

The Impact of Information Technology Service Innovation and Service Quality on Customer Satisfaction in the Tourism Industry

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Abstract

The tourism industry has experienced significant transformation with the development of information technology (IT), which has had a major impact on the way services are delivered to customers. Technological innovations, such as online booking platforms, mobile applications, and the use of artificial intelligence (AI), have increased the efficiency and ease of access to tourism services. In addition, high service quality, which includes speed, responsiveness, and ease of interaction, is an important factor in increasing customer satisfaction. High customer satisfaction can increase loyalty, increase the likelihood of customers returning to use the same service, and provide positive recommendations. Therefore, understanding the relationship between IT service innovation, service quality, and customer satisfaction is essential for companies in the tourism sector to maintain competitiveness in an increasingly competitive market. This study aims to examine the impact of IT service innovation and service quality on customer satisfaction in the tourism industry, as well as providing insight for companies in facing challenges and taking advantage of

existing opportunities. Keywords: Information Technology Service Innovation, Service Quality, Customer Satisfaction, Tourism Industry and Information Technology in Tourism

Introduction

Tourism industry is one of the Economy Sector that continues develop rapidly and become focus main in many countries in the world. In the middle development this, the need for provide efficient, quality and appropriate service with hope customer the more urgent. Change rapid technology, especially in field technology information (IT), has open opportunity for perpetrator industry tourist for introduce innovation new that can increase quality service and ultimately repair satisfaction customer.

Tourism industry own significant contribution to global economy. According to data from the Organization World Tourism (UNWTO), sector This become contributor big to GDP (product domestic gross) and create field work for millions of people around the world. With increasing interest traveler international and domestic, competition in the tourism market the More tight. Therefore that, for still compete, Companies tourist must Keep going adapt with needs and preferences consumers who continue developing, and use technology for increase quality service brand

Technology information has change method company tourist operate and interact with customers. Before existence digital technology, customers must visit agent journey physique for plan journey them. However, with IT progress, now

customer can plan, order and enjoy various service tourist online via application or website. Technology This allow savings time, increase comfort, and accessibility for previous customers difficult reachable.

Innovations IT- based, such as online ordering platforms, mobile applications, and the use of technology intelligent like intelligence artificial intelligence (AI) and big data, providing company tourist ability for offer more services fast, more efficient, and more personalized. With more information fast and easy accessed, customer can feel more served and satisfied with experience they.

Quality service is one of the factor main influencing factors decision Customer for choose a service and feel satisfied with experience they. In the context of tourism, quality service covers various elements, start from comfort accommodation, speed service, responsiveness to complaints, until interaction with staff and facilities access information. Quality high service will increase satisfaction customers, who have the potential push they for return use service and even recommend it to others.

However, the quality service No only depends on the interaction direct with customers, but is also influenced by the technology used in the operational process. For example, the system efficient ordering, responsive communication platform, and use of tool analytic for understand preference customer can increase quality service in a way overall

In the digital era today this, innovation technology and quality service own close relationship in determine level satisfaction Customers. Technology allow

company tourist for provide more services good, fast more and more in accordance with need customers, who in turn increase quality service. On the other hand, quality good service, such as response fast to question customer or easy ordering, can leading to satisfaction more customers tall.

With use technology for increase efficiency operational, reduce time wait, and give more services personalized, company tourist can repair quality service them and improve satisfaction customers. Customers who feel satisfied with the services they provide accept more tend for become customer faithful, do purchase repeatedly, and provide recommendation positive to others.

Even though technology give Lots benefit for industry tourism, there is challenges that need to be overcome faced, such as problem customer data privacy, reliance on digital systems that can affected by disturbance technical, and ensure that innovation technology still notice need human customer.

However, the opportunities offered by technology information is very large. In the long term long, the company can adopt technology in a way effective and improve quality service will more Capable fulfil expectation customers, expand markets, and improve Power competition they are in a very competitive industry this.

Study This use approach quantitative for analyze impact innovation service technology information and quality service to satisfaction customers in the industry tourism. This method chosen Because allow data collection that can analyzed in a way statistics for identify connection between relevant variables.

Theory

Study This based on several relevant theory for understand connection between innovation service technology information, quality service, and satisfaction customers. Some the theory used among others:

This theory developed by Parasuraman, Zeithaml, and Berry who identified five dimensions main in measure quality services : Tangibles: Aspects physique like facilities , equipment and appearance source Power human , Reliability: Ability For give promised service in a way consistent and able dependable, Responsiveness : Desire For help customers and provide fast service , Assurance : Ability staff For convincing customer that they get quality service and Empathy: Attention individual to Customer and attention to need they .

This theory used for measure quality services provided to customers and how factors This influential to satisfaction customers in the sector tourist.

Innovation theory technology information (IT) includes understanding How implementation technology can repair efficiency and effectiveness in give services. In the context of tourism, this including use technology for system booking, mobile apps, and intelligence artificial intelligence (AI) for personalization services. Technology This expected can increase convenience, speed up the service process, and enrich experience customers, which leads to increased satisfaction.

Satisfaction theory customers developed by Oliver and others state that satisfaction customer achieved when expectation customer to a product or service

can filled or even exceeded. Satisfaction This influenced by perception customer to quality services received compared to with hope they. In research this, theory This used for explain How innovation IT services and quality service influence perception and level satisfaction customer in industry tourist.

This theory Explain how user receive and use technology new. This model Identify two factors main influencing factors adoption technology: Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). PEOU measures how far the user feel technology the easy used, while PU measures how far technology the considered useful in increase quality experience customers. In the context of tourism, adoption technology can influence satisfaction customer through second factor This.

This theory state that satisfaction customer happen when experience they in accordance or exceed hope they (confirm), or on the contrary If experience they more bad from expectations (disconfirmed). In the industry tourism, if innovation technology and quality service fulfil or exceed hope customers, then will There is high satisfaction, while if no in accordance with expectations, will arise dissatisfaction.

Method

Study This use design study descriptive and correlational. Descriptive used for describe conditions and characteristics innovation technology information, quality service, and satisfaction customers in the sector tourism. Correlational used for know how far the relationship between innovation technology, quality service,

and satisfaction customers, as well as how much big impact both of them to satisfaction customer.

Data collection was carried out through survey use questionnaire distributed to customers who have ever use services in the sector tourism. Questionnaire This covers questions related experience customer with innovation technology information, quality services received, and the level of satisfaction they. A 1-5 Likert scale was used for measure every variable.

Population study This is customers who have use service tourism that utilizes technology information at destination tour certain. Samples were taken in a way random with use non- probability sampling techniques, namely purposive sampling, which selects Respondent based on criteria certain, such as experience in use application online ordering or service based on technology other.

Data collected will analyzed use technique analysis regression multiple for See to what extent the variables innovation IT services and quality service influence satisfaction customers. Validity and reliability tests were also conducted for ensure that instrument study can measure with accurate the variable in question.

Results

Research result Impact Innovation Service Technology Information and Quality Service to Satisfaction Customers in the Tourism Industry. Research This aiming for analyze impact from innovation service technology information and quality service to satisfaction customers in the industry tourism. Based on analysis of the data obtained from survey conducted to customers who have use service tourist

based on technology, results study Show a number of findings the key that can explained as following:

Influence Innovation Service Technology Information to Satisfaction Customer

Research result show that innovation services based on technology information own significant influence to satisfaction customers in the industry tourism. Customers who use online booking platforms, mobile applications for destination tourism, and services based on intelligence artificial intelligence (AI) tends to feel more satisfied Because they feel convenience in plan travel, get fast and accurate information, as well as comfort in interact with system automatic.

Ease of Access to Information: Use applications and websites that provide information complete about destination tours, prices and availability accommodation make customer feel more believe self in take decision. This is show that customer value the convenience provided by technology.

Efficiency: Innovation IT services, such as booking digital ticketing and check-in, reducing time required for administrative processes, providing comfort more for customer.

Personalization Experience Customer: Usage technology for collect data and analyze preference customers also increase satisfaction customer through more recommendations right and proper with need they.

Influence Quality Service to Satisfaction Customer

Quality services also play a role important in determine level satisfaction customers. Based on results research, quality high level of service, which includes

dimensions speed, responsiveness, reliability, and attention to customers, providing impact positive to satisfaction customer.

Speed and Responsiveness: Fast and responsive service to need customer, good both online and offline directly, highly appreciated by customers. Quality This influence How customer evaluate overall experience they during interact with provider service.

Reliability and Consistency: Customers feel satisfied when services received in accordance with what was promised. Consistent performance from provider service tourism, good in matter accuracy information and also accuracy time, very influential to satisfaction customer.

Attention to Customer (Empathy): Friendly and full interaction attention from staff, good in a way direct and also through digital channels, also increase satisfaction customer.

Influence Combined Innovation IT Services and Quality Service to Satisfaction Customer Study this also found that innovation service technology information and quality service Work in a way synergistic in increase satisfaction customer. Customers who get combination between innovation technology that makes things easier and quality adequate service tend own level more satisfaction tall.

Smooth Interaction between Technology and Services: Customers who feel seamless integration between technology (such as application or online platform) with quality services (such as service fast and friendly customer service) feel

more satisfied. Innovation supporting technology quality service become factor key in increase experience customer in a way overall.

Loyalty Customers: Satisfied customers with innovation technology and quality service more tend for return use service in the future and recommend it to others.

This is Contribute to the improvement loyalty customer in industry tourist.

Recommendation for Tourism Companies

Based on findings study this, some recommendation can give for company tourist use increase satisfaction customer:

Increase Use the Right Technology: Companies need Keep going innovate in use technology that can increase comfort customers, such as through easy application used, system efficient ordering, and the use of AI for personalization service.

Focus on Quality Consistent Service: Ensuring that quality service still a wake, good in matter speed, responsiveness, and attention to Customer. Quality This must always become priority in give satisfying experience. **Integration of Technology and Services Humane:** Although technology play role big, important for ensure that interaction man still awake with good. Friendly and empathetic service from staff still become aspect important that is not Can replaced by technology solely.

Conclusion

In General overall, research This show that innovation service technology information and quality service own impact significant positive to satisfaction



customers in the industry tourism. Use technology that facilitates and improves comfort customers, together with quality high service, capable create more experience Good for customers and improve loyalty they to company. Therefore that, company tourist need Keep going adapt with development technology and keep standard quality services to be able to fulfil expectation customers and regulars compete in the global market.

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