The Influence of Digital Communication on Customer Satisfaction in the Hotel Sector: Study Literature Review

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Citation: Asthiti, A, N, Q., Suryadharma, M., Lubis, S, R. (2024). The Influence of Digital Communication on Customer Satisfaction in the Hotel Sector: Study Literature Review. Ilomata International Journal of Social Science, 5(3), 831-851. https://doi.org/10.61194/ijss.v5i3.1318

ABSTRACT: This study aims to analyze the effect of digital communication on customer satisfaction within the hospitality sector. The research employs a qualitative methodology with a literature study approach, utilizing secondary data from articles, journals, and books relevant to digital communication and customer satisfaction in hospitality. NVivo software is used as the analytical tool to systematically organize and analyze the collected data. The findings indicate that digital communication significantly improves customer satisfaction by enhancing convenience, personalization, real-time communication, and service delivery. Social media, mobile applications, and email communication are highlighted as key platforms that facilitate these improvements. However, challenges such as data privacy, security, and integration of digital tools must be addressed to maximize the benefits. The study underscores the importance of developing comprehensive digital communication strategies to meet and exceed customer expectations in the hospitality sector.

Keywords: Digital Communication, Customer Satisfaction, Social Media, Mobile Applications, Service Delivery

INTRODUCTION

Digital communication is the process of exchanging information through electronic media and digital technology. It encompasses various platforms and communication tools, including email, social media, instant messaging applications, websites, blogs, and various mobile applications. Digital communication allows information to be sent and received quickly, efficiently, and in multiple formats such as text, images, video, and audio (Wood, 2022). The ability to deliver messages instantly and interactively makes digital communication a powerful tool in various aspects of life, including business, education, government, and social interaction.

Digital communication plays a crucial role in marketing, customer service, customer relationship management (CRM), and internal collaboration. Through digital communication, companies can reach customers more broadly and effectively, increase engagement and customer loyalty, and gather valuable feedback to improve their products and services (Ruel & Njoku, 2020). In the

hospitality sector, for instance, digital communication enables hotels to interact with guests before, during, and after their stay, providing more personalized and responsive service, and managing their online reputation through reviews and social media. With the continuous advancement of technology, digital communication keeps evolving and becoming more integral to daily life and business operations.

Customer satisfaction is the level of contentment experienced by customers after consuming a product or using a service provided by a company. It reflects the extent to which the customers' expectations of the product or service have been met or exceeded (Nilashi et al., 2020). Customer satisfaction is typically measured through surveys, feedback, and reviews, and it serves as an important indicator of customer loyalty, potential repeat business, and the company's reputation in the market. A high level of satisfaction indicates that the company has successfully delivered the expected value, while a low level of satisfaction suggests the need for improvements in the product, service, or customer interactions (Kitsios et al., 2021).

In today's increasingly advanced era of globalization, digital technology has transformed many aspects of life, including how businesses interact with their customers. One sector significantly affected by this technological development is the hospitality sector. Traditionally reliant on direct service and face-to-face interaction, the hospitality industry now faces major changes in how they serve and satisfy customers (Olugbemi et al., 2020). Digital communication has become an integral part of business strategy in this sector, aiming to enhance customer satisfaction through various digital channels such as email, social media, mobile applications, and websites.

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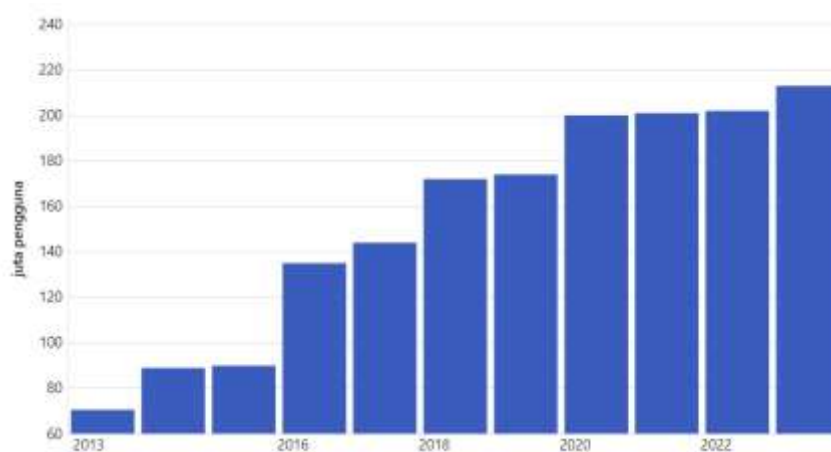
Figure 1. Number of Internet Users in Indonesia for the Period January 2013 – January 2023

Figure 1 shows the trend of increasing internet users in Indonesia from 2013 to 2023. According to a report by We Are Social, the number of internet users in Indonesia has reached 213 million people as of January 2023, which is equivalent to 77% of Indonesia's total population of 276.4 million at the beginning of this year. The growth in the number of internet users over the past decade shows a positive trend, with an increase of 142.5 million users since January 2013, which had only 70.5 million users (Azis, 2018). The highest growth occurred in January 2016 with an annual increase of 50.16%, while the slowest growth occurred in January 2022 with only a 0.5%

annual increase. This data indicates that more and more Indonesians are connected to the internet, which in turn increases the importance of digital communication across various sectors, including hospitality.

Digital communication in the hospitality sector encompasses various forms of interaction between hotels and customers, ranging from digital marketing, online bookings, customer service, to feedback after visits (Ruiz-Alba, 2022). The increase in internet and mobile device usage has driven this change, where customers now expect quick responses and personalized service through digital channels. According to a study by Statista in 2023, more than 70% of hotel customers worldwide use digital platforms to make reservations, highlighting the importance of digital communication in this industry. Additionally, data from a survey by McKinsey & Company shows that 57% of customers stated they were more satisfied with their stay when the hotel provided effective and efficient digital services (Sofi et al., 2020). The use of technology such as chatbots for customer service, mobile apps to facilitate check-in and check-out, and social media for promotion and direct communication with customers all contribute to increased customer satisfaction (Majeed et al., 2022).

Digital communication has become a crucial component in the hospitality industry, especially in the era of globalization and rapid development of information technology. With the increasing use of the internet and mobile devices, customers now have higher expectations for hotel services, particularly in terms of responsiveness and information accessibility. Digital communication, including through social media, websites, and mobile applications, allows hotels to interact directly and in real-time with customers, providing more personalized and prompt services. Additionally, digital communication facilitates the feedback process from customers, which is vital for service improvement and enhancing customer satisfaction. Research by (Rane et al., 2023) indicates that effective digital communication strategies not only increase customer satisfaction but also strengthen customer loyalty, which in turn can enhance the hotel's reputation and revenue. Therefore, a deep understanding of the impact of digital communication on customer satisfaction is essential for hotel managers to develop appropriate strategies in facing challenges and opportunities in the competitive global market.

The research conducted by (Kania & Salsabila, 2023) examined the impact of social media as a digital communication tool on customer satisfaction in five-star hotels. The results showed that effective use of social media in conveying information, promotions, and responses to customer complaints significantly increased the level of customer satisfaction. This study emphasizes the importance of integrating social media into hotel communication strategies to achieve higher satisfaction levels. The study by (Khrais & Alghamdi, 2021) explored the use of mobile applications as a digital communication tool in star-rated hotels. They found that the interactive features and ease of access offered by mobile applications improved the overall customer experience, ultimately enhancing their satisfaction. This research suggests that investing in the development of user-friendly and functional mobile applications is a strategic step for hotels to improve customer satisfaction in the digital era.

While there are many benefits of digital communication, the hospitality sector also faces challenges. For instance, privacy and data security issues are major concerns, given the vast amount of personal information collected and stored by hotels. Moreover, not all hotels have sufficient resources to effectively implement digital technology, especially smaller hotels that may lack the necessary funding and IT expertise (Sofi et al., 2020). According to a report by Deloitte in 2022, hotels that successfully integrate digital communication tend to have higher customer retention rates and more positive reviews on platforms like TripAdvisor and Google Reviews (Ali et al., 2021). This indicates that digital communication not only directly affects customer satisfaction but also impacts the hotel's image and reputation in the public eye.

One theory relevant to the analysis of the impact of digital communication on customer satisfaction in the hospitality sector is the Technology-Organization-Environment (TOE) Theory proposed by Tornatzky and Fleischer in 1990. This theory identifies three contextual elements that influence technology adoption within organizations: technological factors, organizational factors, and environmental factors (Al Hadwer et al., 2021). In the context of hospitality, technological factors include the availability and suitability of digital technology; organizational factors encompass the size, structure, and culture of the organization; while environmental factors involve competition and external pressures such as government regulations. Research by (Ahmed, 2020) indicates that the application of the TOE theory can help hotels understand and overcome barriers as well as exploit opportunities in adopting digital communication to enhance customer satisfaction.

Therefore it is essential for hotels to develop comprehensive and effective digital communication strategies. This includes staff training, investment in the latest technology, and continuous monitoring of trends and customer preferences. By doing so, hotels can ensure that they not only meet customer expectations but also provide experiences that exceed those expectations, thus fostering loyalty and sustainable satisfaction. In this study, we will further analyze the impact of digital communication on customer satisfaction in the hospitality sector. We will examine various aspects of digital communication, including the effectiveness of social media, mobile applications, and digital customer service, and how these elements influence customer perceptions and experiences. With a better understanding of these factors, hotels can develop better strategies to improve customer satisfaction in the digital age.
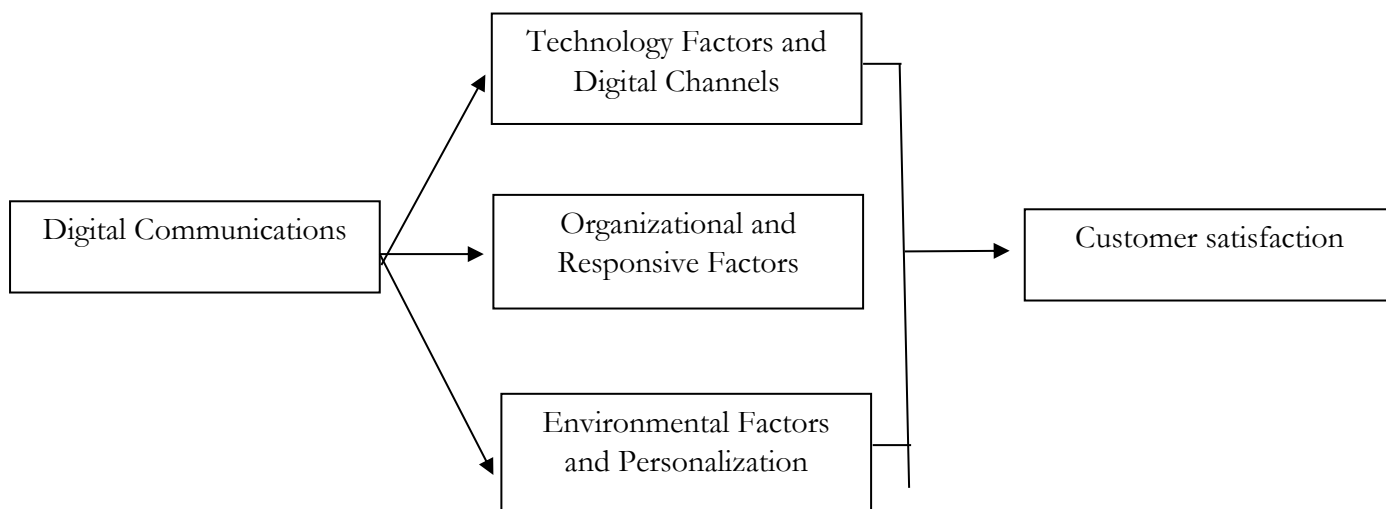
Figure 2. Conceptual Framework

The conceptual framework shown in Figure 2 illustrates the relationship between digital communication and customer satisfaction through three main factors adapted from the Technology-Organization-Environment (TOE) Theory. The Technology Factors and Digital Channels demonstrate how the utilization of technology and various digital channels, such as websites, mobile applications, and social media, allows hotels to interact more efficiently and effectively with customers. This technology enhances accessibility and convenience for customers, which in turn can increase their satisfaction with the services provided.

The Organizational and Responsive Factors emphasize the importance of organizational responsiveness in handling customer requests and complaints quickly and efficiently. This includes customer relationship management (CRM) systems and the use of digital communication tools to ensure that customers feel valued and cared for. The Environmental Factors and Personalization show how environmental factors, including regulations and organizational culture, as well as the ability to provide personalized services, can affect customers' perceptions of the quality of service they receive. By ensuring that digital communication is effectively integrated into operational strategies, hotels can significantly enhance customer satisfaction, which will positively impact customer loyalty and brand image.

The objective of this study is to analyze in-depth the impact of digital communication on customer satisfaction in the hospitality sector. This research aims to identify and evaluate various elements of digital communication such as social media, mobile applications, and digital customer service, and how each of these elements contributes to the level of customer satisfaction. Additionally, the study seeks to measure the effectiveness of using digital communication technology in enhancing convenience, personalization, real-time communication, and service delivery to customers. Through a qualitative methodological approach, this research also aims to identify the main challenges faced by hotels in implementing digital communication technology, such as data privacy issues, security, and integration of digital tools, and how these challenges can be addressed to maximize the benefits of digital communication. The findings of this study are expected to provide

deeper insights into effective digital communication strategies for improving customer satisfaction and to offer recommendations that can be implemented by hotel management to enhance customer loyalty and brand image in the digital era.

METHOD

The research method used in this study is qualitative with a literature study approach. This approach aims to deeply examine the effect of digital communication on customer satisfaction in the hospitality sector through the analysis of various relevant literature (Sugiyono, 2019). The primary data source used in this study is secondary data obtained from articles, scientific journals, and books that discuss topics on digital communication, customer satisfaction, and the hospitality sector. This data is then analyzed to identify key themes and patterns related to the research topic.

The analysis tool used in this study is NVivo, a software designed to support qualitative data analysis. NVivo allows researchers to organize, manage, and systematically analyze text data from various sources (Creswell & Creswell, 2018). By using NVivo, researchers can conduct coding, find relationships between concepts, and generate data visualizations that help in understanding the impact of digital communication on customer satisfaction. Through this approach, the research is expected to provide deep and comprehensive insights into the role of digital communication in enhancing customer satisfaction in the hospitality industry.

The data analysis technique used in this study is thematic analysis with the assistance of NVivo software. Thematic analysis is a method used to identify, analyze, and report patterns (themes) within data. This technique involves several steps: familiarization with the data, initial coding, searching for themes, reviewing themes, defining and naming themes, and writing the report. The first step in thematic analysis is familiarization with the data, where the researcher reads and understands the data thoroughly to get an overall sense. Next, initial coding is performed by labeling relevant sections of the data that are related to the research topic. After that, the researcher searches for themes by grouping similar or related codes together. The next stage is reviewing themes, where the identified themes are re-examined to ensure consistency and alignment with the data. Then, the themes are given clear names and definitions. Finally, the researcher writes the report, outlining the main findings and presenting interpretations and implications of the results.

Using NVivo the data analysis process becomes more systematic and efficient. This software assists the researcher in organizing data, performing coding, and generating visualizations that facilitate the identification of main themes. NVivo also allows researchers to conduct queries and advanced analysis, thereby providing deeper and more comprehensive insights into the impact of digital communication on customer satisfaction in the hospitality sector.

RESULTS AND DISCUSSION

The integration of digital communication into the hospitality sector has become increasingly significant as technology continues to evolve and transform customer expectations and experiences. This literature review provides an in-depth analysis of how digital communication affects customer satisfaction within the hospitality industry, drawing on a range of scholarly articles, industry reports, and empirical studies. Digital communication encompasses various platforms and tools that facilitate interaction between businesses and their customers. In the context of hospitality, these tools include websites, mobile applications, social media, and email communication. According to a study by (Bag et al., 2022), digital communication plays a pivotal role in shaping customer experiences by providing timely and personalized interactions. The rapid advancement of technology has empowered hotels to engage with customers in real-time, offering services and information that meet their needs and preferences.

One key aspect of digital communication is its ability to enhance accessibility and convenience for customers. Research by (Albayrak et al., 2023) highlights that mobile applications and hotel websites enable customers to perform tasks such as booking, checking in, and requesting services with greater ease. This convenience contributes significantly to overall customer satisfaction by reducing the time and effort required to complete these tasks. Furthermore, the availability of self-service options through digital channels allows customers to manage their stay according to their preferences, further enhancing their satisfaction.

Social media has become a crucial component of digital communication strategies in the hospitality sector. Platforms such as Facebook, Twitter, and Instagram offer hotels a means to interact with customers, promote their services, and manage their online reputation. According to a study by (Theocharidis et al., 2020), social media enables hotels to reach a broader audience and engage with customers on a more personal level. This interaction can lead to increased customer loyalty and positive word-of-mouth, which are essential for maintaining a strong reputation in the competitive hospitality industry.

Social media also plays a significant role in managing customer feedback and reviews. Research by (Vo et al., 2022) indicates that hotels can use social media to monitor and respond to customer feedback promptly. Addressing negative reviews and thanking customers for positive feedback can improve customer satisfaction and help hotels maintain a positive image. Additionally, social media platforms provide valuable insights into customer preferences and trends, allowing hotels to tailor their offerings and communication strategies accordingly.

Mobile applications have become a popular tool for enhancing customer experiences in the hospitality sector. A study by (Camilleri et al., 2023) found that mobile apps offer a range of functionalities, including booking management, room service requests, and personalized recommendations. These features contribute to a seamless and enjoyable customer experience, as they allow guests to interact with the hotel from the convenience of their smartphones. The effectiveness of mobile applications in improving customer satisfaction is supported by empirical evidence. Research by (Ngubelanga & Duffett, 2021) demonstrates that mobile apps that are user-friendly and offer valuable features can lead to higher levels of customer satisfaction. Features such

as real-time updates, easy navigation, and personalized content enhance the overall experience and contribute to positive perceptions of the hotel.

Email communication remains an important aspect of digital communication strategies in the hospitality sector. According to research by (Zhong et al., 2022), email allows hotels to maintain contact with customers before, during, and after their stay. Pre-stay emails can provide guests with important information about their reservation and any special offers, while post-stay emails can solicit feedback and encourage repeat business. The effectiveness of email communication in building and maintaining customer relationships is evident from several studies. For example, research by (Cho & Choi, 2021) highlights that personalized and timely email communication can enhance customer satisfaction by demonstrating the hotel's commitment to customer service. Additionally, email marketing campaigns that offer relevant promotions and updates can increase customer engagement and loyalty.

While digital communication offers numerous benefits, there are also challenges that hotels must address to ensure effective implementation. One major challenge is data privacy and security. According to a study by (Joseph et al., 2020), hotels must be cautious about how they handle customer data, as breaches can lead to a loss of trust and negatively impact customer satisfaction. Ensuring that digital communication channels are secure and compliant with data protection regulations is essential for maintaining customer confidence.

Another challenge is the integration of digital communication tools with existing systems. Research by (Chan et al., 2020) suggests that hotels often face difficulties in integrating new technology with their existing operational processes. This can lead to inefficiencies and disruptions in service, which can negatively affect customer satisfaction. Investing in training and support for staff and ensuring that digital tools are compatible with existing systems can help mitigate these issues.

Table 1. Summary of Key Findings from the Literature Review

Study	Key Findings	Relevance to Customer Satisfaction
(Bag et al., 2022)	Digital communication enhances customer experiences through timely and personalized interactions.	Increases convenience and accessibility, contributing to higher satisfaction.
(Albayrak et al., 2023)	Mobile apps and hotel websites facilitate easy booking and service requests.	Reduces effort and time required for tasks, improving overall satisfaction.
(Theocharidis et al., 2020)	Social media enables personal interactions and reputation management.	Enhances customer loyalty and positive word-of-mouth.
(Vo et al., 2022)	Social media helps manage customer feedback and monitor trends.	Improves satisfaction by addressing feedback and tailoring services.

(Camilleri et al., 2023)	Mobile apps offer functionalities that enhance customer experience.	Provides a seamless experience and increases satisfaction through personalized features.
(Ngubelanga & Duffett, 2021)	User-friendly mobile apps contribute to higher customer satisfaction.	Positive perceptions are linked to effective app features and navigation.
(Zhong et al., 2022)	Email communication maintains customer contact and encourages repeat business.	Personalized and timely emails enhance satisfaction and loyalty.
(Cho & Choi, 2021)	Personalized email communication demonstrates commitment to service.	Increases satisfaction by maintaining engagement and offering relevant promotions.
(Joseph et al., 2020)	Data privacy and security are critical in digital communication.	Protects customer trust and satisfaction by ensuring secure data handling.
(Chan et al., 2020)	Integration of digital tools with existing systems can be challenging.	Ensuring compatibility and providing training can improve service efficiency and satisfaction.

The literature review indicates that digital communication significantly impacts customer satisfaction in the hospitality sector. By leveraging various digital tools and platforms, hotels can enhance accessibility, convenience, and personalization, leading to improved customer experiences. Social media and mobile applications play crucial roles in engaging customers and managing feedback, while email communication helps maintain relationships and encourage repeat business. However, challenges such as data privacy and integration issues must be addressed to ensure effective implementation. The findings from this review highlight the importance of developing comprehensive digital communication strategies that align with customer expectations and industry trends. By investing in technology and training, hotels can better meet customer needs, improve satisfaction, and maintain a competitive edge in the evolving hospitality landscape. Future research should continue to explore the dynamic relationship between digital communication and customer satisfaction, particularly as new technologies and trends emerge.

The Influence of Social Media on Customer Satisfaction in the Hospitality Sector

In the contemporary digital era social media has revolutionized the way businesses interact with their customers, and the hospitality sector is no exception. Platforms such as Facebook, Twitter, Instagram, and LinkedIn have become essential tools for hotels to engage with their clientele, manage their brand image, and enhance customer satisfaction. This comprehensive discussion aims to explore the multifaceted impact of social media on customer satisfaction in the hospitality

sector, highlighting various aspects such as brand awareness, customer engagement, feedback management, and personalized service.

One of the most significant impacts of social media on the hospitality sector is its ability to enhance brand awareness and visibility. According to a study by (Lin et al., 2020), social media platforms provide hotels with a powerful medium to showcase their services, facilities, and unique selling points to a global audience. Through strategic content marketing, hotels can post photos, videos, and updates that highlight their offerings and create a compelling brand narrative. This increased visibility not only attracts potential guests but also keeps the hotel top-of-mind for past customers. For example Instagram with its visually-driven platform, allows hotels to share high-quality images of their rooms, amenities, and events, creating an aspirational brand image that appeals to potential guests. Additionally, Facebook and LinkedIn provide opportunities for more detailed posts, including guest testimonials, behind-the-scenes looks at hotel operations, and staff spotlights, all of which contribute to a richer brand story.

a. Driving Customer Engagement and Interaction
   Customer engagement is a critical factor in the hospitality industry, and social media offers a unique platform for fostering this engagement. According to research by (Pateli, 2020), social media enables two-way communication between hotels and their guests, facilitating real-time interactions that enhance the customer experience. By actively engaging with customers through comments, likes, shares, and direct messages, hotels can build a community of loyal followers who feel valued and connected to the brand. Moreover, social media contests, polls, and interactive posts can drive higher levels of engagement, encouraging users to participate and interact with the brand. For instance, a hotel might run a photo contest inviting guests to share their best vacation pictures using a specific hashtag. Such initiatives not only increase engagement but also generate user-generated content that serves as authentic testimonials for the hotel.

b. Managing Customer Feedback and Reputation
   Social media platforms have also transformed the way hotels manage customer feedback and their overall reputation. According to a study by (Tajvidi & Karami, 2021), online reviews and ratings on platforms like TripAdvisor, Yelp, and Facebook significantly influence potential guests' booking decisions. Therefore, actively managing and responding to this feedback is crucial for maintaining a positive reputation. Hotels can leverage social media to monitor reviews and comments, addressing negative feedback promptly and professionally. This responsiveness demonstrates a commitment to customer service and can turn a dissatisfied guest into a loyal customer. Moreover, publicly acknowledging and thanking guests for positive reviews can reinforce a hotel's reputation and encourage more guests to share their experiences. For example, a hotel might receive a negative comment about a delayed check-in process on its Facebook page. By responding quickly with an apology and a promise to investigate the issue, the hotel can mitigate the damage and show other potential guests that they take customer concerns seriously. Conversely, responding to a positive review with a thank you and a personalized message shows appreciation and encourages repeat business.

c. Providing Personalized Service

Personalization is a key driver of customer satisfaction in the hospitality sector, and social media offers valuable insights into guest preferences and behaviors. According to research by (Rather et al., 2019), analyzing social media interactions can help hotels gather data on customer preferences, which can be used to tailor services and marketing efforts. For instance, by tracking the types of posts guests engage with the most, hotels can identify popular amenities or services and highlight them in their marketing campaigns. Additionally, social media platforms can be used to send personalized messages or offers to guests based on their past interactions with the hotel. A guest who frequently likes posts about the hotel's spa services might receive a special discount offer for a spa package during their next stay.

d. Facilitating Crisis Management

In times of crisis, social media becomes an indispensable tool for communication and crisis management. According to a study by (Nuseir & Elrefae, 2022), effective use of social media during a crisis can help hotels manage public perception and provide timely updates to guests. Whether it's a natural disaster, a health crisis like the COVID-19 pandemic, or an operational issue, clear and consistent communication through social media can reassure guests and maintain trust. For example, during the COVID-19 pandemic, many hotels used social media to communicate their enhanced cleaning protocols, changes in services, and flexible booking policies. By providing this information promptly and transparently, hotels could alleviate guest concerns and maintain their reputation for safety and reliability.

e. Enhancing Customer Loyalty and Advocacy

Building long-term relationships with customers is vital for the sustainability of any hospitality business, and social media plays a crucial role in fostering customer loyalty and advocacy. According to research by (Lee et al., 2020), social media interactions that are positive and engaging can lead to increased customer loyalty and the likelihood of guests recommending the hotel to others. Hotels can create loyalty programs that are integrated with social media, offering exclusive deals and rewards to followers. Additionally, showcasing guest stories and testimonials on social media can strengthen the bond between the hotel and its guests, making them feel like valued members of a community. When guests share their positive experiences on social media, it acts as free marketing for the hotel, reaching a wider audience and attracting new customers.

While the benefits of social media are substantial, there are also challenges that hotels must navigate to effectively leverage these platforms. One significant challenge is the management of negative feedback and online reputation. Negative reviews can spread quickly on social media, potentially harming a hotel's reputation. Therefore, hotels must be vigilant in monitoring their online presence and responding to negative feedback constructively. Another challenge is maintaining a consistent and authentic brand voice across multiple social media platforms. Inconsistent messaging or a lack of authenticity can undermine trust and alienate customers. Hotels must ensure that their social media content aligns with their brand values and resonates with their target audience. Additionally, privacy concerns and data security are critical issues in the digital age. Hotels must be cautious in how they collect and use customer data obtained through social media to ensure compliance with data protection regulations. Ensuring the security of customer data is paramount to maintaining trust and avoiding legal repercussions.

As technology continues to evolve, new trends in social media are likely to further impact the hospitality sector. One emerging trend is the use of artificial intelligence (AI) and chatbots to enhance customer service on social media platforms. AI-powered chatbots can provide instant responses to customer inquiries, improving the efficiency and responsiveness of social media interactions. Another trend is the increasing importance of visual and video content. Platforms like Instagram and TikTok are gaining popularity, and hotels can leverage these platforms to create engaging visual content that showcases their properties and services. Video content is more likely to be shared and can significantly increase engagement and reach.

Moreover social media influencers continue to play a significant role in shaping consumer perceptions. Collaborating with influencers who align with the hotel's brand can help reach a larger audience and build credibility. Influencer marketing can be particularly effective in the hospitality sector, where personal recommendations carry significant weight. In conclusion, social media has a profound impact on customer satisfaction in the hospitality sector. By enhancing brand awareness, driving customer engagement, managing feedback, providing personalized service, facilitating crisis management, and fostering customer loyalty, social media platforms offer hotels a powerful tool to enhance the overall customer experience. However, hotels must also navigate challenges such as managing negative feedback, maintaining authenticity, and ensuring data security.

As new trends and technologies emerge, the role of social media in the hospitality sector will continue to evolve. Hotels that effectively leverage social media and stay ahead of these trends will be well-positioned to enhance customer satisfaction, build loyalty, and maintain a competitive edge in the ever-changing digital landscape. The future of hospitality is undoubtedly intertwined with the continued innovation and integration of social media strategies, making it essential for hotels to invest in and prioritize their social media presence. In the context of the hospitality sector, TOE is highly relevant for understanding how hotels and hospitality companies adopt digital communication technologies, particularly social media, to enhance customer satisfaction (Vu et al., 2023). Technology in this context includes the capabilities and features of the social media platforms used by hotels, organization refers to the hotel's structure and culture that support the use of social media, and environment encompasses external factors such as industry trends, competition, and customer expectations.

The technology element in TOE includes the hardware and software as well as the technical capabilities possessed by the organization to leverage new technologies. In the context of social media, this element includes the social media platforms used by hotels to interact with customers, the features offered by these platforms, and the hotel's ability to manage content and responses effectively. Advanced and strategic use of social media enables hotels to provide timely information, attractive promotions, and quick responses to customer complaints, all of which contribute to increased customer satisfaction (Ifeoluwa Oreofe Adekuajo et al., 2023). The right technology also allows hotels to collect and analyze customer data to enhance services that are more personalized and tailored to customer needs. The organization element encompasses internal aspects such as organizational structure, culture, and human resources that influence the hotel's ability to adopt and utilize social media technology. An organizational culture that supports innovation and openness to new technology is crucial for the successful implementation of social

media (Nikopoulou et al., 2023). Additionally, visionary leadership and support from top management play key roles in driving social media adoption. Skilled and trained human resources in using social media are also essential to ensure that hotels can maximize the potential of this technology to enhance customer satisfaction. Organizations that can integrate social media into their communication strategies are more likely to succeed in building strong relationships with customers.

The environment element includes external factors that influence an organization's technology adoption decisions. In the hospitality sector, the external environment includes industry trends, competition, and customer expectations for digital services. Today's customers increasingly expect responsive interactions and services through social media. Hotels that can meet these expectations by effectively leveraging social media are more likely to enhance customer satisfaction. Additionally, competition in the hospitality industry drives hotels to continuously innovate and adopt the latest technologies to remain competitive. These external factors compel hotels not only to adopt social media but also to use it in the most effective ways to improve customer satisfaction and loyalty . Using the TOE framework, it can be understood that technology, organization, and environment collectively influence how social media can be used to enhance customer satisfaction in the hospitality sector. Successful adoption of social media depends not only on the available technology but also on organizational support and responsiveness to external environmental factors. Through a comprehensive understanding of these elements, hotels can design effective social media strategies to enhance customer experience and satisfaction.

The Role of Mobile Applications in Improving Customer Experience

In today's fast-paced digital world, mobile applications have become an indispensable tool for businesses across various sectors, including hospitality. The ability to offer services and engage with customers through mobile apps has transformed how hotels operate and interact with their guests. This comprehensive discussion explores the pivotal role of mobile applications in enhancing customer experience within the hospitality sector, highlighting various aspects such as convenience, personalization, real-time communication, and overall satisfaction. One of the most significant advantages of mobile applications is the convenience they offer to users. Mobile apps allow guests to access a wide range of services directly from their smartphones, anytime and anywhere. According to a study by (Apolinar et al., 2023), mobile apps significantly enhance the convenience of booking processes, enabling guests to make reservations with just a few taps on their screens. This ease of use reduces the friction associated with traditional booking methods, such as phone calls or website navigation, leading to a more seamless and enjoyable experience for the customer.

In addition to booking, mobile applications facilitate other essential services such as check-in and check-out. Research by (Chan et al., 2020) shows that mobile check-in and check-out options significantly reduce waiting times and streamline the guest experience. Guests can bypass long queues at the front desk and complete these processes at their convenience, enhancing their overall satisfaction. Moreover, mobile apps can provide guests with easy access to information about the hotel and its amenities. Features such as interactive maps, restaurant menus, spa services, and local attractions can all be integrated into the app, providing guests with valuable information at their

fingertips. This instant accessibility to information enhances the guest experience by allowing them to plan their stay more effectively and take full advantage of the hotel's offerings.

Personalization is a key factor in enhancing customer experience, and mobile applications offer unparalleled opportunities for delivering personalized services. According to research by (Bufquin, 2022), mobile apps can collect and analyze data on guest preferences and behaviors, enabling hotels to tailor their services and communications accordingly. For example, a guest who frequently orders room service can receive personalized recommendations and offers through the app, enhancing their experience and satisfaction. Mobile applications can also remember guest preferences for future stays. Features such as preferred room types, pillow choices, and dining preferences can be saved in the guest's profile, allowing the hotel to provide a more customized experience upon their return. This level of personalization creates a sense of being valued and understood, which is crucial for building long-term loyalty and satisfaction.

Moreover mobile apps can offer personalized promotions and discounts based on the guest's past interactions and spending patterns. Research (Torres & Sipe, 2020) indicates that targeted promotions delivered through mobile apps are more effective in driving guest engagement and satisfaction compared to generic offers. By leveraging data analytics, hotels can create highly relevant and attractive offers that resonate with individual guests, leading to increased revenue and loyalty. Effective communication is essential for providing a superior guest experience, and mobile applications facilitate real-time communication between guests and hotel staff. According to a study by Lee, Baker, and Kandampully (2003), real-time communication through mobile apps enhances the guest experience by providing instant support and resolving issues promptly. Features such as in-app messaging, chatbots, and push notifications allow guests to communicate their needs and receive timely responses.

In-app messaging enables guests to request services, ask questions, or report problems without having to make a phone call or visit the front desk. This convenience is particularly appreciated by guests who may feel uncomfortable with direct interactions or who prefer a more discreet form of communication. Additionally, chatbots can handle routine inquiries and service requests, providing instant answers and freeing up hotel staff to focus on more complex tasks. Push notifications are another valuable feature of mobile apps that enhance real-time communication. Hotels can send timely updates and reminders to guests, such as check-out times, event schedules, or special promotions. According to research by (Dzhyndzhoian et al., 2024), push notifications can significantly improve guest engagement and satisfaction by keeping them informed and connected throughout their stay.

Mobile applications contribute to overall guest satisfaction by facilitating seamless service delivery. A study by (Mandić, 2023) found that mobile apps enable hotels to provide a more integrated and efficient service experience, which is crucial for meeting and exceeding guest expectations. For example, guests can use mobile apps to order room service, book spa treatments, or request housekeeping services with just a few taps. This streamlined process eliminates the need for multiple points of contact and reduces the likelihood of service delays or errors. Furthermore, mobile apps can integrate with other hotel systems, such as property management systems (PMS) and customer relationship management (CRM) systems, to provide a more cohesive and

personalized experience. Integration with PMS allows for real-time updates on room availability and guest requests, ensuring that services are delivered promptly and accurately. Integration with CRM systems enables hotels to track guest preferences and behaviors across multiple stays, allowing for more personalized and consistent service.

Loyalty programs are a cornerstone of customer retention strategies in the hospitality sector, and mobile applications play a crucial role in enhancing the effectiveness of these programs. Mobile apps make it easier for guests to participate in and engage with loyalty programs. Guests can use the app to check their points balance, redeem rewards, and access exclusive offers, all from the convenience of their smartphones. Mobile apps also provide a platform for hotels to deliver personalized rewards and incentives. By analyzing guest data, hotels can offer tailored rewards that reflect the guest's preferences and behaviors, increasing the perceived value of the loyalty program. For example, a guest who frequently dines at the hotel restaurant might receive a special discount on their next meal, while a guest who regularly books spa treatments might receive a complimentary service. This level of personalization enhances the guest experience and encourages continued engagement with the loyalty program.

Collecting and analyzing guest feedback is essential for continuous improvement in the hospitality sector, and mobile applications provide an effective channel for gathering this feedback. Mobile apps can be used to solicit feedback from guests through surveys, ratings, and reviews. This real-time feedback allows hotels to address issues promptly and make necessary adjustments to improve the guest experience. Moreover, mobile apps can provide insights into guest satisfaction and areas for improvement by analyzing feedback data. For example, if multiple guests report issues with the cleanliness of the rooms, the hotel can investigate and take corrective action. Additionally, positive feedback and reviews can be used to identify strengths and best practices that can be leveraged across the hotel's operations.

While mobile applications offer numerous benefits for enhancing customer experience, there are also challenges that hotels must address to ensure successful implementation. One significant challenge is ensuring data privacy and security. Hotels must be vigilant in protecting guest data collected through mobile apps to maintain trust and comply with data protection regulations. Implementing robust security measures and transparent data privacy policies is essential for safeguarding guest information. Another challenge is the need for ongoing maintenance and updates. Mobile apps must be regularly updated to ensure compatibility with the latest operating systems and to introduce new features and improvements. Failure to maintain and update the app can lead to technical issues and a poor user experience. Additionally, hotels must invest in training and support for staff to ensure they are proficient in using the app and can assist guests effectively. Moreover, hotels must consider the cost of developing and maintaining a mobile app. While the benefits of a well-designed app are clear, the initial investment and ongoing costs can be significant. Hotels must carefully evaluate the return on investment and consider how the app aligns with their overall business strategy.

As technology continues to evolve, new trends in mobile applications are likely to further enhance customer experience in the hospitality sector. One emerging trend is the use of artificial intelligence (AI) and machine learning to provide more personalized and predictive services. AI-powered

features such as virtual assistants and predictive analytics can enhance the functionality of mobile apps and provide a more intuitive and personalized experience for guests. Another trend is the integration of augmented reality (AR) and virtual reality (VR) into mobile apps. These technologies can provide immersive experiences that enhance guest engagement and satisfaction. For example, AR can be used to provide interactive maps and guides, while VR can offer virtual tours of the hotel and its amenities. These technologies can create unique and memorable experiences that differentiate the hotel from its competitors.

Furthermore the increasing adoption of the Internet of Things (IoT) in hospitality presents new opportunities for mobile applications. IoT devices such as smart room controls and connected appliances can be integrated with mobile apps to provide a more connected and convenient experience for guests. IoT integration can enhance the functionality of mobile apps and provide guests with greater control over their environment. In conclusion mobile applications play a crucial role in enhancing customer experience in the hospitality sector. By offering convenience, personalization, real-time communication, and seamless service delivery, mobile apps significantly improve guest satisfaction and engagement. Additionally, mobile apps facilitate loyalty programs, feedback collection, and continuous improvement, further enhancing the overall guest experience.

However successful implementation of mobile applications requires careful consideration of data privacy and security, ongoing maintenance and updates, and the costs associated with development and support. As technology continues to evolve, new trends such as AI, AR, VR, and IoT will further enhance the capabilities of mobile apps and provide new opportunities for hotels to differentiate themselves and deliver exceptional experiences.

Research Limitations

One of the primary limitations of this study is its reliance on secondary data from existing literature, which may limit the generalizability of the findings. While the literature review provides valuable insights into the influence of digital communication on customer satisfaction in the hospitality sector, it is based on the synthesis of previous studies rather than original empirical data. This means that the conclusions drawn may not fully capture the nuances and specific contexts of individual hotels or regions. Additionally, the scope of the literature reviewed may not encompass all relevant studies, leading to potential gaps in the analysis.

Another limitation is the variability in digital communication technologies and platforms used by different hotels. The effectiveness of social media, mobile applications, and email communication can vary significantly depending on the specific tools and strategies employed. For instance, a hotel's success with social media engagement might depend on the particular platform used (e.g., Facebook vs. Instagram) and the hotel's target audience. This variability makes it challenging to provide a one-size-fits-all recommendation for digital communication strategies. The study acknowledges that different technologies may yield different results and that further research is needed to explore these variations in more detail.

The rapidly evolving nature of technology and digital communication platforms presents another limitation. The findings of this study are based on current technologies and trends, which may change in the near future. New social media platforms, advancements in mobile app functionalities,

and shifts in customer behavior can all impact the relevance and applicability of the study's conclusions. As a result, the recommendations provided may need to be revisited and updated regularly to remain effective. Future research should consider longitudinal studies to track the ongoing impact of technological changes on customer satisfaction in the hospitality sector. Lastly, data privacy and security concerns are critical issues that were not deeply explored in this study. While the importance of secure handling of customer data was mentioned, the specific challenges and best practices for ensuring data privacy in digital communication were not extensively covered. This is a significant limitation, as breaches in data security can severely impact customer trust and satisfaction. Further research should focus on identifying and mitigating the risks associated with digital communication technologies in the hospitality industry, providing more detailed guidelines for maintaining data integrity and security.

In summary while this study offers valuable insights into the impact of digital communication on customer satisfaction in the hospitality sector, its limitations highlight the need for ongoing research and adaptation to technological advancements. Addressing these limitations can enhance the robustness and applicability of future studies, ultimately leading to more effective strategies for leveraging digital communication to improve customer satisfaction.

CONCLUSION

The analysis of the effect of digital communication on customer satisfaction in the hospitality sector reveals a profound and multifaceted impact. Digital communication, encompassing various platforms such as social media, mobile applications, and email, has revolutionized the way hotels interact with their guests. These digital tools have significantly enhanced convenience, accessibility, and personalization, which are critical components of a superior customer experience. By leveraging digital communication, hotels can engage with their customers in real-time, provide tailored services, and promptly address feedback, thereby fostering stronger relationships and higher levels of satisfaction. Social media, in particular, has proven to be an invaluable tool for managing customer relationships, driving engagement, and enhancing brand visibility. Mobile applications further augment this by offering seamless service delivery and personalized experiences, making them an integral part of modern hospitality operations.

However the successful integration of digital communication strategies in the hospitality sector also presents certain challenges. Ensuring data privacy and security, maintaining consistency across multiple digital platforms, and investing in the necessary technology and training are essential for maximizing the benefits of digital communication. Additionally, hotels must stay abreast of emerging trends and continuously innovate to meet evolving customer expectations. The adoption of new technologies such as artificial intelligence, augmented reality, and the Internet of Things holds promise for further enhancing the digital customer experience. Ultimately, the ability of hotels to effectively implement and manage digital communication strategies will determine their success in enhancing customer satisfaction and securing a competitive edge in the dynamic hospitality landscape. The future of customer satisfaction in the hospitality industry is undoubtedly

intertwined with the ongoing advancements in digital communication, making it imperative for hotels to prioritize and optimize their digital interactions.

Future research could explore the long-term effects of digital communication on customer loyalty and retention in the hospitality sector, as well as investigate the specific impacts of emerging technologies such as AI and AR on customer satisfaction. Additionally, studies could examine the effectiveness of different digital communication strategies across various types of hotels and cultural contexts to provide more tailored recommendations for hotel management. Research on best practices for integrating digital communication tools with existing hotel management systems and the development of training programs for staff could also provide valuable insights to enhance the implementation and efficacy of digital communication strategies.

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