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Guests Experience and Satisfaction on Operations in Yap Hotels: An Enhancement to Smart Technology Adaption

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Abstract—This research explores how guest experience and satisfaction influences operational practices with respect to Yap Hotels, focusing on the impact of smart technology adaptation on service quality improvement and operational efficiency. The study investigates the current operational processes, consolidates development proposals, and evaluates guest reviews to identify how automation, artificial intelligence (AI), and devices connected through the Internet of Things (IoT) can streamline hotel procedures and improve the experience. The research answers the question of how technological innovations can fulfill guests' expectations of tailored service, effortless interaction, and streamlined processes through the use of guest surveys, staff interviews, and operational audits. The results meaningfully analyze the advantages and disadvantages of incorporating smart technologies and provide practical guidance for Yap Hotels where innovative strategies can be used to strengthen hotel competitiveness and guest satisfaction. This research enables Yap Hotels to know how to strategically utilize smart technology in enhancing operational efficiency and guest satisfaction.

***Index Terms*—Artificial Intelligence, Automation, Guest Experience, Hospitality Industry, Hotel Management, Hotel Operations, Satisfaction, Smart Technology, Technology Integration.**

1. The Problem and its Background

A. Introduction

In recent years, one of the most significant changes in the hospitality industry is the adoption of innovative technology into the daily workings of hotels. It is one of the numerous manners in which the company is progressively expanding. Innovative technologies are changing both the working of the hotels and the methods by which the end users use them. Such technologies are smartphone check-ins, Internet of Things (IoT) connected equipment, and tools that aid with artificial intelligence power. Due to the rising competition within the hospitality sector, hotels like YAP Hotels are increasingly searching for ways to enhance their operational effectiveness and the satisfaction level they offer their customers through technology advancements.

Since it directly affects repeat business, brand loyalty, and word-of-mouth marketing, the management of hotels has always focused on ensuring a good customer experience. Technology has a vital role in providing high-quality services in line with the vision of visitors in the context of current hotel operations. The use of mobile applications, for instance, may make checking in and out more streamlined. Artificial intelligence chatbots can answer customer concerns around the clock. Innovative room features enable visitors to manage room settings such as lighting and temperature whenever convenient. Applying these technological advances could minimize waiting, allow for more individualization, and ensure uniformity in delivery. Despite such advances, using intelligent technology in hotel functions and succeeding is no cakewalk.

There has to be staff training to install and troubleshoot the systems so that they can administer them, and the tourists have to be willing to accept the use of the technology. Consequently, it is imperative to understand how these factors make the guests happy and how YAP Hotels can effectively enhance its business by using intelligent technology. This research would like to provide some insights about how YAP Hotels can use clever technology to fulfill the growing demand of modern guests' expectations using technology adaption to create a perfect guest experience. Specifically, the research shall emphasize how the visitor experience relates to technology adoption.

Nowadays, in the wake of advancing the technology arena, particularly in the hospitality sector, embracing cutting-edge technologies is an imperative step toward improving the level of satisfaction among guests and improving efficiency in operations. Hotel companies such as YAP Hotels also appreciated the need to embrace newer technologies owing to their growing significance in helping simplify operations and drive greater returns by developing more personalized, convenient, and value-added products for clients. This study examines the impact of innovative technology on enhancing guest experience and satisfaction in YAP Hotels, focusing on the effects of such technologies on hotel operations and, hence, guest perceptions of service quality.

The basis of this research is acknowledging that guest satisfaction is one of the most critical determinants of whether a hotel will succeed. An improved guest experience tends to

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lead to higher customer loyalty, repeat visits, and word-of-mouth recommendations, all of which play a significant role in the long-term profitability and competitive status of the hotel in the market. Achieving high guest satisfaction is a multifaceted task encompassing multiple facets, such as service delivery and technological infrastructure facilitating guest interactions. New technologies like mobile check-in, intelligent room control systems, and AI-based concierge services have signal led enhanced efficiency and convenience in the delivery of services.

AI-driven chatbots are used more frequently in hotels to manage customer inquiries, resulting in quick turnaround time and streamlined processes. In contrast, Internet-of-Things devices placed in guest rooms provide a more customized experience, with the guests controlling room conditions such as lighting, temperature, and entertainment. Combining these technologies leaves a long-term impression on the guest experience, which makes it necessary to analyze their effects to better support YAP Hotels' future initiatives in achieving maximum guest satisfaction. The effectiveness of these technologies in enhancing guest experience is questionable. Guest satisfaction depends on several factors, such as the integration of the technologies into hotel operations, the extent of staff training, and most importantly, what the guests think about the usefulness and ease of use of the technology.

This study aims to investigate the correlation between the implementation of innovative technologies and guest satisfaction in YAP Hotels using an established theoretical model—the SERVQUAL model—as a guide for analysis.

B. Conceptual Framework (Servqual Theory)

Developed by Parasuraman, Zeithaml, and Berry, the SERVQUAL model is a widely used tool for evaluating service quality. It evaluates service quality in five main categories: tangibles, dependability, responsiveness, assurance, and empathy. These aspects are fundamental in the hotel industry, where service quality directly influences guest satisfaction. The conceptual basis for this study will be the SERVQUAL model, which will help to evaluate how the adoption of innovative technology forms each of these aspects and, thus, guest satisfaction at YAP Hotels.

This study investigated how integrating innovative technology may improve each of the five SERVQUAL dimensions and identify the sub-variables influencing guests' experiences of service quality

1) Tangibles

Tangibles are the hotel's toward study, including its technical systems, cleanliness, room quality, and its overall condition of maintenance. Adopting innovative technology immediately affects the tangibles aspect by enhancing the guest experience via contemporary conveniences and services. IoT-enabled technologies like smart thermostats, lighting systems, and voice assistants in hotel rooms, for instance, may improve the physical surroundings and increase guest comfort and convenience.

Furthermore, using smart gadgets in hotel rooms obtained guest satisfaction by giving them more control over their surroundings, therefore modernizing the hotel and providing it for use. Sok et al. (2020)

2) Reliability

Reliability in the hotel is its capacity to provide promised services free from error or delay regularly. Reliability in the framework of innovative technologies is closely linked to the ongoing operation of automated systems. For instance, mobile apps used for check-ins should run flawlessly and guarantee that visitors may check-in fast and without problems. IoT devices should similarly run without fail and provide the intended room settings every time.

The study by Hwang and Kim (2019) revealed that implementing dependable technologies, including automated room management systems, greatly enhanced the dependability of hotel services, raising guest satisfaction.

3) Responsiveness

Responsiveness is the Hospitality of the attitude and ability of hotel employees to assist guests and deliver instant service. Innovative technologies can amplify responsiveness by facilitating rapid response to guests' needs. For example, chatbots supported by AI technology can instantly answer guests' standard queries, whereas mobile apps enable guests to request services like room service, housekeeping, or concierge at their convenience. These technologies not only shorten wait times but also enhance the general effectiveness of service delivery.

Susskind (2019) emphasized that hotels utilizing AI chatbots in guest communication could lower response times drastically and deliver more effective service, resulting in increased guest satisfaction.

4) Assurance

Assurance refers to the hotel staff's knowledge, courtesy, and ability to inspire trust and confidence. Innovative technologies can enhance assurance by providing guests with secure and reliable services. For example, mobile check-ins with secure digital keys enhance guests' sense of security, knowing that their room is safely accessible only to authorized individuals. Additionally, AI systems that provide guests with accurate information and recommendations further increase guests' confidence in the hotel's operations. Supporting this, Lee et al. (2020) reported that guests rated hotels with mobile check-in technology and digital keys as more secure and trustworthy, enhancing their overall sense of security and confidence.

5) Empathy

Empathy is defined as offering personalized attention and care to the guest. Although historically, empathy is a human-based service quality, innovative technologies may also be utilized to provide a more customized experience. For instance, AI may scan guest habits during previous visits and recommend customized services, room configurations, dining arrangements, or recreational activities. Additionally, IoT devices can be employed to personalize room conditions so that guests experience as if their unique needs are being addressed.

Research supports this technological shift in service personalization. As Yang and Kim (2021) indicate, hotels that deploy AI-powered systems capable of customizing guest experiences—such as adjusting room settings based on

historical preferences—have reported increased satisfaction scores. Guests whose needs were anticipated and seamlessly met felt more appreciated, contributing to stronger loyalty and return intention.

At YAP Hotels, the SERVQUAL framework is a helpful instrument for assessing how adopting innovative technology affects guest satisfaction. Smart technologies offer enormous possibilities to improve guests' entire experience using the five essential aspects of tangibles: dependability, responsiveness, certainty, and empathy. Using the SERVQUAL theory, this section has explained the theoretical basis for doing the study—the connection between the adoption of innovative technology and guest satisfaction. The research will look in the following sections at how innovative technology affects each aspect and how it shapes the operations of hotels operating under YAP Hotels. The outcomes will determine more effective approaches for embedding technology into hotel operations so guests can have a flawless, customized, and premium experience.

C. Research Paradigm

The conceptual framework highlights the relationship between hotel operations and guest experiences. Effective management practices, supported by innovative technology, enhance key guest experience dimensions such as tangibles, reliability, responsiveness, assurance, and empathy. For instance, high-end technologies improve reliability and responsiveness, while customer relations and branding foster empathy and assurance.

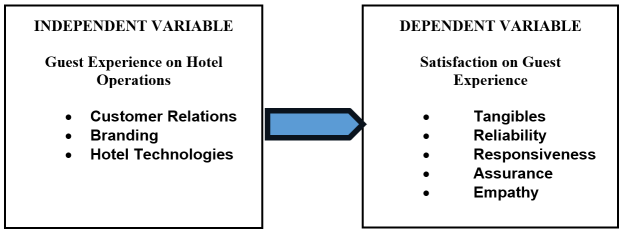

Fig. 1.

This paradigm underscores the importance of optimizing customer relations, branding, and hotel technologies to deliver seamless and satisfying guest experiences.

D. Research Questions

The study aims to determine the hotel operations management of the Yap Group of companies and guest experience that will be the basis for a proposed smart hotel operation. Specifically, it sought to answer the following questions:

1) What is the Level of Guest Experience on Yap Hotels Operations in Terms of

1. customer relations
2. branding
3. Hotel Technologies

2) What is the Level of Satisfaction with Guest Experience at Yap Hotels in Terms of

1. Tangibles
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

3) Is there a Significant Relationship Between the Level of Guest Experience on Yap Hotels Operations and Satisfaction with Guest Experience?

4) Based on the Study's Findings, what SMART Technology Enhancement can Be Developed?

E. Hypothesis of the Study

Ho1: There is no significant relationship between the level of guest experience on Yap Hotels operations and satisfaction with guest experience.

Scope and Limitation

F. Scope

The study focuses on the integration of innovative technologies in hotel operations at YAP Hotels, including examining the impact of technologies such as mobile check-ins, in-room IoT devices, AI-powered customer service, and digital concierge services on various dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) and overall guest satisfaction.

Geographical Scope: Concentrating on the center platforms within the hotel network, the study is strictly limited to the operations and guest experiences at YAP Hotels. This makes it possible to investigate how innovative technologies are used and received under a particular brand.

The research investigates the adoption of certain innovative technologies like digital concierge services, IoT devices (such as room temperature and lighting management), artificial intelligence-powered chatbots, and mobile check-in systems. At YAP Hotels, these technologies are fundamental in increasing operational effectiveness and guest satisfaction.

The study evaluates how innovative technologies influence the five SERVQUAL dimensions—tangibles, dependability, responsiveness, assurance, and empathy—thus how these technological developments help raise guest satisfaction.

G. Limitation

Although the research offers an essential evaluation of the correlation between smart technology and guest satisfaction, some restrictions have to be taken into consideration:

Sample Size and Generalizability: The study is based on guest comments from only one hotel chain (YAP Hotels). Thus ability to extrapolate the results to other hotel brands or chains with ranging operational approaches or technological adoption rates may be limited.

Technology Familiarity: The research assumes that each participant has at least a basic understanding of the currently used smart technologies. On the other hand, non-tech-savvy guests can have restricted knowledge or less positive impressions of these technologies, influencing the research findings and the variety of guest comments.

Technological Limitations: System downtime or connection problems affect how well smart technologies work. These technological difficulties may not be fully explained and might alter how the technology affects visitor happiness.

Temporal Limitations: The study is conducted at a designated

time and does not include ongoing changes in guest satisfaction as technology develops. New technological developments might change the results, so the outcomes may become less critical when more modern systems are designed going forward.

Guest satisfaction is individualized and shaped by personal preferences, past experiences, and external aspects such as local events or environment. Although the research focuses on technical effects, it could not accurately consider all the factors affecting overall satisfaction.

Regardless of these limitations, the study provides significant fresh perspectives on how innovative technologies form guest satisfaction at YAP Hotels and offers viable options for making hotel operations operate more effectively and improve the guest experience.

H. Significance of the Study

This study is of great importance to various stakeholders in the hotel industry, particularly in operational efficiency, competitive advantage, and visitor satisfaction.

Yap Group of Companies. By understanding the possible impact of innovative technology, Yap Group can enhance guest loyalty, reduce costs, and streamline its operations. Additionally, it establishes a data-driven foundation for future technological investments.

For the Philippine Hospitality Industry. The Philippines, as one of the largest hospitality markets in Southeast Asia, has the potential to benefit from the standards established by significant brands. This research provides a framework for other hotels contemplating integrating smart technology, contributing to industry innovation.

For hotel guests. Smart technology improves service personalization and gives them greater control over their stay, enhancing their experience. After all, contemporary visitors anticipate modern amenities that streamline and customize their experiences.

For Academics and Researchers. This study is meant to serve as a reference for researchers interested in digital transformation, service quality, and hospitality technology in the hospitality industry.

I. Definition of Terms

To provide clarity and ensure a common understanding throughout the research, the following key terms are defined:

Assurance. Guests' confidence in the hotel's services is based on the staff's professionalism, knowledge, and courtesy, which promotes a sense of security and comfort during their stay.

Branding. The unique identity and reputation a hotel builds through its values, services, visual identity, and guest interactions help it differentiate from competitors and establish loyalty among guests.

Customer Relations. A hotel's efforts and strategies to build positive, lasting relationships with guests by addressing their needs, resolving concerns, and creating a welcoming and personalized atmosphere.

Empathy. The hotel's effort to understand and cater to individual guest needs shows genuine care and personalized service, fostering a warm and accommodating environment.

Guest Experience. The overall perception and satisfaction a guest gains from their interactions with the hotel, from booking to check-out, including service quality, ambience, amenities, and staff interactions.

Hotel operations management. The process of overseeing all activities within a hotel, including front desk operations, housekeeping, food and beverage services, maintenance, and other essential functions, to ensure efficient operations, guest satisfaction, and profitability.

Hotel Technologies. Advanced digital and automated solutions used within hotel operations, such as booking systems, digital check-in/check-out processes, room service apps, and smart room amenities, are designed to enhance operational efficiency and guest convenience.

Operational Efficiency. The capacity to provide services in a cost-effective, time-saving, and resource-efficiently. Smart technology aims to enhance operational efficiency by automating repetitive duties.

Reliability. The consistency and dependability of the hotel's services and staff in delivering promised experiences, building guest trust in the hotel's standards and quality.

Responsiveness. The hotel's ability to promptly address guest requests, concerns, and needs reflects a commitment to providing timely assistance and enhancing guest satisfaction.

Service Quality. The total level of service provided to guests is determined through variables such as responsiveness, empathy, and reliability. Guest satisfaction and loyalty are significantly influenced by service quality.

Smart Technology. Digital systems, devices, and applications designed to automate and improve processes. This encompasses mobile check-in/check-out features, in-room voice control, and self-service terminals in the hotel context.

Tangibles. The physical aspects of a hotel that guests experience, such as cleanliness, décor, facilities, and ambience, contribute to their perception of service quality.

Guest Experience. This term encompasses all interactions between a visitor and a hotel, from the moment of booking to the moment of check-out. Enhanced through technology implementation to improve comfort, convenience, and personalization.

2. Review of Related Literature

A. Introduction

With the rapid evolution of the hospitality and hotel industry, implementing smart technologies for achieving better efficiency and guest satisfaction has become a significant area of focus. For instance, companies like YAP Hotels are embracing new-age IoT systems, AI, and mobile applications to ease workflow and enhance guest personalization. This is also in response to the increasing competition in the hospitality sector. Using such technologies can increase service satisfaction, reduce wait time, and improve the overall quality of service provided.

This section analyses existing frameworks and studies exploring the relationship between adopting smart technologies and guest satisfaction. In addition, the section will focus on the

impact these technologies have on the five SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance, and empathy. To achieve this, the section thoroughly reviews the literature regarding the role of smart technologies in enhancing guest experiences at YAP Hotels.

B. Conceptual Literature

Various parts of the hospitality industry underwent significant shifts in the last few years, primarily because of the accelerated adoption of smart technologies into hotel operations. Implementing these technologies has impacted guest satisfaction experiences, ISO 9001 hotel management systems, and the hotel's branding and technology architecture. As an innovative technology, which includes Artificial Intelligence (AI), Internet of Things (IoT), biometric recognition systems, mobile apps, and data analysis, emerges, resorts and hotels as service providers adapt and embrace such technologies that enable them to personalize, automate, streamline, and integrate service delivery (Camilleri, 2019).

AI Chatbots are one of those applications that have automated many of the processes at the front desk. They provide 24/7 responses to inquiries and assist in booking. Apart from that, chatbots streamline internal processes. The results of a survey of Marriott International indicated that its AI system handles about 60% of guest queries. Automation improves the hotel's operational efficiency, boosting guest satisfaction (mycloud Hospitality, 2025). Connected Room by Hilton is another step that brought IoT into the hospitality industry. It lets guests control temperature, lighting, and entertainment during their stay. Connected rooms also promote energy savings by allowing guests to turn off appliances when not in use (Hospitality Net, 2024).

In addition, innovative technology enhances flexibility and transforms every aspect of branding and market positioning. Businesses today have moved beyond simply measuring a brand's value by its aesthetics or pricing; brands are now measured and evaluated based on their digital experience. This was the case for W Hotels, which shifted its branding strategy from edgy nightlife to more emotional connection and inclusivity purely because of consumers' digital convenience and expectations (Barron's 2024). In the Philippines, luxury hotels like Solaire Resort and Discovery Shores Boracay have globally appealed to audiences by embedding innovative systems and personalized services into their branding to attract tech-savvy clientele (Islands Philippines, 2024). This evidences how integrating technology into a brand identity can be used for differentiation and emotional appeal.

Innovative technology redefined branding and improved operational management within the business, particularly in energy management, housekeeping, and automation at the front desk. For example, mobile check-in and check-out processes streamline the arrival and departure procedures, reducing wait times and improving first impressions. Sensor housekeeping alerts ensure timely room turnover, while mobile check-in/out processes streamline arrival and departure procedures (Kang et al., 2020). These improvements were critical during the COVID-19 pandemic, where contactless services turned from a convenience to a necessity. During this period, EHL Insights (2022) reported an increase in the use of mobile functions, including digital room keys, remote concierge, and service request apps, enabling social distancing while providing exceptional services.

Similarly, the advancement of mobile technology has transformed communication between hotels and their guests. As of 2022, some hotels in Metro Manila pioneered contactless mobile check-in systems. These innovations were particularly popular among younger guests, such as millennials and members of Generation Z, for whom speed and safety are essential (DOT, 2022). Additionally, mobile technology enables guests to request services, order food, and provide feedback instantly, making the experience both efficient and immersive. For Seda Hotels in the Philippines, introducing an all-in-one mobile concierge system increased real-time services by 30% and guest satisfaction (Tolentino & de Guzman, 2023).

Access and use of technology such as analytics alongside Customer Relation Management (CRM) systems enhance guest experiences. Utilizing a customer's history and preferences allows hotels to target specific segments, making it easier to serve them. According to Nadkarni et al. (2023), it is much easier to create loyalty when the customer feels valued and recognized correctly. By applying algorithms through machine learning, a hotel can note preferences like late checkouts or high-floor rooms and ensure they are offered during future bookings. In the Philippines, customized AI tools designed for specific users are more effectively used to divide customers by classification and send tailored advertising messages, increasing repeat business and improving a business's online perception (Rivera & Chan, 2023).

Shifts towards new technological systems are undeniably challenging. One challenge that stands out is data privacy. The sensitive personal information hotels operate with is bound to have available cyber security breaches. 68% of global travelers suspect hospitality providers have untrustworthy procedures for data management, which raises concerns about the overuse of traveler information (Mercan, 2020). Compliance with the Data Privacy Act of 2012 in the Philippines and GDPR in Europe is vital. Another constant battle remains in mobilized personnel's ability to operate new systems; this task is more straightforward for midscale and independent hotels. As Lukose and Agbeyangi (2024) noted, the shift to digital processes will lead to more problems than solutions unless sufficient training and adequate technology are provided.

Likewise, local research from the Philippines offers a more comprehensive outline of expectations from guests. While technological convenience is appreciated, Filipino guests still seek emotional warmth and human presence. A qualitative study by Santos and Delos Reyes (2021) pointed out that many respondents considered digital check-ins useful yet rated personal well-wishes and care from the attendants higher regarding emotional resonance. This indicates that technology should augment rather than furnish Hospitality, especially in relations-centric cultures.

In addition, although local hotels are often behind in adopting new technologies, they are swiftly catching up with

international hotel chains. Rivera and Chan's (2023) research showed that hotels in Metro Manila implementing digital concierge services and other energy-saving measures received 22% more favorable feedback from guests within six months. On the other hand, this same study warned that the long-term advantages could stagnate without ongoing system upgrades and staff assistance. Therefore, these improvements will remain feasible only due to strategic funding, technical upkeep, and organizational change management.

Moreover, the importance of branding through technology is accelerating in today's post-pandemic market. Cutting-edge health-branded innovations such as UV-cleaning robots and air filtration systems gave them an upper hand in marketing, considering the brand value and guest safety (Vogue Business, 2023). This was similarly echoed by Boracay hotels that branded themselves as "safe-smart resorts", gaining a rapid influx of bookings post-pandemic (Boracay Informer, 2024).

Integrating IoT and AI with modern mobile applications has automated operational structures, redefining the guest experience. These systems enhance customization capabilities aligned with today's modern safety standards, efficiency, and personalization standards. Data privacy, digital literacy, and the value of warm human interactions in such settings pose challenges. In the Philippine setting, as with the YAP-managed hotels, the issue becomes how to achieve an equilibrium in which digital transformation supports rather than supplants, the essence of Filipino Hospitality. To be sustainable, these changes must be coupled with appropriate cultural training, practical evaluation, and strong culturally appropriate service values.

C. Research Literature

The foundational model concerning service quality in the hospitality domain is SERVQUAL, proposed by Parasuraman, Zeithaml and Berry in 1988. It covers the five dimensions of a guest's perception of hotel services: Tangibility, Reliability, Responsiveness, Assurance, and Empathy. With rapid technological advancements, these dimensions are being altered by goal-oriented guest changes to their branding, operational procedures, and digital innovations.

1) Smart Aesthetics and Brand Identity Tangibility

Aspects of servitude such as cleanliness, order, and the presence of equipment and technology also come into play in Hospitality. This technology extends to the room décor, lobby, staff wardrobe, and courtesy interfaces. Green hotels that feature touchless check-in kiosks, smart mirrors, and eco-friendly room designs are perceived as caring and inventive (Chen et al., 2021). Many global chains like Marriott and Hilton integrate digital screens and lighting, which is IoT-driven, to improve the aesthetic value of their outlets (Camilleri, 2019). This is part of the branding that positions the hotel as modern, guest-oriented, efficient, and responsive.

A 2023 study by Rivera and Chan focused on Hotels in Metro Manila and found that the guest satisfaction scores of hotels with kiosk lobbies were higher than those of their counterparts, indicating a correlation between technological sophistication and guest perception. Moreover, the brand identity is also affected by green design features like solar panels and green walls that appeal to sustainability-minded guests (Buhalis & Leung, 2020).

2) Reliability: Operational Stability Through Systems Automation

Reliability is the ability of a business to consistently and accurately provide expected services. In smart hotels, for instance, this is achieved through automated systems that reduce the chances of human mistakes. Mobile check-ins, real-time room status updates, and predictive maintenance are examples that guarantee problem-free experiences. For example, The Shangri-La Hotel in Makati reported a 30% increase in guest satisfaction after implementing digital room service tracking and smart keys (DOT, 2022).

Choi and Kandampully (2019) warned that lacking adequate support for digital technologies can lead to guest dissatisfaction when things go wrong. Most troubling are smaller, independent hotels that lack IT support. In any case, reliability poses the challenge of making strategic expenditures on back-end infrastructure, network reliability, and staff education to meet expectations.

3) Responsiveness: Speed Versus Sensitivity

Responsiveness is the willingness to assist guests and the speed at which hotel staff helps guests. In modern hotels, this has advanced to providing instant answers through chatbots and virtual assistant systems. For example, Hilton's AI-driven systems answer customer queries in less than 20 seconds (Hospitality Net, 2024). Moreover, during the pandemic, some hotels in Cebu reported improved responsiveness satisfaction due to using auto-response systems (Santos & Delos Reyes, 2021).

Rapid technological responsiveness should not diminish emotional warmth. Jeong and Lee (2021) contend that harsh and rapid interactions can create cold experiences for guests, particularly older customers or those who tend to be more emotionally open and vulnerable. Therefore, the best outcome is achieved through human compassion and digital efficiency.

4) Assurance: Trust, Security and Competence

Assurance includes how reliable, skilled, and polite staff working at the hotel are. In a modern setting, this also involves controls about data like cybersecurity, transparency, and user guidance. Guests have become more conscious about how their personal information is collected and stored. A study by Mercan et al. (2020) revealed that 68% of hotel guests are concerned with data privacy, highlighting the importance of secure digital systems.

The findings from De Guzman and Regencia's study in 2022 highlighted that Metro Manila customers appreciated staff members who explained smart features for their competence as it fueled their confidence and satisfaction. A staff's knowledge of operating the systems and whether they could assist and console the guests effectively were fundamental to assurance, encompassing technical dependability.

5) Empathy: Care in the House of Service 4.0

Empathy can also be defined as care that goes beyond treating customers but also considers their needs on a personal level. Smart hotels may be highly automated, but there is

incredibly high potential for data-driven personalization improvement. Okada Manila has implemented guest profile management, allowing them to greet guests and prepare their rooms according to their preferences (Nadkarni et al., 2023). These findings support trends. Kim et al. (2020) argue that combining empathy with innovative services yields more satisfaction vis-a-vis surpassing automation tools devoid of human focus.

Cultural aspects are essential, too. The term "malasakit" translates to deep concern for other people and makes Santos and Ilagan (2021) record high ratings on empathy in the Philippines. In this context, hotels demonstrating cultural appreciation by respecting personal information like their clients' birthdays, dietary choices, or the languages they prefer show enhanced marks on empathy and loyalty to the brand.

Today, the guest experience encompasses much more than the interactions with service staff; it covers business expectations, technology integration, and operational management. Integrating smart technologies such as RFID room access, AI-based concierges, IoT-enabled climate control, etc., improves operational standards and set brands apart from competitors. Hotel chains like Hilton (Connected Room) and Marriott (Mobile Key) bolster branding strategies that provide consistency and innovation (break view mycloud Hospitality, 2025).

Regarding operational effectiveness, automation allows for better resource allocation, lower costs, and increased scalability. The challenge of automation is the reliance on staff trained to use technology rather than change it, which leads to a lack of warmth and Hospitality toward guests.

Even with the integration of innovative technologies, The SERVQUAL model stands firm as the anchor for assessing service quality in Hospitality. With each dimension of a hotel's service: Smart Tangibility, Smart Reliability, Smart Responsiveness, Smart Assurance, and Smart Empathy, branding in conjunction with technology-altered operations shape service within the framework of Hospitality. Regarding tech adaptation in Hospitality, there's one rule: It is done to enhance the core values and preserve the people employed in the industry. For global and local hospitality chains, the most significant element of the guest experience is strategic balance, aiming to innovate decisively, communicate transparently, and care extensively.

D. Research Gaps

Using smart technologies in hotel management is widely accepted as one of the most effective ways to improve guest satisfaction. Even with the growing literature on this topic, there are still several gaps in research, especially regarding hotels in the Philippines. This particular logic aims to pinpoint these gaps, explaining what needs to be studied further.

1) Gaps in the Literature Connected to the Philippines

Regarding the motivation behind innovative technologies in hotels and guest satisfaction, no empirical studies focus on hotels within the Philippines. Cabrera (2019) attempted to showcase the importance of digital innovations toward guest satisfaction with a case study on luxury hotels in Manila. Still, his findings didn't cover the entire hospitality industry. Dela Cruz (2022) did look into the effectiveness of smart hotel technology in Philippine hotels, but his research was limited to more luxurious hotels. Because of this, her study does not consider the majority of hospitality businesses operating in the Philippines.

2) Lack of Diversity in Guest Views

Most earlier studies have stressed the operational advantages of smart technologies from a managerial perspective. Like Gonzales (2021), which evaluated the impact of technological innovations on hotel operations and guest satisfaction, the balance of focus remained on operational efficiencies. The gaps regarding the various dimensions of guests' perceptions, preferences and satisfaction with adopting smart technologies require explanation. Guests' perceptions are key to effectively tailoring technological innovations to meet guests' expectations.

3) Underrepresentation of Mid-Range and Budget Hotels

This literature set appears to have a coverage gap in Mid-range and Budget hotels within the context of how these hotels in the Philippines are adopting smart technologies, as most studies focus on luxury hotels. Martinez and Santos (2020) addressed guest satisfaction and technological innovation in Philippine hotels. Still, the other side of the lower-tier establishments is laden with challenges and opportunities, which is also essential. This gap is significant, considering that mid-range and budget hotels constitute a substantial portion of the Philippine hospitality industry.

4) Absence of Longitudinal Studies

Most research focuses on statically adopting innovative technologies, measuring guest satisfaction as a primary output for the smart technology's value. Meanwhile, there is a shocking absence of longitudinal studies assessing the changes in guest experiences, hotel performance, and other relevant metrics over an extended period due to the implementation of these technologies. Such assessments are essential to ascertain the adaptive and sustainable nature of smart technology use in the hospitality industry.

5) Narrow Attention to Cultural and Behavioral Aspects

Attention was given to how culture and behavioural traits impact the adoption and use of smart technologies in hotels. Santos and Becerra (2023) studied the impact of AI-driven customer service on guest satisfaction. Still, there is little focus on what culturally specific behaviours will attend the deployment and application of such technologies. Given the diversity of the Philippines, this is an important area of study.

6) Lack of Smart Technology Evaluation Frameworks

The hospitality industry still lacks uniform frameworks that evaluate the impacts of smart technologies on hotels. While some studies analyzed specific technologies or outcomes, there is no single multi-dimensional approach focused on guest experience alongside a hotel's operational performance. Developing these frameworks would allow for coherent and systematic analysis across different hotel types and regions.

Lastly, the studies conducted on the application of smart technologies in Philippine hotels and their relation to guest satisfaction suggest that the topic of research remains largely

unexplored. An integrated approach responsive to guests will certainly benefit hotel management while advancing Hospitality in the Philippines. Next, it's recommended to expand the scope of the study by including more hotel types, conducting cross-sectional studies, and creating unified benchmarks to enhance understanding of the effects of smart technological integration and increase the benefits of such integration.

E. Synthesis

The adoption of smart technology in the hospitality sector in the Philippines has changed the experiences of guests and improved operational efficiencies. This synthesis uses local and international research literature to examine how technology has improved hotel guest satisfaction. Technology integrates into modern hospitality practices.

1) Digital Innovations Enhancing Guest Satisfaction

Mobile check-ins, digital room keys, and AI-powered services are smart technologies that have changed how guests interact with hotels. For example, Cabrera (2019) observes that luxury hotels in Manila are experiencing increased satisfaction and return visits from their guests due to implementing mobile applications for effortless booking and personalized services. Dela Cruz (2022) notes that guests utilizing automated check-in kiosks and smart digital concierge services at the front desks of modern hotels also report better experiences due to shorter queues and greater ease.

Furthermore, Gonzales (2021) points out the significance of technology in hotel operations and guest satisfaction, citing innovations such as energy management systems and AI customer service. These technologies enable hotels to provide tailored services because they automate the tedious processes of collecting and analyzing guest data.

2) Operational Efficiencies Through Technology

The application of smart technologies has been shown to optimize numerous operational functions in hotels.

In the examination of Martinez and Santos (2020), it has been noted that the automation of tasks such as housekeeping and inventory management has boosted operational efficiency and lowered costs. In roughly the same time frame, Santos and Becerra (2023) emphasized the importance of AI for customer service representatives dealing with guest questions, as it creates a greater client experience through prompt resolution of concerns.

Moreover, Santos and Becerra (2023) further explain that integrating IoT devices allows hotels to track and control the misuse of energy resources, broadening cost containment and sustainability efforts. Santos and Becerra (2023) claim that these new technologies refine system processes and meet guests' expectations who require proactive participation in environmental conservation.

3) Comparative Insights from International Studies

The findings of international scholars support smart technologies' contribution to customer satisfaction and the hotel's overall operation. Baker, Lee, and Jones (2021) note changes in customer experience with the introduction of technological innovations, including mobile check-ins and room controls, which offer more convenience and personalization. Buhalis and Sinarta (2020) also point out the need for real-time, interactive technologies that enable guests to engage and access services at any time seamlessly.

Choi and Park (2021) consider the prospects of smart hotels and accentuate the application of sophisticated technologies to provide tailored experiences for each guest. Their research indicates that adopting smart technologies is vital for all hotels intending to keep up with changing market demands and sustain competitiveness within the industry.

Regarding the hospitality sector in the Philippines, it is evident that incorporating smart technologies has greatly improved guest satisfaction and streamlined various processes. The mobile applications, AI services, and IoT systems integrated inoperable-with-their-modern-counterparts have brought significant change to the industry, making it more hospitable. Comparing some cases with foreign studies underscores the importance of technology for the hotel industry's prospects. Therefore, hotels must constantly modernize their infrastructure to preserve guest satisfaction and operational effectiveness.

3. Research Methodology

This section provides an overview of the study methodology, including details about the research setting, participants, sampling method, tools, research design, locale, respondents, sampling design, instrumentation, data collection procedures, data treatment, ethical considerations, and analysis approaches. It established a thorough system to produce reliable data, which served as the framework for recommending how hotels can effectively implement smart technology into their operations.

A. Research Methodology

This study utilized a descriptive-correlational research design to explore the relationship between guest experience and satisfaction using smart technology in YAP Hotels. This methodology was chosen because it allows for a detailed description of current hotel operations and the statistical analysis of relationships between variables, offering a comprehensive understanding of the research problem (Apuke, 2020; Queirós, Faria, & Almeida, 2020).

The descriptive component aimed to document how smart technologies—such as mobile check-ins, smart room features, and AI concierge services—are being implemented and perceived by guests. As Queirós et al. (2020) note, descriptive research effectively captures real-world practices and user perceptions without experimental interference, providing foundational insights into operational practices.

Meanwhile, the correlational aspect assessed the strength and direction of the relationship between guest experience and satisfaction, particularly in light of technology adoption. Correlational research is well-suited for determining whether associations exist between two or more variables (Apuke, 2020), making it appropriate for this study's goal of understanding how the guest experience influenced by technology affects satisfaction levels.

This combined approach is especially relevant in the

hospitality sector, where evolving technologies significantly shape guest expectations and service delivery (De Pelsmacker, Van Tilburg, & Holthof, 2022). Furthermore, Yadegaridehkordi et al. (2021) emphasize that analyzing both implementation and customer feedback is crucial to assessing the long-term impact of smart technologies on performance.

B. Research Locale

The study took place in Metro Manila, Philippines, focusing on two hotels owned by YAP Hotels—one classified as a five-star hotel and the other as a four-star hotel. The selection of this location holds significant significance as Metro Manila serves as the capital of the Philippines and represents an essential gateway for tourism, business, and social interaction. Hotels in Manila serve an extensive variety of guests, from international tourists to business travelers and residents, with distinct expectations and experiences concerning service quality. This location offers an outstanding chance to discover how the adoption of smart technology influences guest satisfaction, given the increasing integration of digital systems in hotels to satisfy the growing demand for technological advancements in the hospitality industry.

The five- and four-star hotels demonstrate different service levels and tariffs in the tourism industry. This variety enables a thorough analysis of the impact of smart technology on guest satisfaction within various service categories. The hotels were chosen for their proactive incorporation of advanced technologies, including mobile check-ins, intelligent room controls, AI-driven concierge services, and IoT devices. These technologies aim to maximize operations, boost performance, and enhance the overall guest experience, establishing them as an appropriate setting for this research. Furthermore, the geographical location in Metro Manila enables the study to engage with a wide variety of guests, each offering a unique level of technological proficiency, thereby offering significant insights into the perceptions of smart technologies through various population segments.

1) Respondents of the Study

This study employed a sample size of 100 hotel guests to assess their experiences and satisfaction levels about smart technology implementation in YAP Hotel operations. The selection of this sample size is consistent with established norms for quantitative research, especially in studies targeting a specific, accessible population. According to Taherdoost (2019), for quantitative research aiming to uncover trends, relationships, or differences in perceptions within a limited target group, a sample size of 100 or more is generally considered sufficient for generating statistically relevant results—particularly when using structured instruments such as surveys or questionnaires.

Moreover, Etikan and Bala (2019) explain that when researchers work with a well-defined and reasonably homogeneous population, a sample size of 100 can yield adequate power for fundamental correlational analyses and descriptive statistics. In such cases, the focus is on collecting reliable, representative data rather than achieving large-scale generalizability.

Further, the central limit theorem supports that a sample size of at least 30 is generally sufficient to approximate normal distribution in most statistical tests (Israel, 2021). A sample of 100 exceeds this threshold, enabling the researcher to perform correlational analysis confidently, compute means and standard deviations, and infer meaningful relationships between smart technology usage, guest experiences, and satisfaction.

C. Sampling Design

The sampling method employed in this study is non-probability quota sampling, wherein hotel guests who are readily available and willing to participate are selected according to predefined categories or quotas. This method is chosen for its practicality and efficiency in collecting data from guests currently staying at the hotels. Although quota sampling is not entirely random, it allows for a structured representation of subgroups within the population—such as guests with varying levels of exposure to smart technologies—while maintaining accessibility and speed in data collection (Alvi, 2020; Saunders et al., 2019).

By targeting guests who have recently interacted with smart technologies—such as mobile check-ins, digital concierge services, and IoT-enabled room devices—the study ensures that the data collected is relevant and grounded in recent user experience. This technique enhances the contextual validity of the study by including respondents who can provide informed perspectives directly related to the adoption of innovative technologies in hotel operations (Struwig & Stead, 2020; Naderifar, Goli, & Ghaljaie, 2019).

Quota sampling is beneficial in applied fields like Hospitality, where specific user groups are of interest and must be represented proportionally in the sample. According to Alvi (2020), this technique enhances data representativeness within defined subpopulations and is suitable for studies exploring correlational relationships between behaviors and perceptions.

This non-probability quota sampling offers a structured yet flexible approach to data collection, allowing the study to capture relevant, informed, and diverse perspectives while maintaining practical feasibility.

D. Instrumentation (Validation and Scoring of the Instrument)

Table 1
Reliability scores

Indicator	Cronbach Alpha-Value	Verbal Interpretation
Customer relations	.709	Acceptable
Branding	.762	Acceptable
Hotel Technologies	.891	Good
Tangibles	.911	Excellent
Reliability	.918	Excellent
Responsiveness	.985	Excellent
Assurance	.974	Excellent
Empathy	.965	Excellent

The researcher utilized a self-made questionnaire to align with the study's objectives. The instrument was divided into two major parts: the first section assessed the level of guest experience with the operations of YAP Hotels, while the second section measured guest satisfaction with those experiences. Both parts employed a four-point Likert scale. In the first section, responses ranged from highly experienced to not

Table 2

Numerical Rating	Numerical Range	Categorical response	Verbal Interpretation
4	3.50-4.00	Strongly agree	Highly Experienced
3	2.50 – 3.49	Agree	Experienced
2	1.75-2.49	Disagree	Moderately Experienced
1	1.00 – 1.74	Strongly Disagree	Not Experienced

Table 3

Numerical Rating	Numerical Range	Categorical response	Verbal Interpretation
4	3.50-4.00	Strongly agree	Very Satisfied
3	2.50 – 3.49	Agree	Satisfied
2	1.75-2.49	Disagree	Moderately Satisfied
1	1.00 – 1.74	Strongly Disagree	Not Satisfied

experienced, while in the second section, reactions ranged from very satisfied to dissatisfied. A four-point scale, which excluded a neutral option, was intended to encourage respondents to provide a definitive evaluation of their experiences and satisfaction levels.

To ensure the instrument's content validity, a panel of three experts in hospitality management thoroughly reviewed the questionnaire items. These experts evaluated whether each question was relevant, clear, and aligned with the study's research objectives. This process, known as content validation, was conducted to confirm that the questionnaire effectively measured the key constructs of the study—specifically, guest experience and satisfaction.

After content validation, a pilot test was conducted with 15 hotel guests to assess the reliability and clarity of the questionnaire. The pilot testing phase provided initial feedback on the comprehensibility and practicality of the items, allowing the researcher to refine the instrument before its full implementation. To evaluate internal consistency reliability, Cronbach's Alpha was computed, with a threshold of 0.70 or higher considered acceptable (Taber, 2019). This ensured that the items within each section of the questionnaire consistently measured the same underlying construct, as shown below:

E. Evaluation And Scoring

To determine the level of guest experience in hotel operations management as assessed by the respondents in terms of customer relations, branding and hotel technologies, the following adapted numerical rating, numerical range, and verbal interpretation were used:

For the level of satisfaction with the guest experience at Yap Hotels in terms of tangibles, responsiveness, reliability, assurance and empathy, the following adapted numerical rating, numerical range, and verbal interpretation were used:

F. Data Gathering Procedures

Data collection was organized and ethical to ensure that the information gathered was accurate, reliable, and representative of the guest experience at Yap Hotels. Before data collection was commenced, the hotel management sought formal permission. Approval was obtained to conduct the study within the hotel premises and to distribute survey instruments to guests during their stay.

The data collection process consisted of two primary phases: survey distribution and survey completion. In the first phase, printed questionnaires were systematically distributed to hotel guests during check-in or using communal facilities such as the lobby or dining area. With the assistance of hotel staffs when necessary, the researcher provided a brief explanation of the study's purpose and assured participants of their participation's confidentiality and voluntary nature.

The second phase involved the actual completion of the survey by respondents. Guests were given sufficient time and privacy to answer the questions without interruption. Completed surveys were collected by the researcher at a designated drop box placed at the front desk or were retrieved directly from the respondents, depending on their preference. Ethical research standards were strictly observed throughout the process, including informed consent, anonymity, and the right to withdraw at any point without penalty. Collected data were statistically analyzed using descriptive and inferential methods, and qualitative feedback was assessed through thematic analysis.

G. Ethical Considerations

The study complied with the provisions of the Data Privacy Act of 2012 (Republic Act No. 1073) to ensure the protection of personal information. All data collected were anonymized, and confidentiality was maintained throughout the data-gathering process to safeguard the company's and its respondents' privacy and identity.

Respondents were thoroughly informed about the purpose of the study, their voluntary participation, and their right to withdraw at any time without consequence. Consent forms were secured, clearly outlining the scope and use of their information by established guidelines.

All respondents were treated with respect, equality, and inclusivity to promote a well-represented and unbiased study. Any potential conflicts of interest that could have influenced the study's outcomes were fully disclosed. Transparency and integrity were upheld throughout the research process.

4. Results and Discussions

This section outlines the findings of the study of how the adoption of smart technology affected guest experience and Satisfaction in YAP Hotels. It presents a detailed examination of the data obtained from the hotel guests and employees and their experiences with the installed smart technologies. The results are examined across the five SERVQUAL dimensions — tangibles, Reliability, Responsiveness, Assurance, and Empathy—to identify how these technologies impact overall guest satisfaction. The implications of the results are also presented in this ch, including key trends, patterns, and differences between different guest segments, such as tech-

Table 4
Level of guest experience on Yap hotels operations in terms of customer relations

Indicator	Weighted Mean	Verbal Interpretation
The hotel actively collects and responds to customer feedback in a timely manner.	3.59	Strongly Agree
Staff are trained to use technology to enhance personalized customer experiences.	3.43	Strongly Agree
Guests can easily access information about hotel services through digital platforms.	3.46	Strongly Agree
The hotel uses customer relationship management (CRM) tools to maintain guest preferences and history.	3.42	Strongly Agree
Automated systems are in place to address guest inquiries efficiently.	3.50	Strongly Agree
General Assessment	**3.48**	**Strongly Agree**

Table 5
Level of guest experience on Yap hotels operations in terms of branding

Indicator	Weighted Mean	Verbal Interpretation
The hotel's brand identity is consistently reflected in its online presence and digital platforms.	3.55	Strongly Agree
Digital tools are utilized to effectively communicate the hotel's unique value propositions.	3.49	Strongly Agree
The hotel's integration of technology reflects innovation and strengthens its reputation in the hospitality industry	3.49	Strongly Agree
Technology is leveraged to promote loyalty programs and brand-specific offers.		
Smart technology contributes to strengthening customer trust in the hotel brand.	3.48	Strongly Agree
The hotel's brand identity is consistently reflected in its online presence and digital platforms.	3.57	Strongly Agree
General Assessment	**3.52**	**Strongly Agree**

savvy and non-tech-savvy guests. The findings will be translated to offer implementable recommendations to improve the utilization of smart technologies to enhance the quality of service and guest experiences at YAP Hotels.

A. Level of Guest Experience in Yap Hotel Operations

The level of operations management in Yap companies was measured regarding customer relations, Branding and Hotel technologies.

1) Customer relations

The level of guest experience concerning Yap Hotels' relations with customers is summarized in Table 4. The computed values provided a weighted average of 3.48, which was interpreted as "strongly agree." Such an observation means that most respondents experienced relations management as helpful and responsive to almost every interaction in these hotels. This demonstrates that the Hotel has successfully engaged in effective relations marketing and customer service management as they can proactively interact with the hotel customers.

The highest score among the indicators was "The hotel monitors guest's reactions and responds to them as events happen," which received a weighted mean of 3.59. This demonstrates the remarkable ability of Yap Hotels to provide timely Responsiveness as far as engaging clients is concerned. Responding to feedback is integral to the service provided, which can significantly be enhanced through technology. In Buhalis and Sinarta's (2019) words, responsive services offered in real-time through technology enhance value and Satisfaction in guests by projecting a feeling of 'nowness' and attention during their stay. The high score indicates that the hospitality technologies support Responsiveness, and Yap Hotels is at the forefront of using those technologies effectively.

In contrast, the lowest score was recorded for the item "Staff are trained to use technology to enhance personalized customer experiences," with a weighted mean of 3.43. This rating, though still within the "strongly agree" range, conveys moderate experience in the area, thus revealing a gap in staff capability. While guests recognize smart technologies, such technologies might not be fully utilized for tailored services. This aligns with the conclusions drawn by Ali, Rasoolimanesh, and Cobanoglu (2020), which stated that the benefits of smart technologies in hospitality are often overlooked by frontline personnel due to insufficient training. Therefore, the findings suggest a greater emphasis on training and development programs integrating technology to enhance the guest experience.

Overall, the results revealed a greater acceptance of smart technologies at Yap Hotels, especially in automated service delivery and customer feedback management. In this case, the lower score for staff training suggests an area that can still be improved. The range across the continuum—from "highly experienced" in Responsiveness to "moderately experienced" staff capabilities—indicates an existing gap between technological and human factors. Access to advanced technological infrastructure will increase value, but the willingness and ability of employees to embrace change are essential for value enhancement (Lu, Papagiannidis, & Alamanos, 2020).

2) Branding

The table 5 shows the Level of Guest Experience on Yap Hotels' Operations in terms of Branding, with an overall assessment weighted mean of 3.52, which rests in the "Strongly Agree" bracket. Highlighting effectiveness with digitally intertwined modern technologies, guests perceive the hotels' branding efforts as brilliant. Guests affirm that the Hotel's Branding has been fully technological and branded-supported initiatives and facilitated throughout the systems, positively aiding in sustaining the brand's image.

"The hotel's brand identity is consistently reflected in its online presence and digital platforms" hit the highest mean score of 3.57, the uppermost for this section. This indicates that guests strongly affirm the hypothesis that the Hotel's brand is strongly marketed and communicated through its online platforms. It is evident that in this day and age, strong online Branding is crucial towards shoring up brand identity and customer recognition (Pereira et al. 2021). This evidence suggests that Yap Hotels does not lack when it comes to their branding image portrayal on their websites, social media, and mobile applications because they provide coherent and congruous messages during interactions, displays, advertisements, and even in the CRM systems. This is

Table 6
Level of guest experience on Yap hotels operations in terms of hotel technologies

Indicator	Weighted Mean	Verbal Interpretation
The hotel employs advanced technology to streamline check-in and check-out processes.	3.36	Strongly Agree
Room features (e.g., lighting, temperature) are equipped with smart controls for guest convenience.	3.29	Strongly Agree
The hotel's technology infrastructure supports seamless integration of services (e.g., booking, payments, and communication).	3.44	Strongly Agree
Digital tools are utilized to monitor and optimize operational efficiency.	3.54	Strongly Agree
The hotel prioritizes cybersecurity measures to ensure guest data protection	3.58	Strongly Agree
General Assessment	**3.44**	**Strongly Agree**

Table 7
Level of satisfaction on guest experience at Yap hotels in terms of tangibles

Indicator	Weighted Mean	Verbal Interpretation
The hotel's physical appearance, including the lobby and common areas, was modern and visually appealing, enhanced by technology (e.g., interactive displays, automated systems).	3.87	Strongly Agree
The technology devices in my room, such as the smart TV and room control system, were easy to use and of high quality.	3.78	Strongly Agree
The hotel's technological infrastructure, such as mobile apps or digital kiosks, was visually appealing and well-maintained.	3.85	Strongly Agree
The hotel room had user-friendly technology features, such as smart lights, temperature control, and voice-activated assistants, which enhanced my comfort.	3.78	Strongly Agree
The hotel provided high-quality and innovative technological amenities that improved my overall guest experience (e.g., digital check-in, in-room tablets).	3.82	Strongly Agree
The technology-enhanced design of the hotel contributed to a seamless and convenient experience during my stay	3.80	Strongly Agree
General Assessment	**3.87**	**Strongly Agree**

important towards trust and loyalty as guests are assured that their expectations will be met, online and offline.

The statement with the lowest mean score of 3.48 is "Smart technology contributes to strengthening customer trust in the hotel brand." Although this score is lower than the other indicators, it still shows strong agreement. It indicates that while guests appreciate smart technology's role in enhancing their experience and trust, there is room for improvement regarding how these technologies are used to deepen trust further. For example, the personalized check-in and mobile room key technologies and automated services may still not be considered part of the Hotel's Branding or trust-building efforts. This illustrates the gap for the Hotel to more aggressively position and market its smart technology as fundamental to building trust, confidence, and a credible reputation in the hotel industry to guests. Respondents' strongest assessment under the "Digital Branding of the Hotel" dimension is the item "The hotel's brand identity is consistently reflected in its online presence and digital platforms," with a mean of 3.55. This illustrates the gap between the Hotel's Branding and its digital portrayal. According to Zhang et al. (2020), the hotel industry, primarily hospitality, relies heavily on digital Branding, particularly with the rise in the number of guests who make travel decisions based on online searches and testimonials. Yap Hotels has embraced technological advancements for brand engagement, as shown in the underlying brand identity consistency at multiple digital interactions.

The assessment of digital communication value, which is described in the sub-variable "Digital tools are utilized to communicate the hotel's unique value propositions effectively", resulted in a mean score of 3.49, which indicates a positive perception of the Hotel's communication value through social media and website applications. Engagement among customers through advertisements enhances brand loyalty and promotes their identity. The hospitality sector has also left behind traditional marketing services; there are no better means of communicating the Hotel's unique selling propositions, which is crucial in drawing customers into the Hotel and keeping them coming back (Sánchez & Siguencia, 2021).

The guests' assessment of Como Metropolitan Hotels suggests that the guests' perception of innovation as washrooms in rooms are technologically advanced. Furthermore, the perception that technology enhances the reputation of the Hotel signifies that guests view the technological prowess as a boost to the reputation of the Hotel. Integrating innovative technology into hospitality can optimize operational efficiency, enhance the guest experience, and brand the Hotel as innovative and forward-thinking (Baker et al., 2021). Such technology utilization at Yap Hotels allows the establishment to strategically position itself as a modern high-tech industry leader appealing to tech-savvy clientele, thereby shaping its image.

Yap Hotels' promotional activities foster positive perceptions of the brand, specifically concerning employing smart technologies and applying various digital platforms. Guests appreciate and perceive a strong correlation between the Hotel's brand image and digital footprint, which significantly helps establish trust and loyalty towards the brand. The relatively lower score concerning strategic trust and the brand-shaping capabilities of smart technology reveals the potential for further widening the gap through strategic Branding focused on these technologies. With the current demands for advanced technological integration in hospitality, Yap Hotels could continue solidifying its brand focus.

3) Hotel Technologies

Table 6 shows the Level of Hotel Operations Management in Yap Hotels in Terms of Hotel Technologies sheds light on integrating technology in hotel operations. The General Assessment score of 3.44, which is interpreted as "Strongly Agree," indicates that respondents view the Hotel's technology

not merely as functional tools but as enhancers of process automation. This suggests that technology is vital in improving guest experiences and operational productivity.

Building on this, the general evaluation reveals that guests perceive technology primarily as a means to enhance operational processes. With the same score of 3.44, this finding implies that guest satisfaction is closely aligned with operational productivity benchmarks. Adopting technologies such as mobile check-ins, in-room controls, and advanced cybersecurity systems reflects positively on Yap Hotel's efforts to embrace digital innovation in line with broader industry trends (Kim et al., 2021). Guests' strong endorsement of these technological features highlights their perceived value in enriching the hospitality experience.

Supporting this, the highest rating of 3.58 was noted for the indicator stating, "The hotel prioritizes cybersecurity measures to ensure guest data protection." This score underscores the trust respondents place in the Hotel's cybersecurity practices. In an increasingly digital environment, protecting sensitive guest data is essential for fostering loyalty and ensuring sustained relationships (Wang et al., 2021). The high rating affirms the Hotel's effective implementation of secure systems—such as encryption, secure payments, firewalls, and compliance audits—which comply with relevant data protection regulations.

Conversely, the lowest mean score of 3.29 was recorded for the statement, "Room features (e.g., lighting, temperature) are equipped with smart controls for guest convenience." Although still within the "Strongly Agree" range, guests may perceive current implementations as less intuitive or user-friendly while they value such features. This lower rating could reflect challenges such as poorly designed interfaces, system malfunctions, or over-automation that limit user engagement (Pereira et al., 2020).

Similarly, guest perceptions regarding Check-in and Check-out Efficiency received a mean score of 3.36, indicating general satisfaction with the Hotel's use of technology in streamlining these procedures. Innovations like mobile check-ins, digital room keys, and self-service kiosks have significantly enhanced convenience and reduced wait times (Kim et al., 2021). However, the slightly lower score may indicate rising guest expectations for even more personalized, seamless, or diversified digital options.

Further supporting Yap Hotel's commitment to smart technology, integrating services through a unified technology infrastructure received a score of 3.44. This reflects a guest appreciation for seamless bookings, payments, and communications coordination. In today's digital age, customers expect a frictionless experience across all platforms, and the Hotel appears to be meeting these expectations (Gupta & Rathi, 2021).

Lastly, the indicator Digital Tools for Operational Efficiency achieved a strong score of 3.54, indicating high guest satisfaction with the Hotel's internal use of technology to improve service delivery. The Hotel maximizes efficiency and service quality by leveraging property management systems, AI-driven analytics, and real-time housekeeping tools (Hanson et al., 2020). This suggests that Yap Hotel effectively uses digital tools to improve guest-facing functions and optimize back-end operations for better overall performance.

These findings reveal that Yap Hotels, compared to other operators of similar categories, use automated devices to fulfil guest expectations and hotel operational objectives. The highest mean concerning the level of guest satisfaction measured against data protection indicates that this was viewed as a highly important trust factor enabling the Hotel to provide guests secure environment. Low mean smart room features could indicate these attributes are accepted in principle, but improvements are still needed, especially in the ease of custom-tailored adjustments.

B. Level of Satisfaction with the Guest Experience at Yap Hotels

The satisfaction level of guest experience was described in terms of the dimension of service quality such as tangibles, Reliability, Responsiveness, Assurance, and Empathy.

1) Tangibles

Understanding The Level of Satisfaction with Guest Experience at Yap Hotels. In Terms of Tangibles sheds light on the guest perspectives toward the management's technological and physical framework. Guest perception regarding the Hotel's technological applications within its environment was positive, as indicated by the General Assessment Score of 3.87, which falls under the 'Strongly Agree' category. Technology's strong influence on guest satisfaction certainly stems from the seamless integration of modern decor and sophisticated ambience that the Hotel offers.

The Survey results suggest that the hotels strategically positioned themselves in the market with a positive reception from guests at a score of 3.87 on the General Assessment. Overall Satisfaction with intangible elements of Expenditure in Terms of Appearance and Services was rated significantly high. This implies an achievement in meeting and surpassing guests' expectations through architecture and advanced technology. One of the critical considerations in servicing clients is designing an inviting and relaxing atmosphere where advanced tools complement the customer experience (Sims, 2020). This practice is Yap Hotel's approach, translating to comfort and aesthetic appeal within the hotel spaces.

The highest mean score of 3.87 was recorded for "The Hotel's physical appearance, including the lobby and common areas, was modern and visually appealing, enhanced by technology (e.g., interactive displays, automated systems). "This score reflects that guests were both impressed and satisfied with the Hotel's modern spatial, physical brand elements. Their positive impressions were likely bolstered by technology in the common areas, such as interactive displays and automated systems. The optimally integrated technology into guests' public spaces continues to be seen as a mechanism for providing Satisfaction through stimulation and engagement (Lee & Lee, 2021). The data indicates that the Hotel provided a strong first impression and fostered lasting memories through the sophisticated decor and modern design features.

Table 8
Level of satisfaction on guest experience at Yap hotels in terms of reliability

Indicator	Weighted Mean	Verbal Interpretation
The technology in my hotel room (e.g., automated controls, Wi-Fi) worked as expected throughout my stay without technical issues.	3.83	Strongly Agree
The hotel's digital services, such as mobile check-in/check-out and room service ordering, were consistently reliable and efficient.	3.79	Strongly Agree
I could always count on the hotel's smart technology to function correctly (e.g., temperature control, digital concierge services).	3.79	Strongly Agree
The hotel's Wi-Fi connection and other online services were reliable and accessible without interruptions.	3.83	Strongly Agree
I was able to easily access the hotel's technological features, such as digital keycards and in-room smart devices, with minimal technical difficulties.	3.84	Strongly Agree
The hotel's staff provided accurate information regarding the smart technology services, ensuring smooth operation.	3.76	Strongly Agree
General Assessment	**3.81**	**Strongly Agree**

2) Reliability

Technological services satisfaction score, as indicated by the General Assessment score of 3.81, suggests that the guests are generally satisfied with the Reliability of the hotel-provided technological services. The score shows that guests had minimal or no interruptions in the technology and services during their stay, which made their stay much better and more enjoyable. The Reliability of technology has become a core element of modern guest wish lists in the hospitality business since many guests now use digital services for ease and speed (Koo et al., 2020). This evaluation is a sign that Yap Hotels, as these are the most recent feedback, have fulfilled these expectations by Providing dependable and accurate technologies.

The most excellent average of 3.84 is the statement, "I was able to access the hotel's technological features, including digital keycards and in-room smart devices, with minimal technical difficulties on my part." This means guests experienced significant cognitive engagement with technologies like digital keypads and smart devices. The Satisfaction linked to using these technologies is crucial from the guest experience perspective. Digital key cards and smart devices reinforce automation and personal touch in service, but their functionality greatly depends on their practical accessibility and ease of use (Jung et al., 2021). The high score indicates that the Hotel has incorporated these technologies in a context with swift interactions, which guests appreciate today regarding hospitality technology.

The lowest mean of 3.76 corresponds to the statement, "The hotel's staff provided accurate information regarding the smart technology services, ensuring smooth operation." While still in the Strongly Agree range, this score is the lowest among the indicators, which implies that there were some problems with providing information regarding innovative technology to guests. In some instances, accurate information could not be conveyed clearly. Inadequate explanations for the operational details of some services could result in annoyance for guests (Bui et al., 2021). This relatively low level indicates an area for development where additional training regarding technological interfaces and hospitality could enhance overall guest satisfaction.

Technology in Hotel Room (3.83): The score for "The technology in my hotel room (e.g. automated controls, Wi-Fi) worked as expected throughout my stay without experiencing any technical difficulties" stands at 3.83. This suggests great Satisfaction with the in-room technology's functionality and Reliability. Guests value the maintenance of room technology; guests appreciate it when there are no technical bugs. The rising trend in automation for in-room services like temperature control and lighting control is continuously improving comfort and ease (Tan & Wang, 2021).

Digital Services (3.79): The value for "The hotel's digital services like mobile check-in/check-out and room service billing were efficient and reliable at all times" is 3.79, which shows that guests were satisfied with their interactions with the Hotel's digital services. Digitized check-in and order systems and other mobile tasks are becoming prerequisites in the hospitality business, especially with the travelling situation after the pandemic (Huang et al., 2021). The high score indicates guest satisfaction with the effectiveness and dependability of the services, suggesting that Yap Hotels has properly adopted straightforward digital alternatives for their customers.

Smart Technology Reliability: 3.79. The guests' responses to the statement, "I could always count on the hotel's smart technology to function correctly (e.g., temperature control, digital concierge services)," averaged 3.79. This score reflects that guests found the Hotel's innovative technology reliable. Guests' Satisfaction stems from the proper functioning of innovative technologies, as any glitches in these systems can severely impair the guest experience (Wang & Qu, 2020). The score also indicates that although the technology was primarily dependable, some guests may have had issues due to malfunctioning technology or user error.

Wi-Fi and Online Services: 3.83. The rating for the statement "The hotel's Wi-Fi connection and other online services were reliable and accessible without interruptions" is 3.83, which indicates that the Hotel's internet services demonstrated value as per customers' expectations. Within the modern hospitality landscape, Wi-Fi is a non-negotiable prerequisite within guest services, and any Wi-Fi issues can significantly affect levels of Satisfaction (Sung et al., 2020). The high score proves that Yap Hotels successfully provided uninterrupted online services essential to leisure and business travelers.

The data in this table shows that guests of Yap Hotels consider the technological servicing at the establishment as reliable, as evidenced by the General Assessment score of 3.8063, which reflects reasonable guest satisfaction regarding

service reliability. The highest mean value for ease of accessing technological features indicates that Yap Hotels has successfully provided automated and user-friendly services. The lowest mean regarding staff accuracy on innovative technologies suggests that more attention could be directed towards enhancing staff performance by providing accurate information about the technologies to guests.

As noted previously, Yap Hotels has implemented automated technological servicing and provided guests with relevant technology during their stay. As outlined in the previous paragraphs, these automated servicing provisions have benefited guest satisfaction. Enhancing communications about staff's automated technology provisions would help the Hotel optimize customer satisfaction.

3) Responsiveness

The General Assessment score of 3.7931 indicates guests strongly agree that the Responsiveness of the hotel staff, particularly related to behind-the-scenes technology, was satisfactory. Meeting Guests' Responsiveness and Satisfaction about their technological issues is paramount in the hospitality market, where competition is stiff. Their score in the Strongly Agree range indicates that the Hotel met this need by promptly servicing guests' technological difficulties during their stay.

The most excellent mean of 3.85 is "The hotel staff responded promptly and effectively when I needed help using digital or in-room technology." This means guests used overwhelmingly positive terms for the speed and staff effectiveness when assisting them with in-room and digital technologies. The ability of staff to respond and resolve problems quickly is critical to providing positive guest experiences (Zhao et al., 2021). This has also proven effective, indicating that the Hotel has trained its staff to meet technological problems and respond to guests to provide Satisfaction, which is very important amid the age of technology.

The mean of 3.78 is the lowest: "The hotel offered quick solutions to any technology-related problems, such as difficulties with smart TV or voice assistants." Even though this score is still in the Strongly Agree category, it is the lowest. This shows that some guests, albeit a few, may have suffered from some degree of minor ad delays or additional efforts when trying to resolve more complex issues relating to automated devices such as smart TVs and voice assistants effortless resolving. Though responding to guests seems fine, the lower score in this area means some guests may have endured extended waits to resolve specific technological issues (Yang et al., 2020). The attention given to this aspect could be more so to guarantee that matters concerning newer or more advanced technologies are dealt with promptly.

Technology-Assistance Related (3.74): The score for "The hotel staff promptly attended to my requests involving technological help, such as modifying room settings and resolving Wi-Fi issues," is 3.74, showing a reasonable degree of Satisfaction regarding staff support for technology-related problems. Despite being the lowest score in this section, it still indicates a strong consensus that staff responsiveness to technological needs was timely. In hotels where technology is an essential aspect of the overall experience, Chen and Wang (2020) suggest that prompt, responsive attention to requests greatly enhances guest satisfaction.

Help with Technological Issues (3.82): The score for "The hotel offered appropriate support when I faced problems with the control of technology in the room (e.g. room controls, digital services) issues" is 3.82, meaning that overall, guests are satisfied with the support they received for resolving technological issues. Support is critical for the hospitality industry and technology because delays can lead to guest dissatisfaction (Choi & Ok, 2021). The high score in this area suggests that the Hotel has adequate procedures to resolve guests' technology-related concerns.

Efficient Assistance with Smart Technology (3.79): The score for "The hotel staff efficiently assisted me with the use of smart technology, such as in-room tablets or mobile apps, when needed," equating to 3.79, denotes that respondents were generally satisfied with the level of assistance provided with smart technologies. Modern hotel rooms often have smart devices like tablets and mobile apps. The level of assistance staff provides when guests have problems with these devices indicates that the Hotel is well prepared to address smart technology issues (Hernández et al., 2020).

Quick Resolution of Technology Issues (3.78): For "I was able to quickly resolve any issues I faced with technology, such as devices not working properly or Wi-Fi connection troubleshooting," the score of 3.78 suggests that most guests received prompt responses to their technology problems. This score highlights the importance of having proactive staff trained to resolve and address matters such as technology, which may otherwise hinder guests' experiences (Huang et al., 2021).

Table 9
Level of satisfaction on guest experience at Yap hotels in terms of responsiveness

Indicator	Weighted Mean	Verbal Interpretation
The hotel staff was quick to respond to my requests, particularly those involving technology-related assistance (e.g., adjusting room settings, troubleshooting Wi-Fi).	3.74	Strongly Agree
The hotel provided timely support when I experienced issues with technology (e.g., issues with room controls, digital services).	3.82	Strongly Agree
The hotel staff efficiently assisted me with the use of smart technology, such as in-room tablets or mobile apps, when needed.	3.79	Strongly Agree
I was able to quickly resolve any issues I faced with technology, such as malfunctioning devices or Wi-Fi connectivity.	3.78	Strongly Agree
The hotel staff responded promptly and effectively when I needed help using digital or in-room technology	3.85	Strongly Agree
The hotel offered quick solutions to any technology-related problems, such as difficulties with smart TV or voice assistants.	3.78	Strongly Agree
General Assessment	**3.79**	**Strongly Agree**

As seen in the table, Yap Hotels' Responsiveness to concerns regarding tech issues has, in general, met guest satisfaction expectations with a General Assessment score of 3.79. Guests value the prompt and efficient responses of the hotel staff, especially concerning tech issues. The highest mean for prompt staff response captures the success of the Hotel concerning timely assistance, which is critical in achieving high levels of guest satisfaction due to the growing role of technology in the hospitality experience.

On the other hand, the lowest mean for offering quick solutions to technology problems shows that while the Hotel, on the whole, seems to do well with solving issues, some more intricate or time-sensitive mitigation challenges—like smart TVs or voice-controlled assistants—could pose an avenue for improvement. This small gap allows the Hotel to enhance response times by training staff to ensure all technology issues are dealt with expeditiously and streamlined.

Delivering proper assistance to guests, specifically technological support, has been well-developed in Yap Hotels. Significantly higher responsiveness and guest satisfaction levels can be achieved if the Hotel attends to more sophisticated technological concerns.

4) Assurance

Table 10 shows that guests are very confident about the safety and Reliability of the technology that is accessible to them during their stay. As hotels seek to enhance customer service technologically, it is imperative that clients feel secure and trust the Hotel's technology systems if the Hotel wishes to keep them satisfied and loyal.

The General Assessment score of 3.84 indicates a strong agreement concerning the various forms of Assurance the Hotel offers, especially the technology one. Guests' confidence regarding the Hotel's technological systems, such as smart devices, mobile applications, and digital security, reflects the Hotel's intention to ensure comfort and protection for the guests during their stay. This matters because technological Assurance— from personal data to in-room devices—greatly influences overall guest satisfaction (Sharma et al., 2020).

The peak mean of 3.88 is "The hotel staff provided clear instructions and reassurances regarding the use of technology, helping me feel more comfortable during my stay." This value suggests that the guests especially valued the clear instructions and comforting support regarding technology provided by the hotel staff. This is best ascertained from the information where the communication was made effective, and guests effortlessly tapped into the various features and services provided to them. Furthermore, it aligns with the guests welcoming the comfort and safety of the hotel technologies (Jung et al., 2020). In hospitality, clear communication is critical in overcoming guests' reservations about new technologies, especially automated hotel services, as some guests may not be used to tech-driven hospitality frameworks.

The lowest mean of 3.81 pertains to "The integration of technology, which includes smart devices and mobile apps, made me feel confident about the service at the hotel." Although this is still in the category of Strongly Agree, it is the lowest score in the table. This indicates that most guests experienced confidence about the service with technology integration, while a small portion may have felt that technology did not meet their expectations regarding service quality. At a technologically enhanced hotel, guests may expect the functionality of the technology to be effortless and user-friendly. Any minor snafus or miscommunication regarding the technology could have accounted for this lower score (Saldarriaga et al., 2020). This is a good example of how the Hotel can strive to better meet guests' expectations through enhancing their technology integration.

Technology Integration and Confidence in Service Quality (3.81): To recapitulate, the response for "The integration of technology such as smart devices and applications in the hotel served to enhance my confidence regarding the level of service received at the hotel" is 3.81. This score suggests that participants felt confident regarding the level of service offered, but there were some gaps in how the technology facilitated the guest experience. Regarding the integration of technology in the hospitality sector, it has been observed that hotel operators are always in a race to keep pace with external market forces; thus, the technology offered within the Hotel must work harmoniously with the services rendered (Zhao et al., 2021).

Data Security (3.80): The statement "I felt secure in using the hotel's technology, knowing that my personal data was handled responsibly and safely" received a score of 3.80. This suggests that guests felt confident that their data was protected. This aspect relates to hotel operations in the importance of data security for many travelers. Safeguarding personal information helps improve trust and enhances the guest experience (Kim et al., 2020). The relatively high score suggests that the Hotel has adopted appropriate measures regarding the security of information technologies vulnerable to hacking, including encryption and secure data storage.

Table 10
Level of satisfaction on guest experience at Yap hotel in terms of assurance

Indicator	Weighted Mean	Verbal Interpretation
The integration of technology, such as smart devices and mobile apps, made me feel confident about the quality of service at the hotel.	3.81	Strongly Agree
I felt secure in using the hotel's technology, knowing that my personal data was handled responsibly and safely.	3.80	Strongly Agree
The hotel staff provided clear instructions and reassurances regarding the use of technology, helping me feel more comfortable during my stay.	3.88	Strongly Agree
The smart technology in my room (e.g., digital keycards, automated lighting) enhanced my sense of safety and comfort during my stay	3.87	Strongly Agree
I trusted the hotel's technological systems to work smoothly and securely, providing convenience throughout my stay	3.86	Strongly Agree
The staff made me feel assured that assistance with technology would be available at any time if I needed it	3.81	Strongly Agree
General Assessment	**3.84**	**Strongly Agree**

Smart Tech Improving Safety and Comfort (3.87): The smart technology in my room, such as digital keycards and automated lighting systems, increased my sense of safety and comfort during my stay and received a score of 3.87. This score highlights that hotel guests appreciated the smart technology for comfort and safety while staying there. As guests increasingly expect hospitality innovations that enhance convenience and comfort, the score indicates that these guests perceived an impression of confidence and comfort, which are vital for the hospitality industry (Vassiliadis et al., 2020).

Confidence in Technological Systems (3.86): Guests provided the score "I expected that the hotel's technological systems would run smoothly and securely for ease of use throughout my stay" with a 3.8600, which demonstrates a high level. This trust assessment shows that guests were positive toward the Hotel's technological trust. Technology is an essential domain of Satisfaction of guests since it guarantees that all interactions with systems will be managed digitally and take place in a relaxed, safe, and straightforward manner (Choi & Ok, 2021).

Client Assistance Availability (3.81): The statement "The staff made me feel assured that assistance with technology would be at hand 24/7" garnered a score of 3.81. This suggests that users were assured help would be provided if necessary. This goes a long way in enhancing security and reassurance, especially when guests have problems using the Hotel's technology systems. The level of commitment that the Hotel has towards supporting its customers who experience difficulties with technology issues speaks volumes about how service is structured in the company (Hernández et al., 2020).

Analyzing guests' experiences from the perspective of Assurance reveals that Yap Hotels, as the case study, has managed to instill unprecedented confidence in the technological systems and support staff. The General Assessment score of 3.84 reflects the remarkable comfort and security the guests experienced while using hotel technology during their stay. Guests were especially pleased with the instruction and the Assurance provided by the staff—this aspect had the highest mean of 3.88—which shows how central communication is in making things work.

The somewhat lower integration of technology (3.81) means that the guests' perceptions of service quality. Nevertheless, the overall results indicate all other guests felt secure with the technology and systems, and the presence of staff support was appreciated.

5) Empathy

The findings underscore that technology notably assists in meeting guests' expectations while the hotel staff members dealing with any idea issues attend to a positive perception of Empathy in the service delivered.

The General Assessment score of 3.82 indicates that guests strongly agree with the Empathy offered by the Hotel through the technologies and the help from the staff. The high level of agreement suggests that the Hotel's service strategy integrated with technological provisions successfully fulfilled both the practical and emotional expectations. In hospitality, Empathy is essential because it helps maximize the guests' emotional experience and build a connection so that the guests can appreciate their stay regardless of the duration (Xu et al., 2020).

The statement with the highest mean of 3.87 is "The hotel staff took the time to explain how to use the in-room technology and addressed any questions or concerns I had." This means that customers valued the staff helping them troubleshoot the technology. The high rating reflects the importance of communication and personalized service, which are critical in establishing care—or Responsiveness, Empathy, and engaged customer service (Huang et al., 2021). The finding indicates that guests were supported using new technologies and felt more trusting and comfortable with the Hotel's technological provisions.

The lower average of 3.79 relates to, "The hotel staff showed care and understanding when I had technology issues, providing helpful assistance." Even though this number rests in the Strongly Agree range, it is the lowest in the table. This suggests that while the staff were helpful, there might have been gaps in perception regarding the Empathy and adequacy of assistance provided. This may indicate some improvement regarding training, Responsiveness, or empathic help for guests with technical issues. Addressing these matters would, in turn, improve guest satisfaction (Choi et al., 2021).

Understanding of Needs and Preferences (3.80): The score for "The hotel's use of technology demonstrated an understanding of my needs and preferences, enhancing my overall experience" is 3.80. This shows the guest's acknowledgement of the Hotel's attempts to customize the experience with help from technology. This indicates that the technology provided by the Hotel, such as mobile applications and pre-set rooms, contributed to the overall sense of being valued and cared for during the stay. There has been an increase in Satisfaction and emotional attachment through technology-

Table 11
Level of satisfaction on guest experience on the services provided by the hotel in terms of empathy

Indicator	Weighted Mean	Verbal Interpretation
The hotel staff showed care and understanding when I had issues with technology, providing helpful assistance	3.79	Strongly Agree
The hotel's use of technology demonstrated an understanding of my needs and preferences, enhancing my overall experience.	3.80	Strongly Agree
The hotel staff took the time to explain how to use the in-room technology and addressed any questions or concerns I had.	3.87	Strongly Agree
The smart technology features (e.g., voice-controlled lights, personalized room settings) made me feel that the hotel cared about my comfort and convenience	3.83	Strongly Agree
The hotel staff demonstrated a genuine interest in improving my stay by offering personalized technology services, such as adjusting room controls to my preference	3.82	Strongly Agree
The use of technology, such as personalized in-room settings and mobile apps, made me feel valued as a guest	3.83	Strongly Agree
General Assessment	**3.82**	**Strongly Agree**

driven personalization because the expectations of travelers today are higher, and they want bespoke experiences (Gustafsson et al., 2020).

Personalized Technology Services (3.82): The score for "The hotel staff demonstrated a genuine interest in improving my stay by offering personalized technology services, such as adjusting room controls to my preference," is 3.82. This implies guests valued the staff's attempts to adjust the technology for their usage. Personalization is a defining characteristic of service in the hospitality sector, and using technology to meet these needs reinforces the empathy guests feel during their stay. Tailored preset settings reflect the Hotel's intention to make guests feel distinctive and appreciated (Huang & Hsu, 2021).

Smart Technology and Comfort (3.83): The innovative technology features (e.g., voice-controlled lights, personalized room settings) maintained my individual preferences and smart automation. They cared about my comfort and convenience, with an average score of 3.83 which shows that guests experienced a high level of comfort and ease due to the smart technological elements in their rooms. Incorporating advanced technologies, such as voice-based gadgets and automated room settings, not only improved the practical experiences of hotel stays but also fulfilled the emotional aspect by catering to guests' need for comfort and convenience (Zhang et al., 2021).

Feeling Valued as a Guest (3.83): Guests' appreciation is captured by "technology applications such as mobile apps and personalized in-room settings", which shows an average score of 3.83. Through the use of technology, guests felt acknowledged by the Hotel. One of the main points when discussing the hospitality experience is feeling valued, and applying technology to meet one's needs through room controls and mobile interfaces enhances the sense of being cared for. Such practices have increased customer loyalty and Satisfaction (Koo et al., 2020).

C. Significant Relationship Between the Level of Operation Management and Guest Experience of the Respondents

In Table 12, the relationship between various components of hotel operations management: customer relations, Branding, hotel technologies, and their corresponding dimensions of guest experience (tangibles, Reliability, Responsiveness, Assurance and Empathy) show no correlation. All relationships have p values higher than the 0.05 significance level, meaning the relationships do not meaningfully impact the indicators of the guest experience.

The analysis shows Customer Relations has undisputed positive correlations with Tangibles, with the lowest score being Empathy (−0.070) and weak negative correlations with Responsiveness (−0.069). Also, Branding mainly manifests unremarkable interactions with every segment of guest experience and achieves unremarkable endpoints with Responsiveness (−0.016) and Assurance (0.125). Finally, Hotel Technologies also displays weak non-significant correlations, claiming the highest with Reliability (0.113) and the lowest with Responsiveness (−0.006).

This aligns with evidence suggesting that guest satisfaction is not necessarily dependent on an organization's internal processes. For example, Kandampully et al. (2018) contend that while service quality and operational performance are critical, a guest's experience increasingly depends on how emotionally and personally a guest is treated, which may not be captured through traditional operational metrics. Along those lines, Torres and Kline (2013) noted that gaps between expectations and reality and individual perceptions often dominate sophisticated operational excellence systems in determining guest satisfaction.

The results indicate that YAP Hotels' Operational Relations, Branding, and Hotel Technologies do not exert a statistically significant effect on the perceived dimensions of the guest experience. Therefore, the null hypothesis is accepted.

This result might suggest that other factors, such as the overall service context, guest expectations, sociocultural context, and prior travel experiences, have a more profound impact on shaping guest perceptions and Satisfaction. Walls et al. (2011) state that guest experiences are subjective and fluid, shaped by facts and forces that cascade beyond operational management.

In addition, these finding needs follow-up through qualitative means or a more concentrated quantitative approach. Pine and Gilmore (1999) have underscored the importance of Satisfaction in contemporary hospitality by emphasizing its experiential dimensions like authenticity, involvement, and affective engagement.

Table 12
Relationship between the level of operation and guest experience of the respondents

Indicators		Spearman Rho-Value	P-Value	Verbal Interpretation
Hotel Operations	**Guest experience**			
Customer Relations	Tangibles	.102	.310	Not Significant
	Reliability	.054	.592	Not Significant
	Responsiveness	-.069	.497	Not Significant
	Assurance	.145	.149	Not Significant
	Empathy	-.070	.491	Not Significant
Branding	Tangibles	.069	.494	Not Significant
	Reliability	.010	.921	Not Significant
	Responsiveness	-.016	.875	Not Significant
	Assurance	.125	.214	Not Significant
	Empathy	.013	.900	Not Significant
Hotel Technologies	Tangibles	.066	.516	Not Significant
	Reliability	.113	.263	Not Significant
	Responsiveness	-.006	.951	Not Significant
	Assurance	.084	.407	Not Significant
	Empathy	-.053	.604	Not Significant

Table 13
Proposed enhancement on smart technology adoption for Yap hotels

Key Result Area	Objectives	Activities	Person In-Charge	Time Frame	Success Indicator
Customer Relations	To enhance guest engagement and service personalization	- Deploy AI-powered chatbot for 24/7 assistance - Implement CRM for guest profiling and personalized offers	-Guest Relations Manager -Marketing Manager social media	3 to 6 months	99% of guest inquiries responded with in 1 minute (chat box); 50% repeat bookings
	To improve post-stay follow-up and gain loyalty (repeat business)	- Automate personalized thank-you emails and feedback requests - Launch digital loyalty program	- Marketing Manager -CRM Specialist	3 to 6 months	60% increase in survey response rate; 30% growth in loyalty members
Branding	To strengthen online presence and digital brand perception, marketing, branding or positioning	- Enhance website and mobile app interface with virtual tours and smart booking features - Optimize SEO and online review engagement	-Marketing Manager -IT/Web Dev Team	4 to 6 months	40% increase in direct bookings within 12 months implementation; higher online rating (e.g. 4.5+ stars)
	To promote hotel's smart technology as a unique selling point	- Launch digital campaigns showcasing tech-enhanced services - Include tech highlights in all marketing collateral	-Brand Manager -Social Media Officer	4 to 6 months	25% increase in social media engagement; improved brand recall in surveys
Hotel Technologies	To maximize in-room tech convenience and sustainability	- Upgrade to voice-activated smart room systems - Automate energy-saving controls (AC/lights)	-Eng. Manager -IT Manager	6 to 9 months	90% guest satisfaction with room experience; 20% reduction in energy cost
	To ensure fast, secure, and contactless guest transactions	- Expand mobile check-in/check-out and contactless payment options via app or web portal - Integrate digital room keys via app or via QR code	- Front Desk Manager -Finance - IT	6 to 9 months	80% guest adoption of contactless services; reduced front desk queue time
	Strengthen data security and privacy	- Install advanced cybersecurity systems and protocols and processes - Staff training on data protection compliance - Response protocol team in case of breach	- IT Security Officer -HR Manager	3 to 6 months	Zero security breach reports; compliance with data privacy regulations

5. Summary of Findings, Conclusions and Recommendations

This section gives a complete overview of the analysis conducted about the guest experience and Satisfaction in the operations of Yap Hotels. It integrates the results from the data analysis about how some operational elements, especially customer relations and smart technology, impacted the guests' views. With these results, the section draws relevant findings to answer the research objectives and hypotheses. It also gives steps that need to be taken to improve the Hotel's operation, the guests' experience, and the ongoing Satisfaction of the guests. The primary focus is to give realistic, evidence-based proposals for Yap Hotels to implement to increase their service standards and competitive edge in the hospitality sector.

A. Summary of Findings

Based on the results and discussions presented in section 4, the researcher lead to the findings listed below:

1) Level of Guest Experience in Yap Hotel Operations

The three operational aspects are performing well, as perceived by guests, with Branding leading (WM-3.52), followed by Customer Relations (WM-3.48), and then Hotel Technologies (WM-3.44). The consistent "Highly Experienced" rating across all domains reflects positively on Yap Hotel's operations and suggests a well-managed guest experience. However, slight variations in the scores might also guide the management on where to prioritize enhancements — particularly in upgrading or innovating hotel technologies to stay competitive.

2) Level of Satisfaction with the Guest Experience at Yap Hotels

The satisfaction assessment results suggest that Yap Hotel has successfully cultivated a high-quality service environment, with all five dimensions rated as "Very Satisfied" by guests. The highest score in Tangibles (3.87) reflects the Hotel's strong focus on maintaining clean, attractive, well-equipped facilities, significantly shaping first impressions and comfort. The dimensions of Assurance (3.84) and Empathy (3.82) also scored notably high, indicating that staff are competent and able to provide personalized care—key contributors to guest trust and loyalty. Although Responsiveness (3.79) and Reliability (3.8063) received slightly lower scores, they still fall within the "Very Satisfied" range, showing that guests feel services are delivered accurately and promptly. These results demonstrate a well-rounded, customer-focused operation with the potential for even greater service excellence through continued staff development and operational refinement.

3) Relationship Between Guest Experience on Yap Hotel Operations and Satisfaction on Guest Experience

Across all indicators, none of the correlations between hotel operations and guest experience dimensions was statistically significant, as all p-values are greater than 0.05. Therefore, the null hypothesis was accepted. This indicates no substantial or meaningful relationship exists between how Yap Hotel performs in Customer Relations, Branding, and Hotel Technologies and how guests rate their experiences regarding Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

4) Proposed SMART Hotel Technology Enhancement Plan

The proposed action plan presents a comprehensive plan to enhance innovative technology adoption at Yap Hotels by focusing on three key areas: Customer Relations, Branding, and Hotel Technologies. It aims to improve guest satisfaction, operational efficiency, and competitive positioning through initiatives such as AI-powered chatbots, CRM systems, website and app enhancements, and voice-activated room features. Activities include promoting smart tech as a brand differentiator, automating energy-saving systems, expanding contactless services, and strengthening cybersecurity. With clearly assigned responsibilities, defined timelines, and measurable success indicators, the proposal offers a structured and strategic approach to integrating innovative technologies across hotel operations.

B. Conclusions

Based on the findings of the study, the following conclusions were drawn:

1. The assessment of guest experience at Yap Hotel across Customer Relations, Branding, and Hotel Technologies reveals a consistently "Highly Experienced" This indicates a strong and well-managed operational performance that meets or exceeds guest expectations. The highest rating in Branding highlights effective market positioning and brand perception. At the same time, the slightly lower score in Hotel Technologies suggests an area where further innovation and investment could enhance the overall guest experience and ensure continued competitiveness in the hospitality industry.
2. Yap Hotels has effectively cultivated a high-quality, guest-centered service environment, as reflected in the consistent "Very Satisfied" ratings across all five service quality dimensions. Guests particularly appreciated the Hotel's attention to physical appearance and amenities, indicating that the tangible aspects of the service greatly enhance their overall experience. High Satisfaction in Assurance and Empathy also highlights the staff's competence and personalized care, fostering trust and loyalty among guests. While Responsiveness and Reliability were rated slightly lower, they still demonstrate that services are timely and dependable. Overall, the results confirm that Yap Hotel delivers a well-rounded and satisfactory guest experience, with opportunities for further improvement through continuous staff development and service refinement.
3. The results of the correlation analysis indicate that none of the relationships between hotel operations and guest experience dimensions were statistically significant, as all p-values exceeded the 0.05 threshold. Consequently, the null hypothesis is accepted, confirming that there is no substantial or meaningful relationship between the operational performance of Yap Hotel—specifically in terms of Customer Relations, Branding, and Hotel Technologies—and the guests' perceived experience across the dimensions of Tangibles, Reliability, Responsiveness, Assurance, and Empathy. This suggests that while the Hotel may be performing well operationally, these efforts do not directly translate into measurable differences in how guests evaluate their experience, pointing to the possible influence of other variables or guest expectations beyond operational control.
4. The proposed action plan provides a well-rounded and strategic framework for advancing innovative technology adoption at Yap Hotels. Targeting Customer Relations, Branding, and Hotel Technologies, the plan seeks to elevate guest satisfaction, streamline operations, and enhance the Hotel's competitive edge. Through innovative solutions such as AI chatbots, CRM systems, digital enhancements, and sustainable, contactless technologies—supported by clear responsibilities, timelines, and measurable goals—this initiative is poised to drive meaningful improvements and position Yap Hotels as a forward-thinking leader in the hospitality industry.

C. Recommendations

Based on the findings and conclusion of the study, the following recommendations were made:

1. Yap Hotel should sustain its current strengths, particularly in Branding and Customer Relations, to maintain a competitive edge and strong market presence. Strategic improvements should be prioritized in Hotel Technologies to further enhance guest satisfaction and operational excellence. This may include investing in advanced digital tools, automation systems, mobile-friendly services, and bright room technologies that align with evolving guest expectations. Continuous innovation in this area will improve efficiency and convenience and reinforce the Hotel's reputation as a forward-thinking and customer-centric establishment.
2. Yap Hotels must strengthen staff training programs specifically emphasizing these areas. Workshops should be held regularly to emphasize timely service delivery, proactive resolution of issues, and operational consistency so that staff are prepared to respond to guest needs promptly and efficiently. This

will further refine the quality of service and uphold the hotel's excellent reputation for guest-centric service.

3. The management of Yap Hotels should conduct a more in-depth investigation into other potential factors influencing guest satisfaction, such as personal expectations, cultural background, pricing, competitive offerings, or emotional engagement. While continuing to strengthen Customer Relations, Branding, and Hotel Technologies, the Hotel should also consider gathering qualitative feedback through interviews or open-ended surveys to capture insights not reflected in quantitative metrics. Additionally, implementing guest segmentation strategies may help identify different customer groups' specific needs and preferences, allowing for more targeted and impactful service improvements that could enhance the overall guest experience.
4. Yap Hotels should implement the proposed Hotel SMART Technology Enhancement Plan and evaluate its effectiveness as presented in section 4.

D. Future Researchers

1. They may explore additional factors beyond operational aspects influencing guest experience and Satisfaction, such as personal guest expectations, cultural influences, or external market conditions. Since no significant correlation was found between hotel operations and guest experience dimensions, qualitative methods like interviews or focus groups could provide deeper insights into guest perceptions and priorities.
2. They may also consider longitudinal studies to examine how changes in operations over time impact satisfaction or investigate the role of emerging trends such as sustainability practices, personalized marketing, or emotional engagement in shaping guest experiences.
3. They may also expand the study to include competitor benchmarking or multi-hotel comparisons that could help identify best practices and unique drivers of satisfaction in different contexts.

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