

## **ABSTRACT**

### **EFFECTS OF TECHNOLOGY AMENITIES ON HOTEL GUEST SATISFACTION**

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Technology is a critical determinant in hotel guest satisfaction. Hotels often utilize technology as a value-added amenity to help promote differentiation and enhance guest satisfaction. The purpose of this study was twofold: to measure the level of guest satisfaction with existing technology-based amenities, and to examine the scope of impact of such amenities on hotel guest satisfaction. A random sample of 675 travelers was chosen. A total 533 usable responses were received. The results indicate that there is a significant positive relationship between two factors- “in-room technologies”, “comfort technologies”- and hotels' satisfaction. Results of “Independent Sample T-Test” showed that the level of male guests' satisfaction is higher than female guests' satisfaction. Secondly, there is not a significant difference between “business travelers” and “pleasure travelers” guest satisfaction. According to ANOVA, there are differences between comfort technologies and hotel type.

**KEYWORDS:** Hotels, Technology Amenities, Guest Satisfaction