Analyzing Digital Features Of Accommodation Products Leading To Consumer Purchase

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Abstract

Accommodation industry experiences shifts in the customer preferences as digital era of e-commerce arrives. This shift forces business to focus more on integrated service delivery that leverages technology and applications. This further opens the opportunity to use customer narratives in providing valuable insights on what aspects these accommodation providers have to consider. This study explored the narratives from accommodation customers using qualitative analysis. Thirty two (32) customers were purposively sampled to elicit information-rich narratives through one-on-one interviews. Findings indicated that reliable and fast internet access is particularly crucial for customers who have remote work responsibilities and those who heavily rely on the internet for communication purposes. Customers value the availability of digital resources such as laptops and computers, especially for situations where work or communication emergencies arise. Addressing customers' concerns about internet security and catering to their preferences for digital amenities can lead to increased customer satisfaction, positive reviews, and ultimately boost bookings and revenue for accommodations. It is essential for accommodation providers to stay technologically relevant and continuously adapt to meet customers' evolving digital needs to remain competitive in the ever-changing hospitality industry. By doing so, they can establish a stronger position in the market and create a positive impact on their overall business performance.

Keywords: accommodation, consumer purchase, digital features, internet connectivity, quality service.

Introduction

The hospitality sector is undergoing a digital revolution, with hotels embracing web channel technology and online purchases. A noticeable shift in customer behavior, with more people preferring to book hotel rooms through dedicated hotel websites or affiliated online platforms (Furner et al., 2022; McLean & Barhorst, 2022). This shift in booking behavior is driven by the inherent spatial separation between customers and the listed products or services in online transactions. With customers unable to physically assess their preferred hotel accommodations during the online booking process, uncertainties arise regarding various service characteristics (Chen et al., 2020). Therefore, understanding and addressing these uncertainties become crucial for businesses to optimize the online booking experience and enhance customer satisfaction.

The purpose of this study was to describe the preference and expectations of customers about the digital features of accommodation. Specifically, digital features involves both tangible and non-tangible resources in an accommodation. This study provided narratives from customers that described how effective marketing of digital features could lead to purchase.

In the digital landscape, the provision of consistent and credible information is important for both businesses and their customers (Aravik et al., 2022; Kazemian et al., 2022). Trustbuilding becomes a critical aspect of e-commerce, and ensuring the accuracy and reliability of shared information is essential in business (Nasrolahi Vosta & Jalilvand, 2022). Blogs, for instance, can serve as powerful tools for disseminating electronic wordof-mouth recommendations and establishing personalized connections with customers. By integrating blogs into their websites, companies can effectively communicate with their customer base, reinforcing authenticity and building trust. Pisolkar et al. (2020) further highlight that this approach fosters long-term customer loyalty and positively influences their perceptions and decision-making processes.

The reliance on digital technology has become undeniable, significantly transforming various aspects of hospitality and accommodation services (Khalayleh & AlHawary, 2022). Notably, advancements in information technology have led to improvements in cybersecurity (Tong et al., 2022), service automation (Buhalis & Moldavska, 2022), and digital payment

systems (Sahi et al., 2022; Susanto et al., 2022). As a result, businesses can enhance security measures, optimize service processes, and provide customers with more convenient payment options. These advancements have also facilitated sector globalization, enabling service providers to expand their reach and offer services on a global scale.

The Internet of Things (IoT) is complex network of various commonplace physical devices, including sensors, actuators, identification tags, and mobile devices. These devices are interconnected, enabling them to establish direct or indirect communication with one another (Munir et al., 2017). This communication occurs either through local communication networks or over the Internet. There are several potential future IoT applications that hold promise for the hospitality sector e.g., augmented reality experiences, environment monitoring through IoT devices, and body area sensor networks. Undoubtedly, these emerging IoT applications will create new avenues for business growth and innovation within the hospitality industr (Kansakar et al., 2019).

The growth and success of a company is closely linked to its capacity to retain clients by means of exceptional customer service and ensuring their contentment (Edward & Sahadev, 2011; Zygiaris et al., 2022). Some industries used social media to have safe and effective communication with their customers (Zygiaris et al., 2022). The differentiation of a company's services from its competitors can be achieved by effectively identifying and fulfilling customer expectations through the provision of superior service quality (Dominic et al., 2010). This concept also applies to use of technology in the accommodation industry.

In light of the growing recognition among hospitality organizations regarding the advantages of technological applications, customers have concurrently exhibited an escalating reliance on technology. Consequently, customers are now placing greater emphasis on the provision of technologically driven services, thereby necessitating hospitality organizations to meet these heightened expectations (Bilgihan et al., 2011; Lee et al., 2003; Šerić et al., 2014). Hence, accommodation industry should identify strategies through which they can effectively harness emerging technologies to develop innovative services that significantly enhance the value of services for their clientele.

This study explored the customers' preferences and expectations regarding the digital features of accommodation. The study aimed to examine both tangible and intangible digital resources within accommodations and to gather narratives from customers to highlight the impact of effective digital feature marketing on their purchasing decisions. By shedding light on customers' perspectives and experiences, the research sought to provide valuable insights to the hospitality industry on how to strategically leverage digital features to enhance customer satisfaction and drive more bookings.

Literature Review

The trend observed in recent years indicates a growing preference among customers to make hotel room reservations through dedicated hotel websites or affiliated online platforms. One crucial characteristic inherent in online transactions is the presence of spatial separation between customers and the listed products or services (Chen et al., 2020; Huang et al., 2017, Sun et al., 2020,). Consequently, customers are unable to physically perceive and assess their preferred hotel accommodations during the online booking process, leading to heightened levels of uncertainty regarding various service characteristics (Zhang, et al., 2021).

It is imperative to acknowledge the ever-evolving nature of the hospitality sector, wherein hotels are progressively embracing the digital revolution (Wynn & Jones, 2022). The advent of web channel technology has brought about significant advancements in the realm of online purchases, leading to a gradual shifting in traditional purchasing methods caused by transformative impact of electronic services in communicating online information (Goldsmith & Tsiotsou, 2012; Kotler, 2022; Park, 2015). In the context of emarketing, Munjal and Singh (2021) advocate for a "Digital push," combining technology with a human touch to enhance customer engagement and overall brand experience.

There were many different aspects that business could provide information to their customers. Maintaining consistency and credibility online has become crucial for businesses and individuals alike. Madriz and Tejedor (2020) highlight the significance of ensuring that information shared on digital platforms is accurate and reliable to build trust with the customers and readers. Consequently, the electronic word-of-mouth recommendations and suggestions originating from a

blog can swiftly propagate throughout the internet (Sigala, 2012). Certain companies have made the strategic decision to integrate a blog into their websites, with the intention of establishing a deeper connection with their customer base on a more individualized and personal level (Backer, 2012; Kurdi et al., 2022).

Specifically, businesses can leverage digital platforms to create awareness and transparency about their products or services, which helps in reassuring customers of genuine and truthful interactions. This approach could establish a strong relationship with customers and fostering long-term loyalty (Pisolkar et al., 2020). Business transparency cues has demonstrated potential efficacy in influencing customers' perceptions and decision-making processes (Springer & Whittaker, 2018; Yang et al., 2022).

Customers also expect the accommodation officers are trained in responding to their needs. To stay competitive in the digital landscape, businesses must devise techniques to retain staff, create awareness, and automate tasks. Iranmanesh (2022) highlights the need for businesses to adapt to changing technologies, engage their employees effectively, and streamline processes through automation. However, it has been observed that various studies indicate the presence of certain inadequacies within the hospitality industry when it comes to digital skills (Magalhães et al., 2022; Parsons et al., 2023). Niharika (2015) argued that promoting continuous learning and encouraging a positive attitude toward the usage of information and communication technology (ICT) can lead to a successful digital transformation.

Digital technology has become an essential and irreplaceable element within the tourism industry (Pradhan et al., 2022). Information technology has brought about a significant transformation in the structure of hospitality and accommodation, including cybersecurity (Thomaidis, 2022), service automation (Davari et al., 2022), and digital payments (Susanto et al., 2022).

Furthermore, the tourism and hospitality industry has experienced significant changes due to recent advancements in network bandwidth, search tools, and transmission capacity (Lazić et al., 2023). These technological developments have greatly influenced the behavior of tourists, leading to a substantial increase in the utilization of technology for booking and organizing their trips. The advent of modern technology has

significantly expedited the phenomenon of sector globalization, as it has provided service providers with highly efficient tools to facilitate the expansion, administration, and dissemination of their services on a global scale.

Methods

This study analyzed the digital features of accommodation products that lead to customer purchase. This study used narratives from customers who considered digital resources of accommodation products as one of their preferred services in accommodation. This study provided in- depth narrative thematic analysis on the digital qualities of accommodation which convinces the consumers to purchase their services.

Research Design

This study used exploratory design to analyze the digital features of accommodation products. Exploratory design is mostly qualitative in nature that explores the concepts, ideas, and narratives of a topic. The main objective of exploratory research is to acquire understanding and collect initial data that can aid in refining the research problem and formulating hypotheses or research questions for subsequent investigation (Hassan, 2022).

The research design involved interview with the participants as the primary data gathering procedure. Essentially, qualitative analysis is a design employed to gain insights into individuals' subjective experiences and perceptions of the world (Bhandari, 2020). Through the facilitation of participant engagement, the study sought to elicit personal narratives, anecdotes, and observations, with the objective of extracting comprehensive and contextually pertinent data for subsequent analysis. Interviews have the potential to offer valuable insights into the lived experiences of the participants.

Sampling and Participants

The participants of this study were customers of accommodation products. Purposive sampling and convenience sampling (through referral) were used to sample the participants. Purposive sampling involves the selection of units driven by the specific characteristics that are sought after for inclusion in the sample (Nikolopoulou, 2022). Purposive sampling involves deliberately choosing a group of participants with a specific purpose in mind and convenience was used

through referral for those who qualify from the criteria set. This study employed a subjective form of sampling technique (Yadav, 2022) but this also enabled the researchers to expand the research topic into specific concepts.

In doing purposive sampling, the researchers have to build the criteria which specifies the characteristics of its participants (Frost, 2022). The utilization of purposive sampling enables the researcher to effectively discern and exclude extraneous responses that lack integration and relevance with the specific context of the study (Ayanyemi, 2023). This study sampled customers who availed the accommodation products (at least three times) just within a year. A total of 32 customers were interviewed by the researchers.

Research Instrument

The researchers handed a digital copy of guide question ledger to the participants. The ledger provided the questions to be asked in the interview. An interview guide is a methodical strategy employed to guarantee consistency in data collection and to acquire relevant narrative data from the participants involved in the study. The interview guide was thoughtfully constructed to include probing and follow-up questions, strategically employed to facilitate collection of narrative data. This helped the researcher in delving into the perspectives, motivations, experiences, and fundamental rationales that underlie the participants' responses. Probing questions serve to stimulate participants to expound upon their initial responses and offer more profound insights. Below is the research interview guide questions used in this study.

Table 1.0 Interview Guide Questions

Objectives	Interview Questions	n
1. Determine the digital features of the accommodation products expected by its consumers.	a. What consideration do you have terms of digital features of accommodation products?	32
	b. Why are digital features of accommodation products important to you?	

2. Determine the digital features of the accommodation products which led to the purchase of the products.	a. What turns you off in terms of the digital features of accommodation products? b. Do you consider digital features of accommodation products before you purchase them?	32

Data Gathering Procedure

Participants received an approval letter containing crucial details about the study's purpose, confidentiality terms, and voluntary participation. Upon acknowledging and accepting these terms, phone interviews were conducted as the primary method of data collection, offering remote interaction and flexibility in scheduling. The interviews aimed to collect data relevant to the research objectives, allowing participants to share their experiences, ideas, and perspectives on the digital features of accommodation. The interviews were audiorecorded for further in-depth analysis of responses. This study specifically followed the guidelines in telephone interview designed by Block & Erskine (2022). The data collection process spanned five months, from November 2022 to March 2023.

Data Analysis

In the data analysis process for this study, the researcher employed a systematic approach to derive meaningful insights from the collected data. The analysis focused on identifying recurring themes, patterns, and language pertaining to the quality of digital features of accommodation and its influence on consumer purchase intentions. The data was coded using a framework, where meaningful units of information were categorized and organized, representing key concepts, themes, or patterns found within the data (Caulfield, 2023).

Once the data was coded, the researcher examined it to identify recurring themes that emerged across participants' responses. These themes reflected prominent concepts and ideas relating to the characteristics and quality of digital features of accommodation. The researcher then sought connections and relationships between the codes to develop these themes further. The identified themes need to be thoroughly interpreted and analyzed to unveil their underlying meanings and implications (Nowell et al., 2017). This could

involve exploring the relationships between themes and investigating variations and similarities in participants' experiences and perspectives (Braun et al., 2012). Through this process of interpretation, valuable insights were extracted, conclusions were drawn, and the research objectives were addressed.

Results

Objective 1. Determine the digital features of the accommodation products expected by its consumers.

Theme 1: Internet Connection

 Most of the customers (n=24) expect that the accommodation provides a good internet connection. They consider Wi-Fi as their major source of internet connection which they expect to do good in terms of delivering fast and reliable internet. For customers, it is important for the, to have reliable internet service in an accommodation because some of them has remote works and some use internet for communication.

"It should be Wi-Fi because there are so many technical problems when it comes to passcode, some of them need you to fill out a form to use the Wi-Fi, but since we are paying for the hotel room, I hope it should be directly connected to our devices." [Participant 19]

"The signal needs to be strong. It also needs to offer alternative services so that existing consumers can use them." [Participant 21]

Wi-Fi is essential, particularly now that I'm a working woman. "For me, the internet signal like example the Garden Orchid has alternative option for its internet connection and does not depend on a single provider of internet service." [Participant 7]

"Internet access is one of the digital amenities that is likely to meet customer needs, so if the internet signal is down for more than two days, it is important to have a backup plan in place so that customers can still do business with you." [Participant 8]

Theme 2: Digital Assets

There were customers (n=17) who expect that the accommodation provides the digital assets e.g., laptops, television, computers. The accommodation could provide them these assets in case of emergency. For customers, because they have standby works, sometimes, emergency would come when they are staying in the accommodation. Additionally, even if

they bring their laptops with them, it might also experience technical issues. Having standby digital assets for customers would make the assured that the accommodation cares for their customers.

"They should offer digital accommodations like computers or iPads that can enable us to access right away if we have an emergency." [Participant 5]

"Since some travelers bring their work with them while on vacation and, like me, I usually experienced it. It is very important that hotels have accommodations items like computer launcher." [Participant 16]

"More specifically, I hope they have laptops that guests may use in case of an emergency or if they need to use them to do their work." [Participant 30]

"For work-related needs, having accommodations such as printing services or laptops is important." [Participant 21]

"The hotel television should also have an additional feature like mirroring because connecting your phone to the hotel television is difficult, and the television should be wide so that customers will return right away." [Participant 4]

Theme 3: Technical Support

Some customers (n=10) also considered technical support as an important aspect related to digital resources in an accommodation. For them, the accommodation should also have customer service that could help them when they experience technical problems when staying in their establishments. One participant also highlighted that the customer service should be helpful and courteous in assisting them with their technical problems. They highlighted some characteristics of digital features e.g., a customer service with technical knowledge, a technical support who can guide them with their problems.

"When it comes to technical support, I don't believe it matters much unless you need help from the staff." [Participant 24]

"When it comes to Wi-Fi, it matters a lot because some Wi-Fi has technical difficulties that require assistance."

"The customer service should provide helpful, courteous responses." [Participant 1]

Objective 2. Determine the digital features of the accommodation products which led to the purchase of the products.

Theme 1: Marketing Actual Quality

Customers (n=21) thought that effective marketing with reflection of actual quality of digital features could influence purchase intentions. One participant explained that some accommodations were not able to meet the expectations of their customers which cause customers to be disappointed with their services. Essentially, the accommodation should market digital features that they could provide and offer to their customers. One major contributor for this was the assurance that the accommodation could give them while marketing their products and services. This is easier to market because participants want their accommodation to provide quality internet connection.

"Regarding the Wi-Fi advertisement, given that we are paying on it, sometimes it is pointless and does not accurately reflect our expectations." [Participant 10]

"The intermittent loss of internet service; when Wi-Fi is present, usage is restricted. The staff's accommodations are quite poor since they occasionally fail to keep you amused when they need to be providing excellent services to encourage customers to return." [Participant 11]

"Since the consumer would probably not come if they had a negative experience due to a lost signal and poor service, it should provide suitable services." [Participant 23]

Theme 2: Alternative Digital Payments

Some customers (n=9) want the accommodation could give them alternative payment methods. One participant said that accommodation only accept cash or bank transfer. Customers, especially those who pay prior to arrival, use digital money transfer to pay the accommodation. Customers suggested secured digital payments like e-wallets or digital banks which they can use in case of down bank transactions.

"The method of payment shouldn't be restricted to cash or the bank; it should offer options like Paypal, Gcash, or any other digital money feature that would make it easier to send a payment." [Participant 22]

"The accommodation, I think, should also provide alternative payment methods and not only by cash or bank." [Participant 32]
"When I pay, I use bank. Sometimes, digital transfers are down so I cannot pay for accommodation." [Participant 5]

Theme 3: Security
Customers (n=15) thought of secured payment online access when staying in an accommodation. They want to be assured that accessing the internet is secured in an accommodation considering the vulnerability of the servers sometimes. For customers, they want to experience optimal internet browsing without worrying with their security. In this case, accommodation has to build secured internet servers for their customers, not only to payment methods, but also for internet access.
"You can see the transparency on it, especially when using an online payment method." [Participant 13]
"Internet is very vulnerable and even accommodation is not a safe space for internet browsing. So, if an accommodation could ensure that I'm digitally safe in their establishment, I would probably purchase their services." [Participant 26] "As a remote worker, I am very concerned with the security of internet in the accommodation, especially because any guest can access their connection. In fact, I am afraid of accessing internet in airports because their connection might not safe, same thing in accommodation also." [Participant 6]

Discussion
Objective 1. Determine the digital features of the accommodation products expected by its consumers.

This study revealed that customers prioritize a good internet connection and consider Wi-Fi as their primary source of internet connectivity when choosing accommodation. This preference is mainly driven by the need for reliable and fast internet access, which is crucial for customers who have remote work responsibilities and rely on the internet for communication. Good internet access was one of the prominent expectations of the customers because it enables them to connect and communicate.

The concept of effective internet connectivity is not new in hotel and hospitality industry. In hotel industry,

information technologies offer several significant advantages for both guests and businesses (Law et al., 2009; O'Connor & Murphy, 2004). These benefits primarily revolve around the effective transmission of product information, advertising, and facilitating product sales (Law et al., 2013).

Hotel businesses have recognized the importance of meeting the information needs of their customers to enhance their service quality (Khatri, 2019). Consequently, they have turned to reservation opportunities on the internet, leveraging information technologies and the internet to their benefit (Ip et al., 2011). This strategic move allows them to effectively cater to the preferences and requirements of their customers, ultimately improving their overall service quality.

This study indicated that for customers expect that the accommodation could provide them reliable internet connection, digital assts for emergency use, and technical support. As one participant noted, "the signal needs to be strong. It also needs to offer alternative services so that existing consumers can use them" [Participant 21]. Similarly, Mmutle & Shonhe (2017) explained that internet access was one of the most important attributes of service quality. One main reason for this was that consumers see internet as essential part of their life (Shu-Sheng, 2004). As one customer explained, "some travelers bring their work with them while on vacation" [Participant 16] and that "internet access is one of the digital amenities that is likely to meet customer needs" [Participant 8]. People are beginning to rely on the internet because their personal communication and business life mostly relied on it (Millar et al., 2007) as customer mostly use internet for personal e-mail communication, business e-mail communication, general surfing, and travel information checking (Lee & Tussyadiah, 2010).

The utilization of information technology within the hospitality industry is primarily motivated by the purpose of enhancing customer service, optimizing operational efficiency, reducing expenses, and attaining a competitive edge (Siguaw et al., 2000; Wynn & Jones, 2022). As Zgolli & Zaiem (2018) asserted, the strategic use of digital resources has the potential to enhance and fortify the tourism and hospitality industry. This study indicated that some customers prefer those accommodation that could provide them digital resources e.g., computes, laptops, in case of emergencies in work or communication. Similarly, customers of accommodation in

Zamboanga City, Philippines also preferred establishments that could provide them quality resources and amenities, these include digital assets like telephones, televisions, and televisions that can access internet. One customer reflected that "I hope they have laptops that guests may use in case of an emergency or if they need to use them to do their work" [Participant 30] and "it is important to have a backup plan in place so that customers can still do business with you" [Participant 8]. The observed patterns of behavior in internet and digital resources use could provide opportunity to companies and commercial entities involved in the providing services and commodities (Salama, 2022; Verma, 2012).

In addition to providing digital assets, accommodation establishments should have dedicated technical support and customer service teams to assist customers with any technical problems they may encounter during their stay (Dijmărescu et al., 2022; Kumar et al., 20222; Mburu et al., 2020). As one customer said, "the customer service should provide helpful, courteous responses" [Participant 1]. The technical support team should possess relevant technical knowledge and be courteous in guiding customers through their issues, ensuring a positive and satisfactory experience for all guests. It is important to note that recent studies considered good customer service as one of driving factors of purchase intentions (Calaro et al., 2023; Mendoza, 2023).

Recognizing the importance of digital assets, accommodation providers could consider offering amenities like laptops, televisions, and computers for customers to use in case of emergencies or technical issues with their personal devices. Equipping the team with the necessary expertise to troubleshoot and resolve technical problems will enhance customer satisfaction and loyalty. This proactive approach to providing digital assets shows care and consideration for guests' needs and enhances the overall customer experience.

Objective 2. Determine the digital features of the accommodation products which led to the purchase of the products.

The study reveals that customers place significant importance on effective marketing that accurately reflects the actual quality of digital features offered by accommodations. Customers are more likely to have positive purchase intentions when the marketing aligns with the services provided,

particularly when it comes to offering reliable internet connection, alternative payment methods, and secured online access.

The personalized development of services is anticipated to become the fundamental element of hotels' core competitiveness in the future (Sulaiman, 2021). Technological advancements in hotel facilities are expected to offer guests a distinct living experience, enabling them to indulge in enhanced comfort, convenience, and amusement (Wang, 2022). For instance, cybersecurity became an emerging necessity in hospitality because customers are mostly relying on internet and information technology for communication or work. In this study, one customer explained that "Internet is very vulnerable and even accommodation is not a safe space for internet browsing. So, if an accommodation could ensure that I'm digitally safe in their establishment, I would probably purchase their services" [Participant 26]. In e-commerce, attackers frequently target the customers, especially their private data (Kianpour et al., 2021; Liu et al., 2022). The collection of data from online stores' databases can be achieved through various means, including but not limited to the utilization of malware, ransomware, and e-skimming techniques (Liu et al., 2022). In this study, some customers were hesitant about availing accommodation if they are not assured with security in internet access.

Additionally, customers also suggested other secured mode of payments like e-wallets, digital banks, and online money transfer platforms. One customer thought that "you can see the transparency on it, especially when using an online payment method" [Participant 13] realizing the potential application of secured and alternative mode of payments in accommodation. It is imperative for e-payment systems to provide reliable and dependable mechanisms for customer authentication, ensuring both reliability and security in the process (Urs, 2015; Yadu & Sharma, 2021).

Aside from security, these payment methods helped the customers to avail the accommodation; in fact, some of them considered payment methods as one of important factors for purchase intentions. This relates to the study of Alzoubi et al. (2022) indicating that online payments could influence the retailing activities of a business. As the narratives reflected, "the accommodation, I think, should also provide alternative payment methods" [Participant 32] because "...sometimes,

digital transfers are down so [customers] cannot pay for accommodation" [Participant 5].

In most cases, it is necessary for accommodation to market their digital features well. Effective management information systems in the hotel industry offer hotel management access to superior information in various aspects such as the hotel's competitive standing, room sales performance, and the demographics of existing, new, and potential consumer bases (Arreza, 2022; Jawabreh et al., 2022). For instance, quality improvement is a marketing strategy that places significant emphasis on the fulfillment of guest desires (Haeruddin et al., 2022). One customer ascertained that giving Wi-Fi advertisements is "sometimes…pointless and does not accurately reflect our expectations." [Participant 10].

Customers' concern about the security of internet access should be addressed by accommodations. Implementing effective security measures for their internet servers can instill confidence in guests, assuring them that their online activities are protected from potential vulnerabilities. The study highlights the significance of considering customers' preferences and needs when it comes to digital features. Accommodations that prioritize the customer experience by offering reliable internet, secure payment options, and safe online access are more likely to attract repeat customers and receive positive reviews, leading to increased bookings and revenue.

Conclusion

The study emphasized that customers prioritize a good internet connection and consider Wi-Fi as their primary source of internet connectivity when selecting accommodation. Reliable and fast internet access is crucial for customers with remote work responsibilities and those who rely on the internet for communication.

Customers expect accommodation providers to offer reliable internet connections, digital assets for emergency use, and dedicated technical support. The availability of digital resources, such as laptops and computers, is considered valuable for customers who may face work or communication emergencies. Accommodation providers can enhance customer satisfaction and loyalty by equipping their establishments with

the necessary technical support and courteous customer service teams.

Offering secure and diverse payment options not only enhances customer satisfaction but also influences purchase intentions positively. Addressing customers' concerns about internet security and meeting their preferences for digital amenities can lead to increased customer satisfaction, positive reviews, and enhanced bookings and revenue for accommodations. This study emphasizes the importance of staying technologically relevant and catering to customers' digital needs to remain competitive in the hospitality industry.

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