UTAUT Model on Perceived Trust and Customer Satisfaction towards Revisit Intention to 4- and 5-Stars Hotel in Malaysia

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Abstract

A survey was conducted in 4 and 5- stars hotels in Malaysia to assess the customer's perceived trust and satisfaction towards their revisit intention via the UTAUT Model. The results confirmed prior studies indicating that with different dimensions, namely performance expectancy, effort expectancy, social influence and facilitating condition, it can be concluded that customer experiences on the technology adoption in the hotel may affect customer revisit intention. Meanwhile, the mediate relationship between perceived trust, customer satisfaction, and revisit intention also positively influences the revisit intention. These findings provide theoretical and practical implications for future studies and offer concrete direction for other business entities to consider empowering customers with the technologies to focus on their needs.

Keywords: UTAUT Model, Perceived Trust, Customer Satisfaction, Revisit Intention, 4- and 5-Stars Hotel

Introduction

Technology has revolutionised the service industry to ensure the efficiency of standard operations (Mo et al., 2020). This situation offered greater competence and expediency to customers and businesses, predominantly during the COVID-19 pandemic, which has expedited an already accelerated rate of tech adoption in the hotel industry. Technology was regarded as an essential tool for improving the hotel's competitive and economic conditions (Oliverira & Martins, 2011). According to Rob Law Sunny & Cheng (2019), the technology in the hotel has improved the efficiency and productivity of the hotel service operation. Implementing the technology in the hotel service operation has led to customer satisfaction and can secure the revisit intention of the hotel.

Malaysia was one of the popular travel destinations in the Association of Southeast Asian Nations (ASEAN) region (MarketResearch.com, 2012). During the post-pandemic of Coronavirus, the total number of tourist arrival has increased due to the openness of the country border for travel purposes. Despite this interest, those leveraging digital technologies to elevate their guest offerings will be in the best position to survive through the pandemic and thrive in its wake.

However, the Coronavirus pandemic has affected the country's health and economy, which caused the border closure for travel purposes. The advanced technology applied in hotel services might be difficult for some people to understand and adapt to in this current situation or future (Fipra, 2020). Implementing technology service in the hotel has affected positive and negative aspects of customer usage. The guest might not be familiar with the current technology implemented by the hotel. Digital keys, mobile check-in, service robots, and self-service kiosk are drawn attention throughout the Covid-19 pandemic (Gursoy & Chi, 2020; Kim & Hwang, 2021). These technologies have been applied to the hotel service that could minimise human-to-human contact involvement. The customer might not be familiar with the technology system, which can influence their expectation and service satisfaction.

This study aimed to address these gaps through a questionnaire survey of a sample of 226 respondents who experienced staying in 4- and 5-star hotels in Malaysia. Such priors are informative in the sense that the purpose of the study is to examine:
- *the influence of technology adoption and revisit intention;*
- *the mediating role of perceived trust in the relationship between technology adoption and customer satisfaction;*
- *the mediating role of customer satisfaction in the relationship between perceived trust and revisit intention.*

The study contributed to the literature on technology acceptance by providing new insights into factors influencing its use, perceived trust and customer satisfaction towards revisiting intention. In particular, focusing on the hotel industry as a contextual factor extends a positive initiative for the hotels to enhance productivity in job performance and efficiency in services and operations.

Literature Review
Unified Technology Acceptance and Use of Technology (UTAUT) model
The authors of UTAUT model unified eight theories and models which include Theory of reason Action (TRA) (Fishbein & Ajzen 1975), Technology acceptance model (TAM) (Davis 1989), Motivational model (MM) Davis et al., (1992), Theory of planned behaviour (TPB) Ajzen (1991), combined TAM and TPB (C-TAM-TPB) Taylor and Todd (1995), Model of PC Utilization (MPCU) Thompson et al (1991), Innovation Diffusion Theory (IDT) Rogers (1995) and Social Cognitive Theory (SCT) (Bandura, 1986). The unification by the researchers sums up all the constructs from the eight models to four determinants which predict intentions and usage and four moderators of the key relationships (Venkatesh et al., 2003). The model has four exogenous variables, effort expectancy, performance expectancy, social influence, and facilitating conditions, and two endogenous variables, intention to use technology and use behaviour.

Performance Expectancy
Performance expectancy is defined as the degree to which an individual believes in using a technology that assists them in attaining one goal (Algahtani et al., 2021). Venkatesh (2003) claimed that performance expectancy occurs when the customer has presented with a new information technology and learns using the technology that can be adapted easily. They are more likely to continue using it. The technology performance will impact the customer's

acceptance of the technology in the hotel service, which can influence the revisit intention in the future.

Similar to a previous study, Cheng et al (2006) studied the acceptance of the Internet by using UTAUT model and discovered a positive relationship between the perceived usefulness and behaviour intention.

Effort Expectancy

Effort expectancy refers to the degree customer use technology that can influence their future use. Sun et al (2006) claimed that users were more accepting and preferred to use the technology if it was user-friendly and provided an easy-to-use interface and learning guidance. Past studies proved that users would compare the new technology with their previous experience. The user also found that using technology would increase efficiency and productivity. Effort expectancy can be considered a prominent factor influencing revisit intention in the hotel.

Social Influence

According to Venkatesh (2003), social influence can be indicated as a factor from an individual's perceived other's belief in using a new technology system. Moor and Benbasat (1991) believed that people would be into technology when their surroundings used the same initiative. Similar to previous research, Tsao et al (2009) pointed out that a recommendation and support management in the company would influence the employee's intention to use a technology system in their property management. Based on the previous studies, it can be proved that social influence positively influences customer behaviour in revisiting intention to the hotel. For example, the individual is more likely to be influenced by others close to them, that technology is important these days. This social influence can be proved by Ain et al (2016); Alam et al (2018); Leicht et al (2018) that social influence has a positive impact of social influence on acceptance intention.

Facilitating Condition

Facilitating condition is defined as a degree of an individual belief in the organisation and technical infrastructure that exists to support the use of technology (Vankatesh, 2003). In a previous study, Ajzen (1991) claimed that individual behavioural intention enhanced when they believed that a capable of the resources to them. For instance, the expert and knowledgeable person towards technology influenced them to use technology in future.

Apart from that, Doyle (2007) mentioned that hotel managers expected that implementing technology in the hotel, such as self-service check-in, check-out, online reservation, and food service kiosk, can form an efficient operation and enhance customer service quality. The individuals who utilise the technology available to them prefer to perform their tasks by using technology efficiently and effectively (Schrier et al., 2010).

Thus, the previous research proved that facilitating conditions are related to influencing customer behaviour to use technology and are preferable to implement in the hotel.

Relationship between Technology Adoption and Revisit Intention

Technology service usage has increased in this modern era. Every business operation has implemented advanced technology in their business operation. Using the technology service can impact the positive result of business growth. As an example, the efficient service and job productivity in the organisation.

However, the technology service might not be adaptable to certain people and influence their revisit intention. According to Boon et al (2018), good management in the hotel's technology service can influence the customer to revisit their intention. Revisit intention can be defined as the perceived value of the product and service based on perceptions of what is received and given (Zeithaml, 1988). Technology adoption's value strongly influences customers' revisit intention to the hotel industry (Ali et al., 2020). Through this, it can be concluded that, well performance of the technology adoption can develop an intention to customer visit again.

Mediating relationship between perceived trust and customer satisfaction

Customer perceived trust can be defined as the belief that consumers are vulnerable to the good faith of online sellers after learning of their characteristics (Pavlou, 2003). Trust affects the customer's intention to purchase the product or service (Tahir et al., 2019). Customer-perceived trust is crucial as it can maintain customer loyalty to revisit the hotel. In terms of perceived trust, the technology in the hotel requires the customer to book through their website. If the customers are not trusting with their website process, it will lead the customer not to complete their online booking, such as payment transactions, due to the trust issue. As from previous research, Yoon (2002) believes that trust can be considered one of the action triggers guiding exchanges among counterpart firms in anticipation of a reciprocal and long-term relationship. Based on previous research, 16 Lee and Wu (2011) surveyed 236 international tourists who purchased a ticket airline from one of 30 different airline websites in Taiwan and revealed that trust positively moderates the relationship between satisfaction. Several studies have resulted in a technology service leading to a customer perceived trust and can affect the customer revisit intention.

Mediating Relationship between Customer Satisfaction and Revisit Intention

Customer satisfaction can be considered an extension of the revisit intention (Li, 2020). Azmian (2012) has mentioned that customer satisfaction can be identified as one of the organisation's key successes, especially in the service industry. Every business product or service that has reached customer satisfaction guarantees a revisit intention (Boshoff, 2007). Like the previous research, Wjid et al (2020), customer satisfaction can lead to customer loyalty in revisit intention. A positive view from the customer when they are satisfied can be word of mouth (Wolfinbarger & Gilly, 2003) to revisit intention.

It can be observed that customers are satisfied when they intend to revisit the hotel in future.
H1: Technology adoption has a significant influence on revisit intention.
H2: Technology adoption has a significant influence on perceived trust.
H3: There is a relationship between perceived trust and customer satisfaction.
H4: There is a relationship between customer satisfaction and revisit intention.
H5: Technology adoption has a significant influence on customer satisfaction.
H6: Perceived trust has a significant influence on revisit intention.

Findings
Descriptive Analysis
The descriptive statistics on the responding customers are presented in table 1.1. The performance expectancy from the UTAUT model dimension shows that the highest score was the second item. The respondent believes that *"technology services provided in the hotel"* were an important factor for their experience (M= 4.45, S.D = .660). Following the second highest was the third item that respondents agreed that using *"technology services provided in the hotel are useful"* with a score (M= 4.42, S.D = .657). The respondents also agreed that they would use the technology services provided in the hotel to ensure their smooth travel itineraries. The lowest score was referred to the first and fourth items, in which the respondents disagreed that the *"technology services provided in the hotel would save their cost"* and were acceptable. From the result, it may be concluded that the performance of technology services in the hotel has a relationship to influence the revisit intention.

Effort expectancy refers to the level of customer belief in using technology services influenced by the function of technology services. The highest score was from the respondent who believed that using the *"technology services in the hotel would enhance their experience"* with a mean score (M = 4.33, S.D = .736). The respondent also agreed that *"technology services in the hotel were easy to understand"* with the mean score of (M = 4.19, S.D = .768). Followed by the middle lowest score, the respondents disagreed that the *"technology services in the hotel have reached their expectations"*. The table below shows that the effectiveness of technology services in the hotel can influence the customer to use it and impact their revisit intention.

Table 1.1
Descriptive Statistics

Performance Expectancy	N	M	SD
Technology services provided in the hotel have saved my cost	226	4.11	.812
Technology services provided in the hotel are important factor	226	4.45	.660
Using technology services provided in the hotel are useful	226	4.42	.657
Technology services provided in the hotel are acceptable	226	4.11	.787
I would prefer to use the technology services provided in the hotel	226	4.34	.688
Effort Expectancy	N	M	SD
Technology services provided in the hotel are easy to use	226	4.16	.743
Technology services provided in the hotel enhanced my experienced	226	4.33	.736
Technology services provided in the hotel reached my expectation	226	3.93	.813
I am skilful at using technology services provided in the hotel	226	4.03	.733
Using the most recent technology services provided in the hotel are easy to understand	226	4.19	.768

Table 1.2
Descriptive statistics

Social Influence	N	M	SD
Most recent technology services influenced me to use them in the hotel	226	4.04	.807
I would use the most current technology services based on my surrounding	226	4.09	.817
I would choose to make a reservation room online	226	4.42	.722
I would choose to use a cashless payment method in the hotel	226	4.32	.798
I would recommend others to use the most current technology services in the hotel	226	4.32	.722
Facilitating Condition	N	M	SD
I have the resources to use the technology services provided in the hotel	226	4.03	.791
I knew how to use the technology services provided in the hotel	226	4.13	.684
Technology services in the hotel have a guidance description	226	4.08	.815
I could get some help using the technology services provided in hotel	226	4.14	.782
The technology services provided in the hotel are acceptable	226	4.25	.695

Table 1.2 suggested that most respondents were willing to use the technology services in the hotel. The respondents were willing to choose to make a reservation room online with a mean score (M = 4.42, S.D = .722). In addition, they also preferred to choose the cashless payment method in the hotel and would recommend others to use the technology services in the hotel with the same value of mean score (M = 4.32, S.D = .798), (M=4.32, S.D =.722). Meanwhile the lowest score was respondents who disagreed that their social surroundings influenced them to use the technology services in the hotel with a mean score (M = 4.06, S.D = .807). Based on this result, it can be concluded that social influence has the potential to influence the customer in the hotel to use the most current technology service in the hotel.

Facilitating condition refers to the support for the technology services that can impact the customer's experience using it. Based on table 1.2, most of the respondents agreed that they had support to use the technology services in the hotel. As the highest score was that the hotel's technology services were acceptable, respondents were satisfied with the facilitating condition in the hotel with the mean score (M=4.25, S.D = .695). The respondents agreed that they could get help to use the technology service, and they knew how to use the technology services in the hotel as the score are (M=4.14, S.D = .782), (M= 4.13, S.D =.684). According to the table above, it can be concluded that the respondents had no issues and were assisted when staying or using the technology services in the hotel.

Table 1.3
Descriptive statistics

Perceived Trust	N	M	SD
Technology services provided could be trusted to use in the hotel	226	3.97	.819
I believe, will be assigned to the room as reserved online	226	3.96	.928
I would choose a cashless payment method in hotel	226	4.21	.809
I would share my personal information with the hotel	226	3.27	1.208
I believed the hotel will provide facilities as published on the website	226	4.01	.861
Customer Satisfaction	**N**	**M**	**SD**
Technology has been fulfilled my need in the hotel	226	4.10	.705
Technology services are user-friendly in the hotel	226	4.16	.737
I would choose to use technology services in hotel	226	4.29	.681
I have been assisted to use the technology services in hotel	226	4.00	.877
The staff guided me professionally to use the technology services	226	4.08	.798
Revisit Intention	**N**	**M**	**SD**
I would reserve the hotel again next time	226	4.29	.714
I would intend to continue using the technology	226	4.27	.655
I would recommend others to visit a hotel that used the most current technology services	226	4.32	.741
I would visit the hotel that used the most recent technology services again	226	4.24	.786
Technology services gained me more experience in the hotel	226	4.33	.731

Table 1.3 resulted in that perceived trust was the highest factor which customers nowadays were aware of. As a result, the highest score was the customer would prefer to choose a cashless payment method in the hotel, with a mean score is (M=4.21, S.D = .809). The lowest perceived trust that influenced the customer was they would not share their personal information with the hotel with the score (M=3.27, S.D = 1.208). Perceived trust can be the crucial one as it can influence to the customer intention to visit the hotel again or using the technology services in the hotel. From the table above, the respondents agreed that they have an intention to use the technology services as they trust on the hotel's services such as to receive the facilities as published on the website and assigned to the room as reserved online. Technology services can be challenging these days as it will have a technical issue during use.

It can be shown that the customers were satisfied when using the technology services in the hotel. The highest score was the respondents would choose to use the technology services in the hotel with the mean score (M=4.29, S.D = .681). It was also followed by the second item which the technology services in the hotel were user-friendly (M= 4.16, S.D = .737). To conclude that, the respondents were satisfied to the efficient and effective use of technology service in the hotel. Technology service in the hotel can be challenging in this era whereas the hotel and tourism industry now has been allowed to be operated. As in the current situation, where government were encouraged to the industry to be aware with the physical service which can be affected to health risk. Thus, technology services were developed which can help the hotel to prevent any risk in Coronavirus spreads. According to the table above,

the result shown that the respondents were fairly agree that they were satisfied with the technology services in hotel during the pandemic of Coronavirus.

Furthermore, the above was the result of the revisit intention table, which shows that mean scores were almost very close. The highest score was the respondent agreed that technology services in the hotel have gained their experience (M=4.33, S.D = .731). The second highest was the customer's intention to revisit the hotel in future that provided current technology services with the mean score (M = 4.32, S.D = .741). Functional and effective technology services in the hotel have impacted the customer's revisit intention. As in the table above, respondents would revisit the hotel with a mean score is (M = 4.29, S.D = .714). Following with the lowest score, the respondent was more likely to disagree to continue using the technology (M= 4.27, S.D = .655) and their intention to visit the hotel that used the most recent technology services (M = 4.24, S.D = .786). Based on the table above, it can be concluded that the recent technology services provided in the hotel have not affected the customer revisit intention.

Multiple Regression Analysis

Below is the result of the multiple regression analysis to analyse the relationship between independent variable and dependent which to examine the influence of technology adoption on customer revisit intention (Objective 1).

Table 1.4
Multiple Regression Analysis

Variable	R Square	Sig	t
Performance Expectancy	.72	.000	
2.958			
Effort Expectancy	.744	.000	
1.346			
Social Influence	.683	.000	
4.426			
Facilitating Condition	.661	.000	.494

Performance expectancy and social influence were showing a significant result that predicted to the dependent variable whereas the number of (t) is above (>1.645). The performance expectancy result was t=2.958, above the standard for (t) value. However, for the social influence, the result was t=4.426, which was more than the (>1.645). It can be concluded that these variables would affect the customer revisit intention. However, for the second variable (Effort Expectancy) and third variable (Facilitating Condition), the result was below the (>1.645), which was not significant to the dependent variable. This can be concluded that the respondent responded that the technology services in these variables did not affect the hotel's customer experience when using technology services in the hotel. Objective 1 of this study can be concluded that technology adoption has a relationship to influence the customer to revisit intention to the 4&5-stars hotel in Malaysia.

Based on the result above, respondents were more likely to be aware of the performance of the technology services. The technologies adopted in the hotel were useful for their staying and can help them save cost, effective and efficient services. Respondents also agreed that

their social surroundings influenced them to use the current technology services in the hotel, such as the cashless payment method in the hotel.

Mediation Analysis
Table 1.5
Mediation Analysis

Independent Variable	Dependent Variable	Sobel Test Value	
Conclusion			
Technology Adoption	Revisit Intention	11.3	Approved
Technology Adoption	Perceived Trust	10.4	Approved
Perceived Trust	Customer Satisfaction	10.6	Approved
Customer Satisfaction	Revisit Intention	10.6	Approved
Technology Adoption	Customer Satisfaction	10.9	Approved
Perceived Trust	Revisit Intention	9.02	Approved

From the mediation analysis result above, it can be shown that the relationship of the independent variables between the dependent variable. The relationship between technology adoption has a significant relationship to the revisit intention, whereas the t-value is above < + 1.96 (t=11.3). Due to this, it can be proved that the technology services in the hotel influenced the revisit intention. As Boon et al (2018) claimed, good management in the hotel's technology service can influence the customer to revisit their intentions. Based on the table above, the Sobel t-value is more than < + 1.96, showing that the technology adoption positively relates to the revisit intention.

According to the relationship between technology adoption and perceived trust, the t-value was above < + 1.96, which can be concluded that there was a positive relationship with the customer perceived trust. The result of the t-value is (t-value: 10.4). Based on the result above, respondents agreed that they had perceived trust issues in using the technology services in the hotel. For instance, the respondents agreed that they have experience using the technology services in the hotel, such as being assigned to the room as reserved through the hotel website or the travel platform and receiving the facilities as published on the website.

Furthermore, the relationship between perceived trust has a positive relationship with customer satisfaction. As referred to in the table above, the t-value for the mediation variable between perceived trust and customer satisfaction is (t-value: 10.6) above < + 1.96. In line with past studies, Mansori (2014), customer satisfaction was positively related to the level of effort management in the hotel industry to ensure that the technology services in the hotel are safe to use. Customers will be more likely to concern with the level of effectiveness of technology service.

In addition, the relationship between customer satisfaction and revisit intention has a positive relationship. It proved that result of t-value was (t= 10.6), which was approved. Based on the table above, it can be concluded, the respondents agreed that when they were satisfied with the services provided in the hotel and reached their expectations, it would lead to the revisit intention. The effectiveness of current technology services in the hotel can

assist the hotel in maintaining their customer loyalty to revisit their hotel, as claimed by (Boshoff, 2007).

Besides that, the relationship between technology adoption and customer satisfaction can be seen in the table above which are both of the variables has a positive relationship. The result of mediating shown that the t-value for the technology adoption and customer satisfaction are (t=10.9). It can be concluded that the effectiveness of technology adoption can be positively related to customer satisfaction in the hotel.

The relationship between the perceived trust and revisit intention. The mediating relationship result shows that both variables have a positive relationship. The t-value of these variables was more than (<+1.96), which is (t = 9.02). The result of these variables can be concluded that the respondents agreed that perceived trust positively impacts the customer revisit intention.

Conclusion
In a nutshell, it could be summarised that technology services in the hotel industry can impact their brand and revenue when the customer experiences the worst issue when using the technology services provided in the hotel. As for the first research objective, the researcher used the UTAUT Model to study the customer experience the technology services with different dimensions such as performance expectancy, effort expectancy, social influence and facilitating condition. From the dimensions, it can be concluded that technology adoption in the hotel can affect the customer revisit intention. Meanwhile, another research objective examined the mediate relations between perceived trust, customer satisfaction and revisit intention. The result of these variables also positively influenced the revisit intention, which was that the customers were aware of the effectiveness of technology services in the hotel for their stay experience.

The findings of this study provided both a theoretical and practical standpoint for future studies. They offered concrete direction for other business entities to consider empowering customers with the technologies to focus on their needs. In terms of academics, this research could be used by students or researchers to expand their knowledge and theory. Meanwhile, for the industry aspect, this study could benefit the top management in the hotel industry to assist them in providing or implementing better strategies to maintain their customer loyalty to revisit their hotel. The hotel should pay more attention to their hotel service and operation, which they are operated to serve their customer like at home. Therefore, they should be more aware of what can affect their home by losing a guest.

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