

ASSESSMENT OF GUEST EXPERIENCE ON THE UTILIZATION OF AI TECHNOLOGY IN SOGO HOTEL FAIRVIEW

ABSTRACT

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In the competitive hospitality industry, leveraging artificial intelligence (AI) to enhance guest experiences is essential. Sogo Hotel Fairview employs AI technologies—from automated check-in kiosks to smart room controls—to personalize services and streamline operations. This study assesses guest adaptability to these AI features by gathering user feedback on technology infrastructure and operational practices. By identifying challenges and opportunities, the research aims to inform improvements that will deliver a more seamless and enjoyable stay. This study employs a descriptive quantitative design to evaluate AI integration at Sogo Hotel Fairview. A purposive sample of 30 adult guests completed a structured questionnaire based on Parasuraman's service quality framework. The instrument measured satisfaction across dimensions such as user experience, operational efficiency, safety, privacy, and ease of use. Demographic data were also collected to contextualize findings. Respondent demographics showed a majority aged 18–22 (63%), an even gender distribution, and predominantly single status (83%). Most participants (90%) were walk-in guests. Satisfaction ratings indicated strong approval for safety (mean = 3.43), operational efficiency (mean = 3.37), and overall user experience with AI features (mean = 3.33). Privacy and ease of use were top priorities for 18 percent of guests, while overall satisfaction ranked fourth at 11 percent. Reported challenges included feelings of disconnection from staff (18 percent), technical glitches such as slow internet or unresponsive kiosks (15 percent), and concerns about room security when using automated controls (14 percent). Findings showed that AI technologies at Sogo Hotel Fairview enhanced safety, efficiency, and user experience but also introduced barriers related to connectivity, technological reliability, and guest–staff interaction. As a result, it was recommended that the hotel upgrade its internet bandwidth, implement regular system maintenance, and integrate hybrid service models that combine AI convenience with human support. Addressing these issues can strengthen guest trust in automated features while preserving the personal touch that defines hospitality excellence.

RECOMMENDED CITATION

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