

ENHANCING GUEST DELIGHT; AN EXPLORATION OF SMART HOTEL TECHNOLOGY'S INFLUENCE

ABSTRACT

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KEYWORDS

*smart hotel technology; guest
experience; guest satisfaction;
service efficiency; hospitality
innovation; personalization*

ARTICLE ID

AASGBCPJMRA-B80071

This study explores the influence of smart hotel technologies on guest delight in Quezon City, focusing on innovations such as mobile check-ins, voice-activated room features, and digital concierge services. With the increasing demand for personalized and efficient service in the hospitality industry, this research addresses a gap in understanding the specific impact of these technologies on guest satisfaction and loyalty. A descriptive quantitative approach was utilized, employing survey questionnaires distributed to 50 purposively selected hotel guests in Quezon City, specifically from Hotel Sogo. The questionnaire measured variables including responsiveness, service efficiency, guest interaction, and the perceived effectiveness of smart hotel technologies. Collected data were analyzed using percentage distributions and weighted means. The findings revealed strong agreement among respondents regarding the effectiveness of smart hotel technologies in enhancing guest experience. The highest-rated factors included the speed and efficiency of service delivery, the convenience of mobile check-ins, and the personalization enabled by in-room technologies. Despite these positive perceptions, challenges were also identified, such as concerns over data privacy, dependency on internet connectivity, and limited accessibility for some users. The results suggest that while smart hotel technologies play a significant role in increasing guest delight, successful implementation must also address concerns related to security, accessibility, and ease of use. Hotels are encouraged to invest in digital infrastructure, ensure user-friendly interfaces, and provide comprehensive staff training to fully leverage the benefits of smart technology and enhance competitive advantage in the hospitality sector.

RECOMMENDED CITATION

Iwan, D., Naguit, M. A., Parra, A., Paudac, A., & Rianzo, M. (2025). Enhancing Guest Delight; An Exploration of Smart Hotel Technology's Influence. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 136.