



Fayoum University
Faculty of Tourism & Hotels

جامعة الفيوم
كلية السياحة والفنادق



البحث السادس – بحث مشترك (منشور)	
تقييم تجربة تكنولوجيا العملاء: الدور الوسيط لرضا العملاء وتأثيره على ولاء العملاء والكلمة المنطوقة.	عنوان البحث باللغة العربية
Evaluation of customer technology experience : The intermediary role of customer satisfaction and its impact on customer loyalty and word of mouth	عنوان البحث باللغة الإنجليزية
يناير 2024	سنة النشر
المجلة الدولية للسياحة والآثار والضيافة (IJTAH) – كلية السياحة والفنادق – جامعة بنى سويف - المجلد (4) – العدد (1) يناير 2024 - ص 186-212	الناشر

الملخص باللغة الإنجليزية:

This paper investigates the impact of AI-based chatbot technology experiences on customer loyalty and word-of-mouth (WOM) in the hotel context. This paper highlights the pivotal role of customer satisfaction as a mediation boundary in the underlying linkages. Using an online survey on Google Form, 310 five-star hotel guests within Greater Cairo responded. Their responses were analyzed using partial least squares structural equation modeling (PLS-SEM). This paper employed a multi-dimensional approach, exploring various aspects of customer experiences with chatbots and their subsequent effects on customer satisfaction outcomes. Findings revealed that customer experiences with chatbot technology positively affected customer satisfaction. Besides, customer loyalty and WOM were positively affected by customer satisfaction. Further, customer satisfaction partially mediated the nexuses between customer experiences of chatbots and both their loyalty and WOM. Accordingly, this paper contributes valuable insights to the understanding of the focal role of chatbots in shaping customer perceptions and behaviors within the hospitality context. Therefore, analyzing customer feedback will allow hotel properties to improve their chatbot interactions with prospective customers to better match their preferences and encourage satisfied customers to share their positive experiences online. Furthermore, training and awareness programs can help hotel guests maximize the potential of chatbots, enhancing their immersive experiences. Lastly, implementing personalization strategies in chatbot interactions (e.g., tailoring responses based on guests' preferences) can enhance their satisfaction about these experiences.