

NO. DAFTAR FPIPS : 4895/UN40.A2.8/PT/2024

**PENGARUH INOVASI LAYANAN PADA BOBOCABIN SEBAGAI *SMART HOTEL*
TERHADAP *WORD OF MOUTH INTENTION* MELALUI SIKAP**

(Survei terhadap wisatawan yang pernah mengunjungi Bobocabin di Bandung)

SKRIPSI

Diajukan untuk memenuhi salah satu syarat mengikuti sidang skripsi pada
Program Studi Manajemen Pemasaran Pariwisata



Oleh:

Latifah Khoirunnas

1905122

PROGRAM STUDI MANAJEMEN PEMASARAN PARIWISATA

FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL

UNIVERSITAS PENDIDIKAN INDONESIA

2023

LEMBAR HAK CIPTA

PENGARUH INOVASI LAYANAN PADA BOBOCABIN SEBAGAI *SMART* HOTEL TERHADAP *WORD OF MOUTH INTENTION* MELALUI SIKAP

Oleh
Latifah Khoirunnas
NIM 1905122

Sebuah Skripsi yang diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Sarjana
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Pendidikan Ilmu Pengetahuan Sosial
Universitas Pendidikan Indonesia

© Latifah Khoirunnas, 2023
Universitas Pendidikan Indonesia
Oktober 2023

Hak Cipta dilindungi Undang-Undang
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
Dengan dicetak ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis

LEMBAR PENGESAHAN

**PENGARUH INOVASI LAYANAN PADA BOBOCABIN SEBAGAI *SMART*
HOTEL TERHADAP *WORD OF MOUTH INTENTION***

(Survei terhadap wisatawan yang pernah mengunjungi Bobocabin)

Skripsi ini disetujui dan disahkan oleh:

Mengetahui,

Pembimbing 1



Sulastri, S.Pd., M.Sat., M.M
NIP. 920171219820323201

Pembimbing 2



Endah Fitriyani, S.Par., M.M.Par
NIP.9201902199104201

**Mengetahui,
Ketua Program Studi
Manajemen Pemasaran Pariwisata**



**Taufik Abdullah, S.E.,
M.M.Par.,Ph.D**
NIP. 198510242014041001

**Tanggung Jawab Yudiris
Ada Pada Penulis**



Latifah Khoirunnas
NIM. 1905122

PERNYATAAN TENTANG KEASLIAN SKRIPSI DAN BEBAS PLAGIARISME

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh Inovasi Layanan Pada Bobocabin Sebagai *Smart Hotel* Terhadap *Word of Mouth Intention* Melalui Sikap**” beserta seluruh isinya merupakan benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dilakukan dengan cara tidak sesuai dengan etika ilmu yang berlaku.

Atas pernyataan ini, saya bersedia menanggung risiko maupun sanksi apabila dikemudian hari ditemukan pelanggaran etika keilmuan atau terdapat pengakuan dari pihak lain terhadap keaslian karya saya ini.

Bandung, 20 Oktober 2023
Pembuat Pernyataan



Latifah Khoirunnas

ABSTRAK

Latifah Khoirunnas 1905122 “Pengaruh Inovasi Layanan Pada Bobocabin Sebagai Smart Hotel Terhadap *Word of Mouth Intention* Melalui Sikap” di bawah bimbingan Sulastri, S.Pd., M.Sat., M.M dan Endah Fitriyani, S.Par., M.M.Par.

Penerapan teknologi pada suatu layanan atau produk akan mempengaruhi sikap dari konsumen yang merasakannya, hal ini berperan penting dalam membentuk niat perilaku wisatawan dimasa yang akan datang. Merujuk dari hal tersebut, terdapat urgensi untuk melakukan *word of mouth intention* kepada orang lain. Tujuan dari penelitian ini ialah memperoleh gambaran dan pengaruh dari *service innovation* terhadap *word of mouth intention* melalui sikap pada wisatawan yang menginap pada Bobocabin di Bandung. Metode penelitian yang dilakukan untuk mengetahui pengaruh dari setiap dimensi *service innovation* terhadap *word of mouth intention* melalui sikap ialah metode kuantitatif analisis jalur (*Path Analysis*). Penelitian dilakukan dengan mengambil sampel sebanyak 250 wisatawan, serta pengolahan data menggunakan *software SPSS for windows*. Penelitian yang telah dilakukan mengemukakan bahwa *service innovation* memiliki pengaruh signifikan secara simultan terhadap *word of mouth intention* melalui sikap pada Bobocabin di Bandung

Kata Kunci: *Service Innovation*, Sikap, *Word of Mouth Intention*, Bobocabin Bandung

ABSTRACT

Latifah Khoirunnas 1905122 *“The Effect of Service Innovation on Bobocabin as a Smart Hotel on Word of Mouth Intention with Attitude as Intervening”* under the guidance of Sulastri, S.Pd., M.Sat., M.M and Endah Fitriyani, S.Par., M.M.Par.

The application of technology to a service or product will affect the attitude of consumers who feel it, this plays an important role in shaping the behavioral intentions of future tourists. Referring to this, there is an urgency to carry out word of mouth intention to others. The purpose of this study is to obtain an overview and influence of service innovation on word-of-mouth intention through attitudes on tourists staying at Bobocabin in Bandung. The research method used to determine the effect of each dimension of service innovation on word-of-mouth intention through attitude is the quantitative method of path analysis. The research was conducted by taking a sample of 250 tourists, and data processing using SPSS for windows software. The research that has been conducted suggests that service innovation has a significant effect simultaneously on word-of-mouth intention through attitudes at Bobocabin in Bandung.

Keywords: Service Innovation, Attitude, Word of Mouth Intention, Bobocabin Bandung

KATA PENGANTAR

Dengan mengucapkan segala puji dan syukur kehadirat Allah SWT. karena dengan rahmat dan karuniaNya penulis dapat menyelesaikan skripsi yang berjudul “Pengaruh Inovasi Layanan Pada Bobocabin Sebagai *Smart Hotel* Terhadap *Word of Mouth Intention* Melalui Sikap” sebagai salah satu syarat menempuh ujian sidang sarjana Program Studi Manajemen Pemasaran Pariwisata.

Penyusunan skripsi ini dilakukan untuk memperoleh gambaran deskriptif mengenai inovasi layanan, sikap, dan *word of mouth intention* wisatawan pada Bobocabin di Bandung, serta memahami pengaruhnya secara simultan maupun parsial.

Penulis menyadari bahwa skripsi ini masih memiliki kekurangan, sehingga saran dan kritik dari pembaca diharapkan dapat menjadi evaluasi skripsi ini untuk penelitian lebih baik di masa mendatang. Penelitian skripsi ini diharapkan dapat memberi manfaat bagi pengembangan ilmu manajemen pemasaran pariwisata khususnya pada *eWOM* inovasi layanan serta *word of mouth intention*.

Bandung, 20 Oktober 2023

Penulis
Latifah Khoirunnas

UCAPAN TERIMA KASIH

Puji dan syukur penulis panjatkan kepada Allah SWT. karena berkat rahmat dan karuniaNya penulis dapat menyelesaikan penyusunan skripsi ini untuk memenuhi salah satu syarat menempuh ujian sidang sarjana Program Studi Manajemen Pemasaran Pariwisata Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia. Penyusunan skripsi ini tidak dapat berjalan dengan baik apabila tanpa adanya dukungan, bimbingan, serta bantuan dari beberapa pihak. Atas segala motivasi serta bantuan yang telah penulis terima, dengan penuh rasa hormat penulis mengucapkan terima kasih kepada:

1. Bapak Drs. Ali Imron dan Ibu Elis Hustya selaku orang tua, serta Rizki Ananda S.Par sebagai kakak yang selalu memberikan dukungan berupa kasih sayang, motivasi, dan mendoakan sehingga penulis bisa menyelesaikan skripsi ini.
2. Ibu Sulastri, S.Pd., M.Sat., M.M selaku Dosen Pembimbing I yang telah memberikan motivasi, bimbingan serta masukan yang sangat bermanfaat selama penyusunan skripsi ini.
3. Ibu Endah Fitriyani, S.Par., M.M.Par selaku Dosen Pembimbing II yang telah mengarahkan, mendukung dan memberikan motivasi yang sangat berpengaruh kepada penulis selama penyusunan skripsi.
4. Bapak Dr. Lili Adi Wibowo, S.Sos., S.Pd., M.M selaku Dosen Pembimbing Akademik yang telah memberikan motivasi dan saran selama menjalani perkuliahan . Bapak Taufik Abdullah, S.E., M.M. Par., Ph.D selaku Ketua Program Studi Manajemen Pemasaran Pariwisata Universitas Pendidikan Indonesia.
5. Bapak Oce Ridwanudin, SE., M.M, Bapak Taufik Abdullah, SE., M.M.Par.,Ph.D., Ibu Rini Andari, SE.Par., M.M, Bapak Gitasiswhara, SE.Par., M.M, Ibu Dewi Pancawati N, S.Pd., M.M dan seluruh dosen-dosen di Program Studi Manajemen Pemasaran Pariwisata atas segala ilmu dan bimbingan yang telah diberikan selama ini kepada penulis.
6. Bapak Dr. Agus Mulyana, M.Hum. selaku Dekan Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia.

7. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., MA selaku Rektor Universitas Pendidikan Indonesia.
8. Eva Fauziah, Yayah Fitria Musa, Selly Arliyana, Yasinta Ambar Wati, Alfi Amalia Khaerani, dan Santy Wijaya yang merupakan sahabat penulia selama menjalani perkuliahan di Manajemen Pemasaran Pariwisata yang selalu membantu dan memberikan dukungn serta motivasi kepada penulis dari awal perkuliahan hingga selesai Menyusun skripsi ini.
9. Widiatika Ima Moza, Auliya Ambar Sucipta, Fricellia Metaviani, Zahfi Nur Agam, Attadarik Umar Faras, Raihan Muhamad Iqbal, Adinta Tri Rahmawati dan Unnyta Ika Lucia selaku sahabat-sabahat terdekat penulis yang selalu memberikan dukungan kepada penulis sehingga bisa menyelesaikan skripsi ini.
10. Cahya Widhaputra selaku orang yang selalu memberikan kasih sayang, dukungan, semangat dan motivasi kepada penulis selama mengerjakan skripsi ini hingga selesai.

Semoga Allah SWT senantiasa memberikan pahala serta rahmat-Nya atas segala kebaikan, berupa doa maupun dukunganya kepada penulis, Aamiin.

DAFTAR ISI

LEMBAR HAK CIPTA.....	ii
PERNYATAAN TENTANG KEASLIAN SKRIPSI DAN BEBAS	iv
PLAGIARISME	iv
ABSTRAK	v
ABSTRACT.....	vi
KATA PENGANTAR	vii
UCAPAN TERIMA KASIH	viii
DAFTAR ISI	x
DAFTAR TABEL.....	xiv
DAFTAR GAMBAR	xvi
BAB 1 PENDAHULUAN.....	1
1.1 Latar Belakang.....	1
1.2 Rumusan Masalah.....	12
1.3 Tujuan Penelitian	12
1.4 Kegunaan Penelitian	12
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, HIPOTESIS	14
2.1 Kajian Pustaka	14
2.1.1 Pendekatan Teori	14
2.1.2 Konsep <i>Word of Mouth Intention</i>	16
2.1.2.1 Definisi <i>Word of Mouth Intention</i>	19
2.1.2.2 Pengukuran <i>Word of Mouth Intention</i>	21
2.1.2.3 Model <i>Word of Mouth Intention</i>	23
2.1.3 Konsep Sikap.....	24
2.1.3.1 Definisi Sikap	25
2.1.3.2 Pengukuran Sikap	26
2.1.3.3 Model Sikap.....	28
2.1.4 Konsep <i>Service Innovation</i>	29
2.1.4.1 Definisi <i>Service innovation</i>	29
2.1.4.2 Pengukuran <i>Service Innovation</i>	32

2.1.4.3 Model <i>Service Innovation</i>	34
2.2 Kerangka Pemikiran.....	35
2.3 Hipotesis	40
BAB III OBJEK DAN METODOLOGI PENELITIAN	42
3.1 Objek Penelitian	42
3.2 Metode Penelitian	43
3.2.1 Jenis Penelitian	43
3.2.2 Operasionalisasi Variabel.....	43
3.2.2 Jenis dan Sumber Data	49
3.2.4 Populasi, Sampel dan Teknik <i>Sampling</i>	50
3.2.4.1 Populasi	50
3.2.4.2 Sampel	50
3.2.4.3 Teknik <i>Sampling</i>	50
3.2.5 Teknik Pengumpulan Data	51
3.2.6 Pengujian Validitas dan Reliabilitas	52
3.2.6.1 Pengujian Validitas	52
3.2.6.2 Pengujian Reliabilitas.....	56
3.2.7 Teknik Analisis Data	58
3.2.7.1 Teknik Analisis Data Deskriptif	58
3.2.7.2 Teknik Analisis Data Verifikatif.....	59
3.2.7.3 Pengujian Analisis Jalur (Path Analysis)	63
3.2.7.4 Pengujian Hipotes	66
BAB IV HASIL DAN PEMBAHASAN	68
4.1 Profil Destinasi, Karakteristik dan Pengalaman Wisatawan.....	68
4.1.1 Profil Destinasi.....	68
4.1.2 Karakteristik dan Pengalaman Wisatawan Bobocabin	70
4.1.2.1 Keterkaitan Jenis Kelamin dan Usia	72
4.1.2.2 Keterkaitan Pekerjaan dan Pendapatan Per-bulan dan Uang Saku.....	74
4.1.2.3 Keterkaitan Pendidikan	75
4.1.2.4 Keterkaitan Domisili	77

4.1.2.5 Keterkaitan Alasan Berkunjung dan Durasi Menginap	78
4.1.2.6 Keterkaitan Kesukaan terhadap Membagikan di Sosial	80
4.2 Hasil Penelitian.....	81
4.2.1 Tanggapan Wisatawan.....	81
4.2.1.1 Gambaran <i>Service Innovation</i> di Bobocabin	81
4.2.1.2 Gambaran Variabe Sikap pada Wisatawan di Bobocabin.....	90
4.2.1.3 Gambaran <i>Word of Mouth Intention</i> di Bobocabin.....	93
4.2.2 Hasil Pengujian Hipotesis	96
4.2.2.1 Hasil Pengujian Asumsi Klasik	96
4.2.2.2 Hasil Uji Korelasi dan Koefisien Determinasi	101
4.2.2.3 Hasil Pengujian Koefisien Analisis Jalur (<i>Path Analysis</i>)	102
4.2.2.4 Hasil Pengujian Koefisien setelah Metode Trimming	107
4.3 Pembahasan Hasil Penelitian	113
4.3.1 Tanggapan Wisatawan.....	113
4.3.1.1 Gambaran <i>Service Innovation</i>	113
4.3.1.2 Gambaran Sikap.....	114
4.3.1.3 Gambaran <i>Word of Mouth Intention</i>	116
4.3.2 Pembahasan Hasil Pengujian Hipotesis	117
4.3.3 Implikasi Hasil Temuan Penelitian	119
4.3.3.1 Temuan Penelitian Bersifat Teoritik	119
4.3.3.2 Temuan Bersifat Empirik	120
BAB V KESIMPULAN DAN REKOMENDASI.....	122
5.1 Kesimpulan	122
5.2 Rekomendasi	125
DAFTAR PUSTAKA	128
LAMPIRAN	140

DAFTAR TABEL

Tabel 1. 1 <i>Rating Dan Review</i> Bobocabin Di OTA	7
Tabel 2. 1 Perbedaan WOM dan eWOM	17
Tabel 2. 2 Sitasi Definisi <i>Word of Mouth Intention</i> Menurut Para Ahli	19
Tabel 2. 3 Indikator <i>Word of Mouth Intention</i> Menurut Para Ahli.....	21
Tabel 2. 4 Sitasi Definisi Sikap Menurut Para Ahli	25
Tabel 2. 5 Indikator Sikap Menurut Para Ahli	27
Tabel 2. 6 Sitasi Definisi <i>Service Innovation</i> Menurut Para Ahli	30
Tabel 2. 7 Indikator <i>Service Innovation</i> Menurut Para Ahli	32
Tabel 3. 1 Operasional Variabel	45
Tabel 3. 2 Jenis Dan Sumber Data.....	49
Tabel 3. 3 Hasil Pengujian Validitas.....	54
Tabel 3. 4 Hasil Pengujian Reabilitas	58
Tabel 3. 5 Interpretasi Besarnya Koefisien Korelasi	63
Tabel 4. 1 Klasifikasi Tingkat <i>Word of Mouth Intention</i>	72
Tabel 4. 2 Keterkaitan Karakteristik Berdasarkan Jenis Kelamin dan Usia	72
Tabel 4. 3 Keterkaitan Karakteristik Berdasarkan Pekerjaan dan Pendapatan.....	74
Tabel 4. 4 Karakteristik Berdasarkan Pendidikan Terakhir	76
Tabel 4. 5 Karakteristik Berdasarkan Asal Daerah.....	77
Tabel 4. 6 Karakteristik Berdasarkan Alasan Menginap dan Durasi Menginap	78
Tabel 4. 7 Keterkaitan Kesukaan Dalam Membagikan Pengalaman Di Media Sosial... 80	
Tabel 4. 8 Tanggapan Responden Terhadap <i>Ease of Use</i>	82
Tabel 4. 9 Tanggapan Responden Terhadap <i>Efficiency</i>	83
Tabel 4. 10 Tanggapan Responden Terhadap <i>Convenient</i>	85
Tabel 4. 11 Tanggapan Responden Terhadap <i>Control</i>	87
Tabel 4. 12 Rekapitulasi Tanggapan Responden Terhadap <i>Service Innovation</i>	89
Tabel 4. 13 Tanggapan Responden Terhadap Sikap.....	91
Tabel 4. 14 Tanggapan Responden Terhadap <i>Word Of Mouth Intention</i>	94
Tabel 4. 15 Hasil Uji Asumsi Normalitas	97
Tabel 4. 16 Hasil Uji Multikolinearitas	97

Tabel 4. 17 Hasil Uji Autokorelasi	98
Tabel 4. 18 Hasil Uji Heteroskedastisitas	99
Tabel 4. 19 Hasil Pengujian Linearitas 1	100
Tabel 4. 20 Hasil Pengujian Linearitas 2	100
Tabel 4. 21 Hasil Uji Korelasi dan Koefisien Determinasi.....	101
Tabel 4. 22 Matriks Korelasi	102
Tabel 4. 23 Hasil Uji Secara Simultan (Uji F)	104
Tabel 4. 24 Hasil Uji Secara Parsial (Uji T).....	105
Tabel 4. 25 Hasil Pengujian Koefisien Jalur	112

DAFTAR GAMBAR

Gambar 1. 2 Persentase <i>Word of Mouth</i> Wisatawan Setelah Menginap Bobobox.....	10
Gambar 2. 1 <i>The Relationship Stage</i>	15
Gambar 2. 2 Model Komunikasi <i>Word of Mouth Intention</i>	23
Gambar 2. 3 Model Sikap	28
Gambar 2. 4 Model <i>Service Innovation</i>	34
Gambar 2. 5 Kerangka Pemikiran.....	39
Gambar 2. 6 Paradigma Penelitian	40
Gambar 3. 1 Struktural Hubungan Kausal Variabel X, Y, Z	64
Gambar 3. 2 Diagram Jalur Sub Struktur 1: X terhadap Y	65
Gambar 3. 3 Diagram Jalur Sub-Struktur 1: Y terhadap Z	65
Gambar 4. 1 Garis Kontinum Variabel <i>Service Innovation</i> Pada Bobocabin	90
Gambar 4. 2 Garis Kontinum Variabel Sikap Pada Bobocabin	93
Gambar 4. 3 Garis Kontinum Variabel <i>Word of Mouth Intention</i> Pada Bobocabin.....	96
Gambar 4. 4 Diagram Jalur Pengujian Sub Hipotesis Model 1	107
Gambar 4. 5 Diagram Jalur Pengujian Sub Hipotesis Model 2.....	109

DAFTAR PUSTAKA

- Agag, G., & El-Masry, A. A. (2016). Understanding Consumer Intention To Participate In Online Travel Community And Effects On Consumer Intention To Purchase Travel Online And WOM: An Integration Of Innovation Diffusion Theory And TAM With Trust. *Computers In Human Behavior*, 60, 97–111. <https://doi.org/10.1016/j.chb.2016.02.038>
- Ajzen, I. (1991). The Theory Of Planned Behavior. *Organizational Behavior And Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-Taga](https://doi.org/10.1016/0749-5978(91)90020-Taga)
- Akrifa, O. :, Damayana, N., Pembimbing, D., Rohman, F., & Si, M. (N.D.). *Pengaruh Kualitas Produk Terhadap Terciptanya Electronic Word Of Mouth Di Media Sosial Twitter (Studi Pada: Telkomsel)*.
- Alsajjan, B., & Dennis, C. (2010). Internet Banking Acceptance Model: Cross-Market Examination. *Journal Of Business Research*, 63(9–10), 957–963. <https://doi.org/10.1016/j.jbusres.2008.12.014>
- Anita, T., & Zulkarnain, A. (2020). Affects Hotel Image-Palarch's. In *Journal Of Archaeology Of Egypt/Egyptology* (Vol. 17, Issue 7).
- Bilderbeek, R., & Den Hertog, P. (1998). *Technology-Based Know Ledge-Intensive Business Services In The Netherlands: The Eir Significance As A Driving Force Behind Know Ledge-Driven Innovation1* (Vol. 67, Issue 2). Duncker & Humblot. <http://hdl.handle.net/10419/141202>
- Bilgihan, A., Smith, S., Ricci, P., & Bujisic, M. (2016). Hotel Guest Preferences Of In-Room Technology Amenities. *Journal Of Hospitality And Tourism Technology*, 7(2), 118–134. <https://doi.org/10.1108/jhtt-02-2016-0008>
- Boisvert, J., & Ashill, N. J. (2011). How Brand Innovativeness And Quality Impact Attitude Toward New Service Line Extensions: The Moderating Role Of Consumer Involvement. *Journal Of Services Marketing*, 25(7), 517–527. <https://doi.org/10.1108/08876041111173642>
- Budi Primanto, A., & Swastha Dharmmesta, B. (2019). What Happens After They Laugh: How Humorous Advertisements Have An Effect On Consumers' Attitudes, Word Of Mouth Intentions, And Purchase Intentions, With The Need For Humor Playing A Moderating Role. *Journal Of Indonesian Economy And Business*, 34(2), 113–127. <http://journal.ugm.ac.id/jieb>
- Creswell, J. W., & David Creswell, J. (N.D.). *Research Design: Qualitative, Quantitative, And Mixed Methods Approaches*.
- Dabholkar, P. A. (1996). Consumer Evaluations Of New Technology-Based Self-Service Options: An Investigation Of Alternative Models Of Service Quality. In *J. Of Research In Marketing* (Vol. 13).

Damanpour, F., Walker, R. M., & Avellaneda, C. N. (2009). Combinative Effects Of Innovation Types And Organizational Performance: A Longitudinal Study Of

- Service Organizations. *Journal Of Management Studies*, 46(4), 650–675. <https://doi.org/10.1111/J.1467-6486.2008.00814.X>
- Dasar Metodologi Penelitian - Sandu Siyoto, Muhammad Ali Sodik - Google Buku. (N.D.). Retrieved December 5, 2021, From <https://books.google.co.id/books?id=Qphfdwaaqbaj&printsec=frontcover&hl=id#v=onepage&q&f=false>
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease Of Use, And User Acceptance Of Information Technology. *Mis Quarterly: Management Information Systems*, 13(3), 319–339. <https://doi.org/10.2307/249008>
- Definition Of Scientific Hypothesis- A Generalization Or A Causal Explanation-. (N.D.).
- Denicolai, S., Cioccarelli, G., & Zucchella, A. (2010). Resource-Based Local Development And Networked Core-Competencies For Tourism Excellence. *Tourism Management*, 31(2), 260–266. <https://doi.org/10.1016/J.Tourman.2009.03.002>
- Dr. Ulber Silalahi, M. A. (N.D.). *Metode Penelitian Sosial Kuantitatif*.
- Eagly, A. H. C. (2016). *The Psychology Of Attitudes*. <https://psycnet.apa.org/record/1992-98849-000>
- East, R., Singh, J., Wright, M., & Vanhuele, M. (N.D.). *Consumer Behaviour : Applications In Marketing*.
- Egan, J. (N.D.). *Relationship Marketing Exploring Relational Strategies In Marketing*. www.pearsoned.co.uk/Egan
- Eisend, M., & Kuss, A. (2019). Research Ethics And Research Practice. *Research Methodology In Marketing*, 211–233. https://doi.org/10.1007/978-3-030-10794-9_10
- Enz, C. A. (2012). Strategies For The Implementation Of Service Innovations. *Cornell Hospitality Quarterly*, 53(3), 187–195. <https://doi.org/10.1177/1938965512448176>
- Fakhrun Nisa, P., Prodi Pendtata Niaga, H., Pendekonomi, J., Ekonomi, F., Negeri Surabaya, U., & Ketintang Surabaya, K. (2015). *Pengaruh Kualitas Layanan Terhadap Wom (Word Of Mouth) Melalui Kepuasan Konsumen Pada Jasa Bus Putra Mas Kelas Ekonomi*.
- Fatimah, N. H. (2015). *Pengaruh Bauran Pemasaran Jasa Terhadap Nilai Dan Niat Berperilaku Pelanggan Hotel Syariah Grand Kalimas Di Surabaya*. <http://lib.unair.ac.id>
- Fung So, K. K., & Li, X. (2023a). Service Innovation And Emerging Technologies In Tourism And Hospitality. In *Cornell Hospitality Quarterly* (Vol. 64, Issue 2, Pp. 140–142). Sage Publications Inc. <https://doi.org/10.1177/19389655231166819>

- Fung So, K. K., & Li, X. (2023b). Service Innovation And Emerging Technologies In Tourism And Hospitality. In *Cornell Hospitality Quarterly* (Vol. 64, Issue 2, Pp. 140–142). Sage Publications Inc. <https://doi.org/10.1177/19389655231166819>
- Ghoniayah, N. (2013). Menciptakan Positive Word Of Mouth Intention Melalui Reputasi, Kepuasan Relasional Dan Customer-Company Identification (Creating Positive Word Of Mouth Intention By Reputation, Satisfaction Relasional And Customer-Company Identification). In *Juni* (Vol. 8, Issue 1).
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social Media Marketing Efforts Of Luxury Brands: Influence On Brand Equity And Consumer Behavior. *Journal Of Business Research*, 69(12), 5833–5841. <https://doi.org/10.1016/j.jbusres.2016.04.181>
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). E-Wom Scale: Word-Of-Mouth Measurement Scale For E-Services Context. *Canadian Journal Of Administrative Sciences*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>
- Hair, J. F., Black, W. C., Babin, B. J. And Anderson, R. E. (2010). *Multivariate Data Analysis*. 785. https://books.google.com.my/books/about/Multivariate_Data_Analysis.html?id=Jlraaaaayaaj&pgis=1
- Han, H., & Hyun, S. S. (2017). Impact Of Hotel-Restaurant Image And Quality Of Physical-Environment, Service, And Food On Satisfaction And Intention. *International Journal Of Hospitality Management*, 63, 82–92. <https://doi.org/10.1016/j.ijhm.2017.03.006>
- Han, H., & Yoon, H. J. (2015). Hotel Customers' Environmentally Responsible Behavioral Intention: Impact Of Key Constructs On Decision In Green Consumerism. *International Journal Of Hospitality Management*, 45, 22–33. <https://doi.org/10.1016/j.ijhm.2014.11.004>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004a). Electronic Word-Of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers To Articulate Themselves On The Internet? *Journal Of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004b). Electronic Word-Of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers To Articulate Themselves On The Internet? *Journal Of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Hernández-Perlines, F., Ariza-Montes, A., Han, H., & Law, R. (2019). Innovative Capacity, Quality Certification And Performance In The Hotel Sector. *International Journal Of Hospitality Management*, 82, 220–230. <https://doi.org/10.1016/j.ijhm.2019.04.027>
- Hsu, C. L., & Chen, M. C. (2014). Explaining Consumer Attitudes And Purchase Intentions Toward Organic Food: Contributions From Regulatory Fit And

- Consumer Characteristics. *Food Quality And Preference*, 35, 6–13. <https://doi.org/10.1016/j.foodqual.2014.01.005>
- Hwang, J., Lee, J. S., & Kim, H. (2019a). Perceived Innovativeness Of Drone Food Delivery Services And Its Impacts On Attitude And Behavioral Intentions: The Moderating Role Of Gender And Age. *International Journal Of Hospitality Management*, 81, 94–103. <https://doi.org/10.1016/j.ijhm.2019.03.002>
- Hwang, J., Lee, J. S., & Kim, H. (2019b). Perceived Innovativeness Of Drone Food Delivery Services And Its Impacts On Attitude And Behavioral Intentions: The Moderating Role Of Gender And Age. *International Journal Of Hospitality Management*, 81, 94–103. <https://doi.org/10.1016/j.ijhm.2019.03.002>
- Hwang, J., Lee, J. S., & Kim, H. (2019c). Perceived Innovativeness Of Drone Food Delivery Services And Its Impacts On Attitude And Behavioral Intentions: The Moderating Role Of Gender And Age. *International Journal Of Hospitality Management*, 81, 94–103. <https://doi.org/10.1016/j.ijhm.2019.03.002>
- Ivanov, S., & Berezina, K. (N.D.-A). *Adoption Of Robots And Service Automation By Tourism And Hospitality Companies*. <https://ssrn.com/abstract=2964308> electronic copy available at: <https://ssrn.com/abstract=2964308>
- Ivanov, S., & Berezina, K. (N.D.-B). *Adoption Of Robots And Service Automation By Tourism And Hospitality Companies*. <https://ssrn.com/abstract=2964308> electronic copy available at: <https://ssrn.com/abstract=2964308>
- Jean Harrison-Walker, L. (1968a). The Measurement Of Word-Of-Mouth Communication And An Investigation Of Service Quality And Customer Commitment As Potential Antecedents The Primary Focus Of These Studies Is Not On Measure Devel. In *Journal Of Service Research* (Vol. 4, Issue 1).
- Jean Harrison-Walker, L. (1968b). The Measurement Of Word-Of-Mouth Communication And An Investigation Of Service Quality And Customer Commitment As Potential Antecedents The Primary Focus Of These Studies Is Not On Measure Devel. In *Journal Of Service Research* (Vol. 4, Issue 1).
- Jeng, C. R. (2019). The Role Of Trust In Explaining Tourists' Behavioral Intention To Use E-Booking Services In Taiwan. *Journal Of China Tourism Research*, 15(4), 478–489. <https://doi.org/10.1080/19388160.2018.1561584>
- Jeong, E. H., & Jang, S. C. S. (2011a). Restaurant Experiences Triggering Positive Electronic Word-Of-Mouth (Ewom) Motivations. *International Journal Of Hospitality Management*, 30(2), 356–366. <https://doi.org/10.1016/j.ijhm.2010.08.005>
- Jeong, E. H., & Jang, S. C. S. (2011b). Restaurant Experiences Triggering Positive Electronic Word-Of-Mouth (Ewom) Motivations. *International Journal Of*

- Hospitality Management*, 30(2), 356–366.
<https://doi.org/10.1016/j.ijhm.2010.08.005>
- Jeremen, D. E., Jędrasiak, M., & Rapacz, A. (2016a). The Concept Of Smart Hotels As An Innovation On The Hospitality Industry Market – Case Study Of Puro Hotel In Wrocław. *Ekonomiczne Problemy Turystyki*, 36, 65–75.
<https://doi.org/10.18276/Ept.2016.4.36-06>
- Jeremen, D. E., Jędrasiak, M., & Rapacz, A. (2016b). The Concept Of Smart Hotels As An Innovation On The Hospitality Industry Market – Case Study Of Puro Hotel In Wrocław. *Ekonomiczne Problemy Turystyki*, 36, 65–75.
<https://doi.org/10.18276/Ept.2016.4.36-06>
- Jeremen, D. E., Jędrasiak, M., & Rapacz, A. (2016c). The Concept Of Smart Hotels As An Innovation On The Hospitality Industry Market – Case Study Of Puro Hotel In Wrocław. *Ekonomiczne Problemy Turystyki*, 36, 65–75.
<https://doi.org/10.18276/Ept.2016.4.36-06>
- Joséantonioofolgado-Fernández, A.-C. J.-M. (N.D.). *Applying Quality Of Life Research: Best Practices Best Practices In Hospitality And Tourism Marketing And Management A Quality Of Life Perspective*.
<http://www.springer.com/series/8364>
- Kabadayi, S., Ali, F., Choi, H., Joosten, H., & Lu, C. (2019). Smart Service Experience In Hospitality And Tourism Services: A Conceptualization And Future Research Agenda. *Journal Of Service Management*, 30(3), 326–348.
<https://doi.org/10.1108/Josm-11-2018-0377>
- Kim, J. J., & Han, H. (2022a). Hotel Service Innovation With Smart Technologies: Exploring Consumers' Readiness And Behaviors. *Sustainability (Switzerland)*, 14(10). <https://doi.org/10.3390/Su14105746>
- Kim, J. J., & Han, H. (2022b). Hotel Service Innovation With Smart Technologies: Exploring Consumers' Readiness And Behaviors. *Sustainability (Switzerland)*, 14(10). <https://doi.org/10.3390/Su14105746>
- Kim, J. J., Kim, I., & Hwang, J. (2021). A Change Of Perceived Innovativeness For Contactless Food Delivery Services Using Drones After The Outbreak Of Covid-19. *International Journal Of Hospitality Management*, 93.
<https://doi.org/10.1016/j.ijhm.2020.102758>
- Kim, J. J., Lee, M. J., & Han, H. (2020a). Smart Hotels And Sustainable Consumer Behavior: Testing The Effect Of Perceived Performance, Attitude, And Technology Readiness On Word-Of-Mouth. *International Journal Of Environmental Research And Public Health*, 17(20), 1–17.
<https://doi.org/10.3390/Ijerph17207455>
- Kim, J. J., Lee, M. J., & Han, H. (2020b). Smart Hotels And Sustainable Consumer Behavior: Testing The Effect Of Perceived Performance, Attitude, And Technology Readiness On Word-Of-Mouth. *International Journal Of*

- Environmental Research And Public Health*, 17(20), 1–17.
<https://doi.org/10.3390/Ijerph17207455>
- Kim, J. J., Lee, M. J., & Han, H. (2020c). Smart Hotels And Sustainable Consumer Behavior: Testing The Effect Of Perceived Performance, Attitude, And Technology Readiness On Word-Of-Mouth. *International Journal Of Environmental Research And Public Health*, 17(20), 1–17.
<https://doi.org/10.3390/Ijerph17207455>
- Kotler, P. (N.D.). *Marketing For Hospitality And Tourism*.
- Kotler, P., & Keller, K. L. (N.D.). *Marketing Management*.
- Kurniawan 2016. (N.D.).
- Kusniawati, A. (2021). *The Graduate Program Of Universitas Galuh Master Of Management Studies Program Strategi Inovasi Pengembangan Jasa Hotel Di Era New Normal (Covid-19): Studi Provinsi Jawa Barat*. 5, 669–678.
<http://jurnal.unigal.ac.id/index.php/managementreview>
- Law, R., Sun, S., & Chan, I. C. C. (2020). Hotel Technology: A Perspective Article. *Tourism Review*, 75(1), 286–289. <https://doi.org/10.1108/Tr-05-2019-0150>
- Leckie, C., Nyadzayo, M. W., & Johnson, L. W. (2018). Promoting Brand Engagement Behaviors And Loyalty Through Perceived Service Value And Innovativeness. *Journal Of Services Marketing*, 32(1), 70–82. <https://doi.org/10.1108/Jsm-01-2017-0035>
- Leung, X. Y., Bai, B., & Stahura, K. A. (2015). The Marketing Effectiveness Of Social Media In The Hotel Industry: A Comparison Of Facebook And Twitter. *Journal Of Hospitality And Tourism Research*, 39(2), 147–169.
<https://doi.org/10.1177/1096348012471381>
- Lew, A. A., Hall, C. M., & Williams, A. M. (2014). *The Wiley Blackwell Companion To Tourism, First Edition. Edited Tourism Innovation Products, Processes, And People Chapter 13*.
- Li, M., Cai, L. A., & Qiu, S. (2016). A Value, Affective Attitude, And Tourist Behavioral Intention Model. *Journal Of China Tourism Research*, 12(2), 179–195. <https://doi.org/10.1080/19388160.2016.1225620>
- Lien, C. H., & Cao, Y. (2014a). Examining Wechat Users' Motivations, Trust, Attitudes, And Positive Word-Of-Mouth: Evidence From China. *Computers In Human Behavior*, 41, 104–111. <https://doi.org/10.1016/J.Chb.2014.08.013>
- Lien, C. H., & Cao, Y. (2014b). Examining Wechat Users' Motivations, Trust, Attitudes, And Positive Word-Of-Mouth: Evidence From China. *Computers In Human Behavior*, 41, 104–111. <https://doi.org/10.1016/J.Chb.2014.08.013>
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic Word-Of-Mouth In Hospitality And Tourism Management. *Tourism Management*, 29(3), 458–468.
<https://doi.org/10.1016/J.Tourman.2007.05.011>

- Malhotra, N. K., & Mccort, J. D. (2001). A Cross-Cultural Comparison Of Behavioral Intention Models: Theoretical Consideration And An Empirical Investigation. *International Marketing Review*, 18(3), 235–269. <https://doi.org/10.1108/02651330110396505>
- Malhotra, N. K., Nunan, D., & Birks, D. F. (N.D.). *An Applied Approach*. www.pearson.com/uk
- Mattsson, J., & Orfila-Sintes, F. (2014). Hotel Innovation And Its Effect On Business Performance. *International Journal Of Tourism Research*, 16(4), 388–398. <https://doi.org/10.1002/jtr.1933>
- Meilatinova, N. (2021). Social Commerce: Factors Affecting Customer Repurchase And Word-Of-Mouth Intentions. *International Journal Of Information Management*, 57. <https://doi.org/10.1016/j.ijinfomgt.2020.102300>
- Menor, L. J., & Roth, A. V. (2007). New Service Development Competence In Retail Banking: Construct Development And Measurement Validation. *Journal Of Operations Management*, 25(4), 825–846. <https://doi.org/10.1016/j.jom.2006.07.004>
- Moscardo, G. (2008). Sustainable Tourism Innovation: Challenging Basic Assumptions. *Tourism And Hospitality Research*, 8(1), 4–13. <https://doi.org/10.1057/thr.2008.7>
- Navarrete, A. F., Reader, S. M., Street, S. E., Whalen, A., & Laland, K. N. (2016). The Coevolution Of Innovation And Technical Intelligence In Primates. *Philosophical Transactions Of The Royal Society B: Biological Sciences*, 371(1690). <https://doi.org/10.1098/rstb.2015.0186>
- Neuhofner, B., Buhalis, D., & Ladkin, A. (2015). Smart Technologies For Personalized Experiences: A Case Study In The Hospitality Domain. *Electronic Markets*, 25(3), 243–254. <https://doi.org/10.1007/s12525-015-0182-1>
- Ngoma, M., & Ntale, P. D. (2019). Word Of Mouth Communication: A Mediator Of Relationship Marketing And Customer Loyalty. *Cogent Business And Management*, 6(1). <https://doi.org/10.1080/23311975.2019.1580123>
- Palmatier, R. W. (2008). *Relationship Marketing*. Marketing Science Institute.
- Parasuraman, A. (2000a). Technology Readiness Index (Tri) A Multiple-Item Scale To Measure Readiness To Embrace New Technologies. In *Journal Of Service Research* (Vol. 2, Issue 4).
- Parasuraman, A. (2000b). Technology Readiness Index (Tri) A Multiple-Item Scale To Measure Readiness To Embrace New Technologies. In *Journal Of Service Research* (Vol. 2, Issue 4).
- Pelet, J. E., Lick, E., & Taieb, B. (2019). Internet Of Things And Artificial Intelligence In The Hotel Industry: Which Opportunities And Threats For Sensory Marketing?

Springer Proceedings In Business And Economics, 154–164.
https://doi.org/10.1007/978-3-030-18911-2_20

Principles Of Marketing. (N.D.).

Putranti, H. R. D., & Pradana, D. (2015). Electronic Word Of Mouth (E-Wom), Kepuasan Konsumen Dan Pengaruh Langsung Dan Tak Langsung Terhadap Minat Beli Konsumen (Studi Pada Mahasiswa Feb Untag Di Semarang). *Media Ekonomi Dan Manajemen*, 30(1).

Qiao, L., Song, M., & Wang, N. (2021). Virtual Brand Community Experience, Identification, And Electronic Word-Of-Mouth. *Journal Of Computer Information Systems*, 61(4), 357–370. <https://doi.org/10.1080/08874417.2019.1661805>

Research Methods For Business: A Skill Building Approach - Uma Sekaran, Roger Bougie - Google Buku. (N.D.). Retrieved December 5, 2021, From https://books.google.co.id/books?id=A__Yi3tjqvac&printsec=frontcover&hl=id#v=onepage&q&f=false

Roy, S. K., Balaji, M. S., Quazi, A., & Quaddus, M. (2018). Predictors Of Customer Acceptance Of And Resistance To Smart Technologies In The Retail Sector. *Journal Of Retailing And Consumer Services*, 42, 147–160. <https://doi.org/10.1016/j.jretconser.2018.02.005>

Saputra, B., & Sudradjat, R. H. (N.D.). *Analisis Kegiatan Komunikasi Pemasaran Hotel Kapsul Bobobox Dalam Masa Pandemi Covid-19*.

Schiffman, L. (N.D.). *Consumer Behavior*.

Self-Service Technologies: Understanding Customer Satisfaction With Technology-Based Service Encounters. (N.D.).

Sernovitz, Andy. (2006). *Word Of Mouth Marketing : How Smart Companies Get People Talking*. 184.

Snyder, H., Witell, L., Gustafsson, A., Fombelle, P., & Kristensson, P. (2016). Identifying Categories Of Service Innovation: A Review And Synthesis Of The Literature. *Journal Of Business Research*, 69(7), 2401–2408. <https://doi.org/10.1016/j.jbusres.2016.01.009>

Solomon, M. R. (2006). *Consumer Behaviour : A European Perspective*. Financial Times/Prentice Hall.

Suwarno, B. (1987). *Metoda Kuantitatif Untuk Penelitian Ilmu-Ilmu Sosial Dan Pendidikan / Bambang Suwarno*.

Thariq, Y., Basusena, A., & Astiti, D. P. (2020). Word Of Mouth: Dahulu, Kini Dan Nanti. *Buletin Ilmiah Psikologi*, 1(3), 2720–8958. <https://doi.org/10.24014/pib.v%Vi%I.9855>

Tourism Management, Marketing, And Development. (N.D.).

- Tuncer, I., Unusan, C., & Cobanoglu, C. (2021). Service Quality, Perceived Value And Customer Satisfaction On Behavioral Intention In Restaurants: An Integrated Structural Model. *Journal Of Quality Assurance In Hospitality And Tourism*, 22(4), 447–475. <https://doi.org/10.1080/1528008x.2020.1802390>
- Tussyadiah, I. P., & Park, S. (2018a). Consumer Evaluation Of Hotel Service Robots. In *Information And Communication Technologies In Tourism 2018* (Pp. 308–320). Springer International Publishing. https://doi.org/10.1007/978-3-319-72923-7_24
- Tussyadiah, I. P., & Park, S. (2018b). Consumer Evaluation Of Hotel Service Robots. In *Information And Communication Technologies In Tourism 2018* (Pp. 308–320). Springer International Publishing. https://doi.org/10.1007/978-3-319-72923-7_24
- Tussyadiah, I. P., & Park, S. (2018c). Consumer Evaluation Of Hotel Service Robots. In *Information And Communication Technologies In Tourism 2018* (Pp. 308–320). Springer International Publishing. https://doi.org/10.1007/978-3-319-72923-7_24
- Van Der Panne, G., Van Beers, C., & Kleinknecht, A. (2003). Success And Failure Of Innovation: A Literature Review. In *International Journal Of Innovation Management* (Vol. 7, Issue 3). www.worldscientific.com
- Velázquez, B. M., Blasco, M. F., & Gil Saura, I. (2015). La Adopción De La Tic En Hoteles Y El Boca-Oreja Electrónico. *Academia Revista Latinoamericana De Administracion*, 28(2), 227–250. <https://doi.org/10.1108/Arla-10-2013-0164>
- Vera, P., Garcia, B., & Jesus, J. (2016). *Sosial Network As A Communication, Sales And Customer Service Tool. Analysis And Effectiveness Of WOM As A Marketing Strategy, June 2017.*
- Volo, S. (2012). A Consumer-Based Measurement Of Tourism Innovation. In *Innovation In Hospitality And Tourism* (Pp. 73–87). Taylor And Francis. https://doi.org/10.1300/J162v06n03_05
- Wang, X., Qin, X., & Zhou, Y. (2020). A Comparative Study Of Relative Roles And Sequences Of Cognitive And Affective Attitudes On Tourists' Pro-Environmental Behavioral Intention. *Journal Of Sustainable Tourism*, 28(5), 727–746. <https://doi.org/10.1080/09669582.2019.1704297>
- Westbrook, R. A. (N.D.). *Product/ Consumption-Based Affective Responses And Postpurchase Processes.*
- Wu, H. C., & Cheng, C. C. (2018a). Relationships Between Technology Attachment, Experiential Relationship Quality, Experiential Risk And Experiential Sharing Intentions In A Smart Hotel. *Journal Of Hospitality And Tourism Management*, 37, 42–58. <https://doi.org/10.1016/J.Jhtm.2018.09.003>
- Wu, H. C., & Cheng, C. C. (2018b). Relationships Between Technology Attachment, Experiential Relationship Quality, Experiential Risk And Experiential Sharing

- Intentions In A Smart Hotel. *Journal Of Hospitality And Tourism Management*, 37, 42–58. <https://doi.org/10.1016/j.jhtm.2018.09.003>
- Yang, H., Song, H., Cheung, C., & Guan, J. (2021). How To Enhance Hotel Guests' Acceptance And Experience Of Smart Hotel Technology: An Examination Of Visiting Intentions. *International Journal Of Hospitality Management*, 97. <https://doi.org/10.1016/j.ijhm.2021.103000>
- Yap, C. W. S., & Yazdanifard, R. (2014). How Consumer Decision Making Process Differ From Youngster To Older Consumer Generation. *Journal Of Research In Marketing*, 2(2), 151. <https://doi.org/10.17722/jorm.v2i2.54>
- Yen, C. L. A., & Tang, C. H. H. (2019). The Effects Of Hotel Attribute Performance On Electronic Word-Of-Mouth (Ewom) Behaviors. *International Journal Of Hospitality Management*, 76, 9–18. <https://doi.org/10.1016/j.ijhm.2018.03.006>
- Yfantidou, G., Spyridopoulou, E., Chatzigeorgiou, T., & Malliou, P. (2019). Hotel Innovation And The Creation Of Competitive Advantage. *Springer Proceedings In Business And Economics*, 135–144. https://doi.org/10.1007/978-3-030-03910-3_10
- Yousafzai, S. (2010). *Why Do Certain Individuals Adopt New Technologies Whereas Others Don't? Exploring The Role Of Technology Readiness In Internet Banking Adoption.*
- Yu, H. S., Zhang, J. J., Kim, D. H., Chen, K. K., Henderson, C., Min, S. D., & Huang, H. (2014). Service Quality, Perceived Value, Customer Satisfaction, And Behavioral Intention Among Fitness Center Members Aged 60 Years And Over. *Social Behavior And Personality: An International Journal*, 42(5), 757–767. <https://doi.org/10.2224/sbp.2014.42.5.757>
- Zhang, Y., & Qi, S. (2019a). User Experience Study: The Service Expectation Of Hotel Guests To The Utilization Of Ai-Based Service Robot In Full-Service Hotels. *Lecture Notes In Computer Science (Including Subseries Lecture Notes In Artificial Intelligence And Lecture Notes In Bioinformatics)*, 11588 Lncs, 350–366. https://doi.org/10.1007/978-3-030-22335-9_24
- Zhang, Y., & Qi, S. (2019b). User Experience Study: The Service Expectation Of Hotel Guests To The Utilization Of Ai-Based Service Robot In Full-Service Hotels. *Lecture Notes In Computer Science (Including Subseries Lecture Notes In Artificial Intelligence And Lecture Notes In Bioinformatics)*, 11588 Lncs, 350–366. https://doi.org/10.1007/978-3-030-22335-9_24
- Zhao, P., Wu, J., Hua, Z., & Fang, S. (2019). Finding Ewom Customers From Customer Reviews. *Industrial Management And Data Systems*, 119(1), 129–147. <https://doi.org/10.1108/Imds-09-2017-0418>
- Zolfagharian, M., & Paswan, A. (2008). Do Consumers Discern Innovations In Service Elements? *Journal Of Services Marketing*, 22(5), 338–352. <https://doi.org/10.1108/08876040810889111>