

**ANALYZING THE USE OF SMART TECHNOLOGY AND THE
IMPACT OF PRICE ON GUEST SATISFACTION:
A CASE STUDY OF A CAPSULE HOTEL IN JAKARTA**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

ANALYZING THE USE OF SMART TECHNOLOGY AND THE IMPACT OF PRICE ON GUEST SATISFACTION: A CASE STUDY OF A CAPSULE HOTEL IN JAKARTA

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This research explores the factors influencing guest satisfaction in the context of smart hotel technology, with a case study focused on Bobopod Kebayoran Baru, Jakarta Selatan. As the hospitality industry continues to adopt digital innovations to improve guest experience, understanding which aspects truly impact satisfaction is crucial, especially among millennial guests who are highly familiar with technology. The purpose of this study is to examine the effects of Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Price on Guest Satisfaction. A quantitative approach was applied using a structured questionnaire distributed to 388 respondents. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results showed that Perceived Ease of Use and Price significantly influence Guest Satisfaction, while Perceived Usefulness did not have a significant effect. These findings highlight the importance of intuitive technology design and reasonable pricing in shaping customer satisfaction in smart hotel environments.

Keywords: Capsule Hotel, Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Price, Guest Satisfaction.

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DEDICATION

I dedicate this work to the hospitality industry, an industry that continues to inspire with its spirit of service, innovation, and excellence.

I also dedicate this to Swiss German University, for being a place of growth, learning, and valuable experiences throughout my academic journey.



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