

The Effects of Information Technology Services on Service Quality and Relationship Quality in Hotel Industry

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ABSTRACT

In order to remain competitive advantages, service providers are increasingly offering their customer more information technology (IT) service options. These service options are expected to help service providers improve their service quality, financial performance, customer satisfaction, and the quality of relationship with their customers. Because of the importance of IT in service industries, we need to understand more clearly how customers of service providers evaluate technological products and their interaction with service employees, how IT service options affect customer's perception of the overall service quality, and finally the quality of relationship between service provider and their customer. The results are as follows: 1. Customers' perceptions of service quality are affected by their attitude toward using technological products and also their need to interact with service employees. 2. IT service options affect customers' perceptions of service quality. 3. Customers' perceptions of service quality affect the quality of their relationship with hotel. To get these results, we propose a causal model of service quality centering on linkages between key variables such as service quality and the quality of relationship. The hypothesized model is then tested based on data collected from a sample of hotel customers and using a LIRSEL approach.

Keywords : information technology (IT) ; self-service technologies ; service quality ; relationship quality

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