Effect of AI Service Quality on Guest Satisfaction and Employee Attitude towards Adoption of AI Service in Indian Five-Star Hotels

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Abstract

This study investigates the effect of artificial intelligence (AI) service quality on guest satisfaction and employee attitudes toward the adoption of in-room technological amenities in Indian five-star hotels. The quantitative research design in the study was adopted and 200 hotel guests and their equivalent employee sample size were surveyed utilizing a structured questionnaire designed to assess satisfaction with AI-enabled services and openness to technological change among the surveyed guests and employees respectively. Through the analysis of multivariate regression, t-tests, and chi-square test, overall service quality dimensions of AI service quality and personalization significantly predict guest satisfaction. In addition, willingness among employees to adopt AI amenities is established to go hand in hand with receptivity to training, openness, perceived utility, and diversity in demographic scale. The findings emphasize the significance of combining high-tech appointments with customized user friendliness and strong staff involvement tactics to attain long-lasting guest retention and operational perfection in the luxury hospitality. This study provides efficient measures that can be undertaken by hotel managers, and contributes as a contribution to the academic knowledge of how service quality and workforce adaptation are intertwined with the emerging role of AI in the highly dynamic environment of Indian hospitality.

Keywords: Artificial Intelligence, Service Quality, Guest Satisfaction, Employee Attitude, Indian Five-Star Hotels

1. Introduction

In the fast-changing environment of the global hospitality market, technology has gained the status of one of the essential pillars in the context of compliance with the leading experience and operational excellence standards. This change is manifested nowhere as strongly as in the luxury hotel industry, where the digital level of comfort, hyper-personalization, and convenience have become the core of the expectation of the guests. The hospitality industry in India in general and Five-star hotels especially in prime metropolitan locations such as India follows this global trend by actively welcoming a wide-ranging assortment of in-room technological components. The technologies have re-established what guest satisfaction entails in the contemporary context, where smart televisions with streaming services, voice controls, fast Wi-Fi, smartphone room key access, have all become some of the main features of the luxury accommodation. The research sits at the intersection of emerging technology and the changing expectations of guests and seeks to know how introduction of in-room technologies that result in the use of AI has affected the levels of satisfaction among guests and the inclinations of hotel employees staying in luxury hotels in India.

Historically, the Indian hospitality industry, just like the general one worldwide, was based on the principles of personal services, with both cordiality and passion of a human interaction being viewed as the key to the successful hotel experience (Tuzunkan, 2022). The sensitivity of the personnel, the effectiveness of checking in and out, and personal attention to every visitor were the long-term indicators of the experience of guests. Nevertheless, the value of luxury and satisfaction in the hotel industry is radically changing because of digital revolution. In the modern world, a guest Format that is not only outstanding at human service delivery but aligns perfect technology integration that is about the same level or even better as the one they enjoy in their homes really expects (Xie et al., 2022). This evolution can be seen throughout the customer travel experience, be it through the web-based reservations and pre booking communiques to the kiosk-based on-site check-in and post-stay feedback systems. The mobile check-in, room controls enabled with IoT, the virtual concierge services enabled in AI, and smart automation processes have led to providing guests with a previously unseen level of customization over their surroundings, imbuing them with the ability to adjust to their own preferences in

regards to the climate, lighting, entertainment, and direct communication with the hotel staff through the in-room devices (Bhat, 2020).

The shift towards digitalized hospitality is not simply a response to the bygone fashion but a considered strategic turning point of hotels aiming at separating themselves in a highly competitive market. The use of digital technology has become a common expectation by most of the guests as seen in their online keyless room curtains, smart mirrors and media walls using gestures (Verma& Thakur, 2022). AI-powered virtual caretakers who can preempt and react to the needs of the guest are not only improving the operational efficiency but also making them more loyal to the guest. Digitization of the guest rooms consequently comes to be a paradigm change in the way comfort, luxury and service are both defined and implemented. However, this development comes with its problems, especially the possibility of losing the so-called human touch that has always distinguished high-quality hospitality practices. There is a danger of dehumanized or impersonalized interactions since hotels are increasingly turning toward automation, and this may be seen as cold or can hurt the experience of the guest (Ladeira et al., 2023). The concerns about privacy and security also stand raising and since more sensitive guest information is being collectively obtained and processed, solutions to this issue should be implemented so that the guest trust is maintained.

Combined with these experience and business model changes, the roll-up of AI is transforming the service agent landscape in essence. The latest innovation in AI allows software agents to complete complicated assignments more sophisticatedly (Huang & Rust, 2021; Poole &Mackworth, 2010). Some of the most common examples of AI service agents (AISAs) are virtual assistants and customer service chatbots that have become a common feature in hospitality scenes, providing customized recommendations and immediate assistance and creating a smooth interaction between a guest and the hotel staff (Noor et al., 2021a). The innovations also present the significant potential of hotels in order to improve the quality of the service and stimulate the revenue generation and reduction of costs (Chui et al., 2020; Makadia, 2020). Nonetheless, the quality of service itself is also a multidimensional concept, which recently has opened up to the excellence, the security, the personalization, and the overall operation of AI-based systems (Zeithaml, 1988; Grewal & Levy, 2009; Wirtz et al., 2018).

Most importantly, staff attitudes and flexibility will also determine the successfulness of these changes that are based on AI. Instead of being merely service deliverers, now employees have become part of a digitally supported ecosystem. It has been proposed that employee attitudes play a large moderating role between adoption and successful adoption of AI, with significant impact on results of the organization and its guests (Presbitero & Teng-Calleja, 2023; Bankins et al., 2024a). Although, as far as we know, prior research has been mainly focused on the polarized effect with either positive or negative attitudes (Park et al., 2024; Cao et al., 2021), it is high time to know what can be considered as the defining features of such attitudes with its determinants, especially in the scenario where rapid technological change becomes a reality in hospitality organizations.

It is against this context that the current study aims to fill one of the major gaps that exist in the current research in regards to the importance of existing research into the AI service quality and its implication on the guest satisfaction and the positions of the employees over the adoption of in-room AI services in the five-star hotels in India. With the help of these interrelated dimensions, the research will be able to produce actionable recommendations to practitioners and researchers interested in exploring the complications of implementing digital transformations in the luxury hotel segment.

2. Literature Review

Considerable research underscores that guest satisfaction is pivotal to the success of hotel operations, with positive guest experiences directly impacting reputation, loyalty, and profitability (Khalayleh& Al-Hawary, 2022). Most of the literature developed during the early days dwelled more on the revolutionary change that technology has brought to hospitality especially in relation to operational efficiency and streamlined process as one of the major consequences of digital integration. According to Buhalis (2020), innovations like online reservation portals, mobile check-in, and automated guest service packages have allowed hotels to reduce resource costs, streamline labor expenses, and provide improved and more reliable services faster, which further appeal to customers within modern, more digitally capable society. In complementing these observations, Sigala (2015) has stated that tech upgrades as not only serving as a supplementary booster in terms of back-end operations but as one of the key contributors to guest satisfaction by

providing them with convenience, flexibility, and a greater feeling of control in the guestroom, in form of digital amenities, such as an electronic lock, smart temperature control, and personalized light.

The development of the self-service technologies (SSTs) induced the intense scholarly concern that may be characterized by the current direction that shapes the hospitality sector. Kim et al. (2020) provide an outline of the development of SSTs that allows making an explanation of how these self-serviceing platforms provide guests with the possibility to book their stay, make a check-in and check-out, order any services, and configure their stay in the room. The literature is in agreement with the following benefits of SST adoption being higher speed, convenience and the empowerment of the guests. Operationally, Brewer et al. (2008) determined that the innovations also have benefits in terms of guest experience and decreased work expense at the same time which contribute to profitability and sustainability. Gursoy and Chi (2021) go a step further and discover direct connection between SST adoption and increased guess satisfaction especially at a time when time and convenience is such a prized element to guests. Kitsios et al. (2021) continue to explain that online reservation platforms make the accessibility to accommodation more democratic by providing a clearer understanding of availability, features, and prices, which allows making more informed decisions and achieve more significant satisfaction across the board.

Sharma and Gupta (2021) also depict the modern transition to the use of IoT-enabled devices, voice assistants, and interactive automation systems, all of which are available through a mobile interface. These are the upgrades that are depicted to have completely changed the interaction of the guest with the environment by changing where the luxury locus centers, taking it away from the historical indicators of abundance and exclusivity and to the new indicators of seamlessness, comfort, and personal control.Comprehensive automation systems such as voice-activated controls with which the guests would be able not only to easily control the room settings but also simply order various services and obtain local recommendations create only a small part of the benefits that they can grant the consumers, as they can improve the comfort level not only but also safety, security, and energy consumption.

Nevertheless, these developments have not been unconditionally rejoiced in the literature. One of them is the danger of depersonalization as Kim and Kim (2017) express concerns about the increasing use of digital service that threatens to compromise the human interaction that made luxury hospitality exceptional. Although advanced customers and more youthful passengers generally appreciate automation, and online options, a portion of the market should not be overlooked since most of it may be older or less tech-savvy passengers who might find being highly automated hostile or inconvenient. Both sources, Stylos et al. (2021) and Beldona and Cobanoglu (2007) provide underlines on the importance of such demographics as age, occupation and purpose of travel in determining the quality and efficacy of the technological amenities. Not every guest is advantaged equally by such innovations and researchers like Ham et al. (2005) warn that the usefulness of technology should be considered in relationship to the larger diversity and expectations of the guest. However, O Neill et al. (2021) agree with recent developments being that the availability of accessible and easy to use technology is no longer an exclusive feature of sophisticated luxury but this is as long as the ease of use of the technology does not undermine the guest experience with technical difficulties and shallow professionalism.

The scholars have also examined the AIS that not only technology has a role to play in determination of service quality and satisfaction, but also its interaction with other environments including hotel image, pricing, and employee interactions. Liu et al. (2023) and Chathoth (2007) both support an overall strategy that combines technological and people aspects, which are the most influential guest experiences and the greatest levels of satisfaction are achieved when hotels maintain a balance between efficiency in the digital realm with authentic hospitality.

Moving to the organizational dimension, more and more recent research focuses on investigating employee perception of AI and digital transformation. The early literature would tend to polarize attitudes by seeing them as either positive or negative; later literature like Bankins et al. (2024a) or Gursoy and Huang (2024) have acknowledged a more realistic opinion-spectrum of employee reaction toward the introduction of AI. Such authors observe that attitudes may at the same time be positive and negative in the light of factors like excitement, curiosity, perceived utility, anxiety or fears of job insecurity and heightened scrutiny. Particularly, Bankins et al. (2024b) explore how employees relate to their overall response due to the expected effects of AI in work tasks, skills and job design. Positive responses are normally connected with the perceived improvement of work quality and efficiency of work, whereas the poor anticipation is commonly related to the threat of autonomy or the fear of being observed.

The contribution of Park et al. (2024) is the following step in the scholarly community, as it considers not only general technology orientations but also attitudes to AI. These aspects of perceived human-likeness of AI, perceived adaptability of AI, the job insecurity associated with AI, use anxiety and personal utility are among the dimensions identified in their research, which collectively give a complete picture of how the attitude to AI can be formed among employees and how it can predict the projections and consequences of its use in terms of intentions and outcomes concerning the use of technology in the organization.

In this wider context of discussion, the concept of service quality is one of the fundamentals. According to Parasuraman et al. (1994a), service quality is a judgement or an evaluation of a consumer on a long-term and global basis, and is often operationalized at attitude. SERVQUAL model that integrates reliability, tangibles, responsiveness empathy and, assurance is considered to be touchstone of service quality gauging in service sectors, including hospitality (Ladhari, 2009). The further development of the service delivery technologies, including supportive devices to replacement of service providers, led to the paradigm change in service encounter construction and experience. Both Rust (2020) and Parasuraman (2000) note the shift towards low-touch, high-tech paradigms and the fact remains an active and ongoing debate to this day regarding how service quality dimensions have to be redefined in the era of self-service services and artificial intelligence agents. Other researchers include proposing all over again the position that service quality should rather be formative or reflective in where some researchers stick to using formative models concerning ever-emerging constantly changing services (Hair et al., 2018).

Previous studies demonstrated that globally continue to adopt AI and in-room digital amenities, the impact on guest satisfaction and employee attitudes grows increasingly complex. The integration of technology, human service, and organizational culture form the heart of conceptual manageability to comprehend how digital transformation can be leveraged to perpetuate guest satisfaction and competitive differentiation without the sacrifices in choice and specific relational aspects that make the genuine hospitality individual.

3. Problem Statement

Unfortunately, even though there is a close connection indeed between the use of artificial intelligence and high-tech hotel facilities in India, there is currently little empirical knowledge on the efficacy of specifically using the digital artificial intelligence services to define guest satisfaction and affect employee-hotel employee attitudes toward technology embracement. The current process of digitalization of luxury hospitality industry has created one more museum of service paradigms, yet another set of issues concerning the reaction of the guests upon receiving or being presented with services of excellence, the issue of whether loss of personal interaction may occur, and whether the staff will be willing to adapt to these mechanisms and incorporate them into daily work routine, have emerged. Although literature has already pointed out the practical and experiential advantages of technological innovation, there still exists a lack of research that points out the fine line account of AI-enabled services impact on the twin axes of guest experience and employee engagement in an Indian context, systematically. Specifically, there is minimal information regarding the predominant dimensions of AI service quality that condition guest satisfaction the most alongside the role employee attitudes (associated with the degrees of enthusiasm to apprehension) play in facilitating the effective integration and continued use of the in-room AI facilities. It is expected that the presented research will help close these gaps as the findings will contribute to future research on better technological investment in accordance to guest expectations as well as improving the workforce to ensure that the proposed process of developing the five-star Indian hotels with respect to digital transformation is successful.

4. Objectives and Hypotheses

Objectives

- To assess guest satisfaction regarding AI service quality in selected five-star hotels of India.

- To examine employee attitudes toward adoption of in-room technological amenities in selected five-star hotels of India.

Hypotheses

- **H_{01}:** There is no significant relationship between AI service quality and guest satisfaction in selected five-star hotels of India.

- **H_{11}:** There is a significant relationship between AI service quality and guest satisfaction in selected five-star hotels of India.

- **H_{02}:** There is no significant association between employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India.

- **H_{12}:** There is a significant association between employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India.

- H_03: There is no significant difference between employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India with moderate demographic variable.

- H_13: There is a significant difference between employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India with moderate demographic variable.

5. Methodology

The research has been empirically designed as quantitative research to explore the impact of AI service quality on the guest satisfaction and employee attitudes toward adoption of in-room technological amenities comprising of five-star hotels in India. The research framework encompasses two distinct but interrelated respondent groups: hotel guests who have experienced AI-enabled services, and hotel employees who are directly involved in the implementation and day-to-day utilization of these technological amenities. The data were obtained by using two structured questionnaires, each of which was planned to be built with direct reference to the aims of the study. The first survey was directed to guests and it assessed satisfaction with the different aspects of the AI service quality, that is efficiency, security, availability, enjoyment, human contact, personalization, and overall satisfaction with AI. The second would be a questionnaire addressed to employees and aimed at the change of attitudes toward adopting in-room AI amenities, including openness, perceived ease of use, willingness to go through training, actual effect on the job role, and overall state of technological change readiness.

Under purposive sampling, 200 valid responses of the guests and a proportionate equitable sample of the hotel staff would be taken to guarantee that every participant had some solid experience with or exposure to AI-enabled amenities. The sample was profiled in terms of demographic data such as age, gender, occupation, education, country of residence, the reason to stay here and the area one prefers to have technological facilities provided by using descriptive statistics. Results were expressed as frequency distribution and percentage analysis and these were illustrated in pie charts and summary table. In testing the objectives of the research as well as the hypotheses, a variety of statistics tools has been used. The analysis is done through the multivariate regression, because it was necessary to establish the connection between the dimensions of the AI service quality and visitant satisfaction level, and the analysis of variance (ANOVA) and chi-square test, in order to evaluate the dependency between employee attitudes and technological amenity adoption. The one-sample t-tests also investigated the importance of the differences occurring among the demographic and attitudinal variables, and indeed stated a lot more important underlying components might be those behind guest satisfaction as well as employee attitudes using factor analysis.

6. Results and Discussion

This section shows the empirical results of the research along with their discussion of the demographics of the respondent and relationships between the AI service quality, guest satisfaction and attitudes of employees towards adopting technological amenities in their rooms. The discussion of each result is done in the context of the objectives of the study with relevant knowledge in figures and tables brought on board so as to understand the entire data.
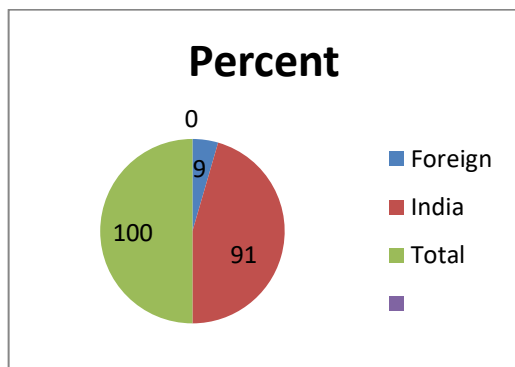
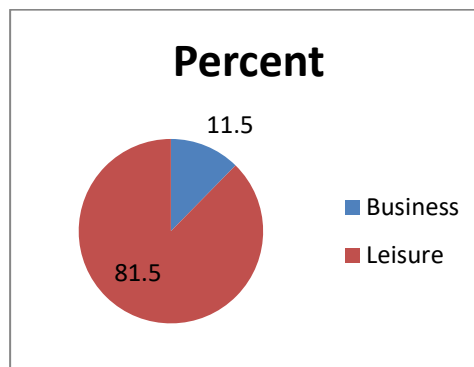Figure 1: Pie chart on Percentage analysis on Age of selected respondents

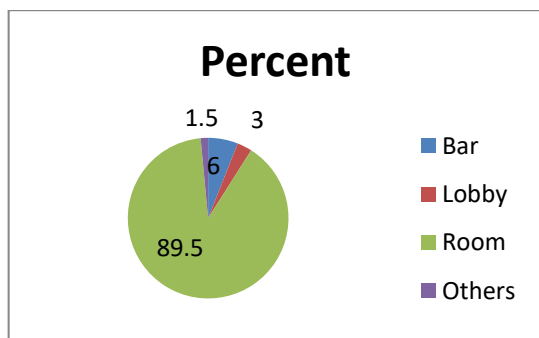Figure 2: Pie chart on Percentage analysis on Gender of selected respondents

Figure 3: chart on Percentage analysis on Occupation of selected respondents
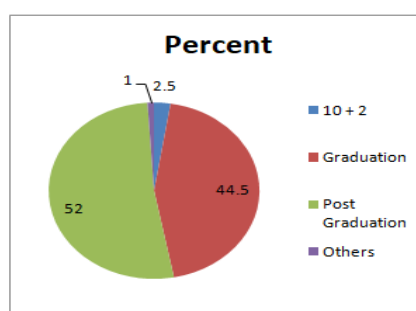

Figure 4: Pie chart on Percentage analysis on Education of selected respondents

Of the 200 people surveyed, the highest age bracket was the 21- to 36-year-old group given the proportion of 60 of the total population studied. Such prevalence of younger adults implies that the majority of the guest feedback and attitude towards AI-driven amenities will be formed through the lens of one of the demographic sections which is usually more technologically literate and open to any digital experience. The participants between the age range of 36 to 51 contributed 31.5 percent to the sample, whereas between 51 and 65, the proportion was 6.5. The age break-up of the respondents was as follows: age greater than 65 years was only 2 percent. This age range brings into perspective the major presence of both young upcoming and mid career professionals in the study at large, indicating the importance of AI service novelty to a broad audience in luxury hotels but mostly comprising of the younger generation adults. Figure 2 is the gender analysis which presents a huge bias in the part of male respondents which represents the majority of the sample 82.5 percent compared with 17.5 percent of female participants. Although this gender disparity is indicative of a larger trend in the context of a subset of business and luxury travel in India, it also accentuates the necessity of giving consideration to the ways that the prevalence of the male worldview may affect the uptake and normalization of the technological amenities. Figure 3 still shows the residential breakdown indicating that most of the respondents were in the private sector (65%), the corporate positions (18.5%), the government (14%) and a very small percentage (2.5%) held positions elsewhere. The technologically receptive nature of the sample is further supported by educational background, which is presented in Figure 4. Over half of the participants (52%) were the ones with a postgraduate degree with 44.5% being the ones with completed graduation. A very small proportion of them only reported education having 10+2 level (2.5%) and other qualifications (1%).
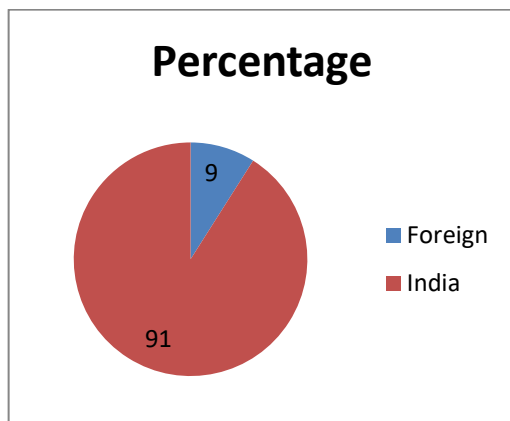
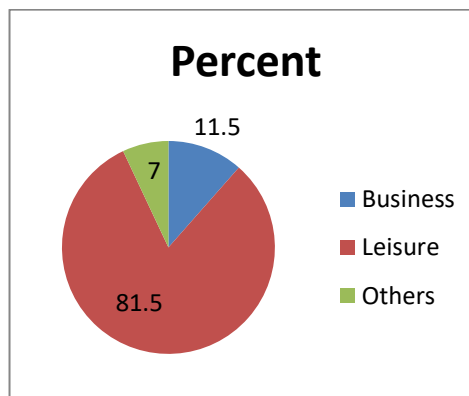**Figure 5: Pie chart on frequency analysis on Country of Residence**

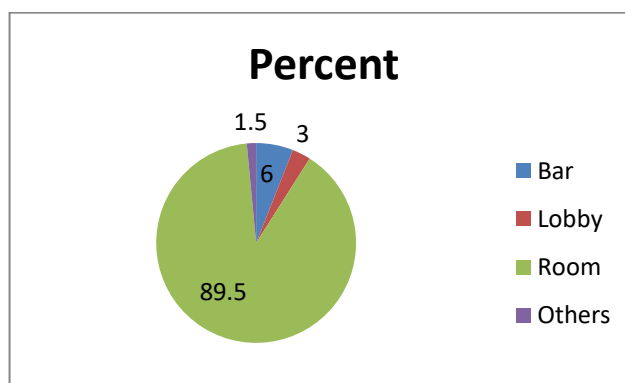**Figure 6: : Pie chart on frequency analysis on Purpose of staying in the hotel**

Figure 7: Pie chart on frequency analysis on which area you preferred to be equipped with technological amenities when you were staying at the hotel

As observed in Figure 5, in the quantitative phase of analysis of the country of residence of the respondents, the study sample has a very domestic nature as the majority, 91 percent, of the guests are defined as Indian residents and just the single-digit of foreign nationals, 9 percent. Such one-sided representation of Indian guests is a vital buffer in making assumptions regarding how attitudes and satisfaction levels and levels would perform as cultural familiarity can be an essential factor and the local expectations associated with it are bound to make an impact on how relatively well the services and technology usage is adopted in Indian five-star hotels. Figure 6 evaluates the intentions of stay of respondents in hotels implying that a huge percentage (163) of the respondents were staying in the hotels on leisure and only a small percentage of respondents (23 respondents) were staying to carry out some business. The other 14 guests wrote down other reasons as to why they visited. More insight is given to the preferences of the guest through Figure 7, which takes another angle to identify the particular aspects that respondents found technological amenity really helpful in during their stay. A clear preference was reported with 179 out of 200 guests stating that they would want to have the advanced technological facilities in their rooms with only a negligible number opting on the bar (12), the lobby (6), and in some other selected locations in the room (3).

Hypothesis Analysis

"H01: There is no significant relationship between AI service quality and guest satisfaction in selected five-star hotels of India".

"H11: There is a significant relationship between AI service quality and guest satisfaction in selected five-star hotels of India".

Table 1: Model Summary of Multivariate Regression analysis

Model	R	R Square	Adj. R Square	Std. Error of the Estimate
Linear	.841	.707	.681	.73386
Predictors: (Constant), Education, Gender, Age				

Tables 1, 2, and 3 show the findings of a comprehensive study that used multivariate regression testing to examine the connection between the quality of artificial intelligence services and the contentment of guests at five-star hotels in India. Moreover, table 1 shows that there is a significant relationship with R value of 0.841 and an R Square of 0.707. This means that the model included key demographic factors e.g. education, gender and age as the independent variables that can explain about 71 % of the variance in guest satisfaction.

Table 2: ANOVA of Multivariate Regression analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	23.944	3	7.981333	8.858107	0.000
Residual	401.855	446	0.90102		
Total	425.799	449			
Dependent Variable: Guest satisfaction					
Predictors: (Constant),					

Table 2 above further confirms the strength of the regression results after the analysis of variance (ANOVA). The F value derived is 8.86 which is significant with a level far much below 0.01 (p = 0.000) indicating that the regression model is statistically significant as a whole. This shows that the overall effect of the predictors, which is a manifestation of the various dimensions of AI services quality, is quite significant in terms of influence on the guest satisfaction which is the dependent variable. The statistical importance of the model gives strong indications to disapprove the null hypothesis (H_{01}) and it confirms the alternative hypothesis (H_{11}) the conclusion that there is a significant connection between the AI service quality and guest satisfaction of the luxury hotel segment in India.

Table 3: Coefficients of Multivariate Regression analysis

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.970	3.159		1.573	0.123
Efficiency	0.719	0.250	0.545	2.880	0.006
Security	0.010	0.004	0.272	2.634	0.012
Availability	0.253	0.093	0.331	2.723	0.009
Enjoyment	.113	.026	.181	4.279	.000
Human Contact	.150	.030	.212	4.956	.000
Personalization (Anthropomorphism)	.164	.040	.183	4.130	.000

Dependent Variable: Guest Satisfaction

The additional information is presented by the coefficients in Table 3 that explain the separate influence of each dimension of the AI service quality on guest satisfaction. The findings indicate that the efficiency (p=0.006), security (p=0.012), availability (p=0.009), enjoyment (tp=0.000), human contact (p=0.000), and personality creation using anthropomorphism (t=4.13, p=0.000) are positively and statistically significant to the satisfaction of their guests These are significant in that it is not only the technical ability to deliver services and avail AI services, but its ability to deliver an enjoyable, personalized, human-like experience that can act as a key source of satisfaction among the guest in five-star hotels in India.

"H$_{02}$: There is no significant association between employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India".

"H$_{12}$: There is a significant association between employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India"

Table 4: Result of chi square table

	Chi-Square	df	Asymp. Sig.
1. I am open to adopting in-room AI amenities in my work.	236.169**	1	0
2. I believe in-room AI amenities will make my work easier.	6.009**	1	0.014
3. I feel comfortable learning new technologies for hotel service.	132.169**	3	0
4. I think AI amenities can improve guest satisfaction.	203.756**	4	0
5. I am interested in receiving training on AI amenities.	72.000**	1	0
6. I see AI amenities as an opportunity for professional growth.	48.027**	3	0
7. I believe AI amenities can increase service efficiency.	428.138**	18	0
8. I feel that AI amenities will change my work responsibilities positively.	270.271**	16	0
9. I do not feel threatened by the adoption of AI amenities in my job.	297.840**	11	0

(* and ** indicate the significance levels at 5 and 1% level of significant)

To measure the relationships between the employee attitude and adoption of in-room technological amenities in five-star hotels within India, the table of the Chi-square analysis was used as indicated in Table 4. The hypothesis that employee feelings, including the willingness to innovate, perceived advantages, and professional preparedness are crucial to the successful implementation of the amenities powered by AI in the context of luxury hotels is directly addressed in the given analysis.

The findings of Chi-square reveal that all attitudinal variables that were measured had positive significant correlations with the implementation of in-room AI-based technologies among employees. In particular, the readiness to use AI facilities in their everyday operations (236.169, $p < 0.01$), the view that those amenities would facilitate the work process (6.009, $p = 0.014$) and comfort in acquiring hotel service technologies (132.169, $p < 0.01$) were found to be important factors. It is important to note that attitudes towards the possibility of AI amenities to enhance the satisfaction of guests

(X 2 = 203.756, p < 0.01), the willingness to seek training on AI systems (X 2 = 72.000, p < 0.01), and considering the technological amenities as the means to develop professionally (X 2 = 48.027, p < 0.01) had strong associations as well. Also, the thought that AI can make service more efficient (2 (122)) < 0.01), anticipations that their work duties will be positive (2 (110)) < 0.01), not perceiving any threat to the job position (2 (100)) < 0.01) support the notion that active and favorable employee attitudes go hand in hand with the effective adoption of the technological change.

The results that each of the Chi-square values had a statistical significance that points to the acceptance of the fact that employee attitudes cannot be considered peripheral issues and that employee attitudes are core to the consumption and right usage of ing-room AI amenities in Indian five-star hotels is more than ample evidence to reject null hypothesis (H 0 2) and accept the alternative hypothesis (H 1 2). These findings reiterate the appeal of culture of openness, quality training programs, and fears of job displacement, as the key strategies in making hotel management to derive the maximum advantage of technological innovation. When employees start feeling much more secure and also positive about the usage of AI, their overall involvement and balance are likely to improve the general level of guest service and speed up the path of the hotel to digital perfection.

H₀3: There is no significant difference between employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India with moderate demographic variable.

H₁3: There is a significant difference between employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India with moderate demographic variable.

Table 5: One sample t test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Employee attitudes and the adoption of in-room technological amenities	83.279	199	0	11.55556	11.2798	11.8313
Age	40.958	199	0	60.06667	57.1527	62.9807
Gender	213.754	199	0	115.2111	114.1401	116.2821
Occupation status	37.828	199	0	12.68889	12.0224	13.3554
Education	166.607	199	0	11.51833	11.3826	11.6541
Country of Residence	89.973	199	0	58.265	56.9932	59.5368
Purpose of staying in the hotel	449.783	199	0	105.2817	104.822	105.7414
which area you preferred to be equipped with technological amenities when you were staying at the hotel	13.881	199	.000	16.12500	13.0255	19.2245

Correlation between attitude of employees towards the adoption of in-room technological amenities and main demographic variables was further examined with the aid of the one-sample t-tests (refer to Table 5). The value of this analysis was to undertake a test as to whether there is any significant variation on the existing pattern of employee attitude on the basis of the demographic parameters of age, gender, occupation status, education, and country of residence, purpose of hotel stays and area of technological amenities preference. The results indicate that all the variables under consideration showed very significant t values with respective p-values much less than the 0.001 level meaning high statistical power throughout the study. An example can be seen in the acquisition of in-room technological amenities and employee attitudes combination variable which yielded a very high t of 83.279 signifying a very powerful general difference. The demographic factors like age (t = 40.958), gender (t = 213.754), occupation status (t = 37.828) and

education (t = 166.607) all proved to have a significant impact on the attitude where there was a positive and high correlation between the variables of demographics and the employee attitude towards technology adoption. Also, the country of residence (t = 89.973), the said purpose that the person is staying in the hotel (t = 449.783) and the most desired location of amenities that the person wants the technological amenities to be situated (t = 13.881), were identified among the most significant contributors, and this indicates the intricacy of the way the demographic elements influence the level of preparation and willingness of the employees towards technological change. The high degree of significance of t-test positive values in each and every of the demographic and attitudinal variables offers a clear round of rejecting the null hypothesis (H 0 3). The findings therefore confirm the alternative hypothesis (H13), it was therefore confirmed that there are significant differences in the attitudes which employees have towards adopting in-room AI amenities where demographic variables are also factored in. The results indicate the need to adjust training and communication, as well as change management with respect to the needs of the people working at the hotel and their views that are likely to be different due to their diverse backgrounds and life experiences within the hotel workforce. To hotel management, it would mean understanding that employee demographic diversity will determine how they accept technological advances and, therefore, whether AI-augmented service delivery will be useful in the five-star hotel in India.

Factor analysis

Guest Satisfaction of AI Service Quality

Table 6: Communalities on factor analysis for Guest Satisfaction of AI Service Quality

	Initial	Extraction
Efficiency	1.000	.587
Security	1.000	.573
Availability	1.000	.541
Enjoyment	1.000	.622
Human Contact	1.000	.712
Personalization (Anthropomorphism)	1.000	.668
Guest Satisfaction	1.000	.465
Extraction Method: Principal Component Analysis		

Tables 6, 7 and 8 by using principal component factor analysis, the underlying structure on guest satisfaction with reference to AI service quality was examined, and the communalities, variance explained and component matrix were tabled. Table 6, the communalities table indicates the percentage of variance of each of the variables observed which is explained by the factors extracted. The most interesting aspect is that human contact (.712), personalization by use of anthropomorphism (.668), and enjoyment (.622) showed the greatest communalities, according to which these related areas of AI service quality contribute toward the most significant overall variance in the guest satisfaction ratings. Such activities as efficiency (.587), security (.573), availability (.541) were also demonstrated to contribute to the outcomes in a meaningful way, whereas the entire guest satisfaction scale was correlated with a slightly smaller communalities value (.465).

Table 7: Total Variance Explained in factor analysis for Guest Satisfaction of AI Service Quality

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
Efficiency	8.508	42.540	42.540	8.508	42.540	42.540	4.251	21.254	21.254

Security	1.940	9.698	52.238	1.940	9.698	52.238	4.119	20.594	41.848
Availability	1.195	5.976	58.214	1.195	5.976	58.214	3.273	16.367	58.214
Enjoyment	.872	4.362	62.576						
Human Contact	.776	3.879	66.456						
Personalization (Anthropomorphism)	.707	3.536	69.991						
Guest Satisfaction	.637	3.183	73.174						
"Extraction Method: Principal Component Analysis."									

The description of the variance, explained by the total compositions as illustrated in Table 7 shows that the three total components achieved Eigen values above one and they all explained a significant percentage of the variance in the guest satisfaction. Precisely, 42.54 of the total variances was attributed to the first component, which is mostly an indication of efficiency and a combined 9.70 and 5.98 was contributed to the second and third component which is mostly an indication of security and availability respectively. Collectively, these variables explained close to 60 percent of the total variance, which demonstrates that guest satisfaction is a complex concept when it comes to the implementation of AI-enabled service in hotels.

Table 8: Component Matrix in factor analysis for Guest Satisfaction of AI Service Quality

	Component		
	1	**2**	**3**
Efficiency	.706	-.232	-.188
Security	.698	-.163	-.244
Availability	.634	.099	-.359
Enjoyment	.706	-.130	-.327
Human Contact	.751	-.185	.637
Personalization (Anthropomorphism)	.717	-.166	-.355
Guest Satisfaction	.632	.725	-.124
"Extraction Method: Principal Component Analysis."			
a. 3 components extracted.			

More analytical clarification is provided by the component matrix in Table 8 to explain the make up and the relative impact of each factor. The strongest correlation was with the first principal component (0.751) i.e. human contact still by far outweighed the eventual introduction of features that are being generated by technological intervention within the luxury hotel. The only component that was most closely associated with the overall satisfaction to the guests was the second one (0.725) and thus it is concluded that satisfaction is not just determined by specific elements of the AI services but it is also determined by the cumulative picture of what a guest is going through. The third part was the closest related to personalization and anthropomorphism (0.637), as it shows that customers expect AI-powered services to not only be functional but also personal and seem close to human in their communication style.

Table 9: Communalities on factor analysis for Employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India

	Initial	Extraction
I am open to adopting in-room AI amenities in my work.	1.000	.566
I believe in-room AI amenities will make my work easier.	1.000	.642
I feel comfortable learning new technologies for hotel service.	1.000	.664
I think AI amenities can improve guest satisfaction.	1.000	.801
I am interested in receiving training on AI amenities.	1.000	.604
I see AI amenities as an opportunity for professional growth.	1.000	.602
I believe AI amenities can increase service efficiency.	1.000	.699
I feel that AI amenities will change my work responsibilities positively.	1.000	.522
I do not feel threatened by the adoption of AI amenities in my job.	1.000	.319

As Table 9 indicates, the communalities demonstrate the degree to which each of the variables of the attitude is explained by the identified factors generated. Employee openness to technological change included variables that had the strongest explanations based on the factor structure variables, including that they feel comfortable learning new technologies (.664), that their AI amenities can improve service efficiency (.699), that their AI amenities can improve guest satisfaction (.801), and that in-room AI amenities will make things easier to work (.642), which proves the notion of adaptability and perceived benefits as significant features of this variable.

Table 10: Total Variance Explained in factor analysis for Employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
I am open to adopting in-room AI amenities in my work.	10.747	38.382	38.382	10.747	38.382	38.382
I believe in-room AI amenities will make my work easier.	3.138	11.207	49.589	3.138	11.207	49.589
I feel comfortable learning new technologies for hotel service.	1.920	6.856	56.445	1.920	6.856	56.445
I think AI amenities can improve guest satisfaction.	1.264	4.515	60.960	1.264	4.515	60.960
I am interested in receiving training on AI amenities.	.962	3.434	64.394			
I see AI amenities as an opportunity for professional growth.	.737	2.632	67.026			
I believe AI amenities can increase service efficiency.	.717	2.559	69.586			

I feel that AI amenities will change my work responsibilities positively.	.700	2.498	72.084			
I do not feel threatened by the adoption of AI amenities in my job.	.651	2.326	74.410			
"Extraction Method: Principal Component Analysis."						

Interpretation: The total variance attributed to each component is presented in Table 10, where four-eminent factors were recognized with the eigen value greater than one, and the total variance explained by these factors constitutes a high proportion of the total variance in the attitudes of employees. In particular, the component that relates to the receptiveness to AI adoption alone accounted for 38.38 of the variances, then beliefs about ease and utility of AI amenities (11.21), comfort with technology (6.86), and confidence in AI ability to supply guest satisfactory experiences (4.52). Such results highlight the intricate relationships between the background openness, perceived facilitation of the job, flexibility as well as expected impact on services as the major influencers of employee attitudes.

Table 11: Component Matrix in factor analysis for Employee attitudes and the adoption of in-room technological amenities in selected five-star hotels of India

	Component			
	1	**2**	**3**	**4**
I am open to adopting in-room AI amenities in my work.	.574	.353	.323	.091
I believe in-room AI amenities will make my work easier.	.345	.721	-.028	-.057
I feel comfortable learning new technologies for hotel service.	.603	.127	.488	.214
I think AI amenities can improve guest satisfaction.	.198	.869	-.070	.035
I am interested in receiving training on AI amenities.	.619	.090	.462	-.018
I see AI amenities as an opportunity for professional growth.	.604	.036	.477	.087
I believe AI amenities can increase service efficiency.	.248	.795	.069	-.016
I feel that AI amenities will change my work responsibilities positively.	.649	-.001	.316	.018
I do not feel threatened by the adoption of AI amenities in my job.	.385	-.003	.362	-.200
"Extraction Method: Principal Component Analysis."				
a. 4 components extracted.				

Table 11 explains the component matrix on how individual attitude variables were consistent with the extracted components. The initial element is the highest correlated with willingness to take advantage of in-room AI services in everyday work practice (.574) and the view that AI services would also have a favorable impact on job requirements (.649). The second element denotes thoughts concerning the effectiveness of service and enhancement of guest satisfaction, of which the correlations are high (.795 and .869 respectively). The comfort learning new technologies appears to be a characteristic aspect of the third component (.488) and the fourth component still indicates the aspects of adaptability and trainability readiness.

The factor analysis findings show that the attitudes of employees to technological features available in the rooms of a hotel are not uniform and are organized around a few major dimensions: initial openness to AI, how well it would benefit job tasks and service performance, comfort with technological disruption, and professional growth preparedness. The insights indicate that hotels wishing to achieve effective adoption of AI should take into consideration the ideas of fostering the confidence and flexibility among employees, showing the tangible advantages of technological features in

terms of both employee proficiencies and customer pleasure, and training and change leading programs have to deal with the diverse aspects of employee perceptions and judgment. In this way, management will be more capable of adjusting its efforts to transform the organization accordingly to the actual contributors to employee acceptance and engagement speeding up the successful implementation of higher AI facilities the luxury hospitality industry in India.

7. Conclusion

This paper aimed to investigate the mentality of guest satisfaction and employee attitude towards adopting in-room technological amenity in the context of single-star hotels in India in terms of the role of the service quality of the artificial intelligence in communication. The research has established strong evidence that satisfaction levels of guests as well as employee engagement are closely intertwined with the quality and perception of AI-driven services in the luxury hospitality environment through a broad range of empirical methods that employed multivariate regression, chi-square analysis, t-tests and factor analysis. The findings demonstrated that all AI service quality dimensions are serious determinants of guest satisfaction. The guests are also demanding more personalized experiences characterized by seamless, safe experiences powered by technologically-advanced features. The age tendency to have younger and tech-savvy customers as a respondent simply enhances the emerging trend of the increasing need to have digitally empowered comfort and hyper-personalized delivery of service to customers in luxury hotels in India. Critically crucial, the results also show that employee attitudes form the nexus in effective adoption and adoption of AI amenity. The research created substantial links between the readiness of employees on the AI fronts and their perceived gains to their employees as well as their readiness to accept training and their personal comfort with technological transition. Workforce diversity in the workforce population was revealed to have an impact on the attitudes and indicated that specific change management- and human development programs should be introduced to each hotel organization. Factor analysis also illustrated that guest satisfaction as well as employee attitudes are multi-dimensional in nature. A combination of efficient service, human contact and personalization was found to determine technological satisfaction in cases where guests believed that they needed a balance and not technology to either view or cut on costs of inefficiency. Successful AI adoption hinged on initial receptivity, flexibility and refreshing recognition of personal and professional worth that such technological breakthrough carries. the study has both scholarly and practical value in that it establishes the role played by AI service quality in motivating the satisfaction as well as influencing uptakes of the workforce in the Indian luxury hotels.

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