMMENDED CITATION

Bonto, A. J., Delfin, R., Dorado, E. M., Lucero, E. J., & Valera, J. V. (2025). Technological Malfunction: Its Effect on Hotel Room Accommodation Towards Guest Improved Experience. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 118.