

البحث الخامس

The Impact of Implementing the Internet of Things (IoT) on Customer Satisfaction: Evidence from Egypt

عنوان البحث

تأثير تطبيق إنترنت الأشياء (IoT) على رضا العملاء: شواهد من مصر

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Abstract

Today, the Internet of Things (IoT) is considered a very important issue in designing and mentoring services in tourism and hospitality. In the digitalization era achieve customer satisfaction is becoming difficulty especially during the pandemic of Covid-19 in tourism and hospitality industry. For that, hotel and airline industry is seeking to innovate in the services it provides to customers. IoT is one such innovation, which has been reviewed in many studies and scientific research. This research aims to identify the impact of IoT on customer satisfaction in hotel and airline industry in Egypt. The methodology of this research is based on a quantitative approach to achieve its aim and to test the research hypotheses. A convenience sample technique was chosen to collect data from five-star hotels guests in Cairo and airlines passengers. Questionnaire forms are used for collecting data in the current research. The total number of questionnaires forms distributed was 400 forms out of which only 300 have been returned back with response rate 75%. SPSS (version, 26) software was used for analysis data. The results of this research reported that the IoT has a positive impact on customer satisfaction in hotel and airline industry. The results of this research were significant at $p \leq 0.05$, which indicated that IoT variables of application, security, and cost have a statistically significant impact on customer satisfaction. This research studied the

impact of IoT on customer satisfaction in hotel and airline industry in Egypt. This study is useful for many researchers, academics, and practitioners in the tourism and hospitality industry, as it contributes to recognizing the importance of IoT and its enormous potential, especially in the hotel and airline industry.

Keywords: Internet of Things (IoT), Customer Satisfaction, Hotel, Airline Industry, Egypt.