AI-BASED HOTEL INFORMATION SYSTEM TO ENHANCE CUSTOMER EXPERIENCE AND FOSTER LOYALTY AT SYARIAH HOTELS IN BANDUNG

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Abstrak

This study aims to examine the role of AI-Based Hotel Information Systems in enhancing customer experience and fostering loyalty in Syariah Hotels in Bandung. Using a quantitative research approach, the study employs a causal-effect design to investigate these relationships. The population includes guests from 11 Syariah Hotels in Bandung, with 220 customers serving as respondents, and the data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The findings reveal that (1) AI-based systems significantly influence customer experience, (2) AI systems directly foster loyalty customer, (3) experience directly impacts loyalty, and (4) customer use mediate the relationships between AI-based systems and customer loyalty. The study highlights the importance of integrating AI technologies to improve service personalization and operational efficiency. Future research could explore similar models in broader contexts or other industries.

Keywords: ***AI-Based Hotel Information System, Customer Experience, Customer Loyalty, Syariah Hotels***

INTRODUCTION

The hospitality industry in Indonesia, particularly Syariah hotels, has seen significant growth in recent years, driven by increasing demand from Muslim travelers and the country's status as the world's largest Muslim-majority nation (Rachmiatie et al., 2021). In Bandung City, a major tourist destination known for its cultural and natural attractions, Syariah hotels have carved out a niche market by providing Sharia-compliant services and a unique blend of religious values and hospitality. However, as competition intensifies, these hotels face challenges in maintaining relevance and meeting evolving customer expectations (Nasir et al., 2022). Traditional approaches to service are no longer sufficient; technological advancements and digital transformation have become essential to providing seamless and satisfying guest experiences (Sulaiman et al., 2020).

Amidst these dynamics, the integration of AI-based hotel information systems offers a significant opportunity for Syariah hotels to enhance customer experience through personalized recommendations, real-time communication, and efficient service delivery (Pillai & Sivathanu, 2020). At the same time, fostering customer loyalty is critical, as it drives repeat business and positive word-of-mouth (Karim & Rabiul, 2024). Strengthening the relationship between customer experience, loyalty, and advanced technology can help Syariah hotels establish a competitive edge and adapt to the rapidly evolving demands of the hospitality industry (Usman et al., 2020).

AI-based hotel information systems have emerged as a transformative tool in the hospitality industry, enabling hotels to provide enhanced, personalized services that elevate customer experience and foster loyalty. According to Jayawardena et al.

(2023), such systems facilitate digital transformation by streamlining operations and enabling real-time, tailored interactions with guests, which are critical for meeting evolving consumer expectations. This aligns with findings by Chun Wang et al. (2016), who highlight the importance of delightful service in driving customer satisfaction, an integral component of loyalty. AI-based solutions, through predictive analytics and personalized recommendations, address these standards by improving service accuracy and anticipating guest needs, thereby reinforcing the positive perception of the hotel.

Moreover, customer loyalty a vital factor for long-term competitiveness is closely linked to customer experience and the adoption of innovative technologies. Molina-Castillo et al. (2023) emphasize that innovation and technology in the hospitality sector significantly enhance organizational performance and customer retention. Additionally, Karim and Rabiul (2024) identify customer satisfaction as a mediator between corporate strategies and loyalty, underscoring the role of technology in shaping both experiences and perceptions. The implementation of AI systems in hospitality not only supports operational efficiency but also fosters emotional and relational connections with guests. As Ervina et al. (2021) note, the integration of such technologies is crucial in the post-pandemic era, where customer expectations for seamless, safe, and personalized services have risen significantly.

The aim of this study is to examine the impact of AI-based hotel information systems on customer experience and loyalty in Syariah hotels in Bandung. Specifically, it explores how these systems enhance guest interactions, improve service quality, and foster stronger emotional and relational connections with customers. The novelty of this research lies in its focus on the Syariah hotel segment, an area underexplored in the context of digital transformation and customer loyalty. By addressing the unique dynamics of Syariah hotels and leveraging cutting-edge AI technologies, this study contributes to advancing knowledge on innovation-driven strategies in niche hospitality markets.

LITERATURE REVIEW

This study is grounded in the Technology Acceptance Model (TAM) and Consumer Behavior Theory to explore the impact of AI-based hotel information systems on customer experience and loyalty. TAM provides a framework to understand how perceived usefulness and ease of use influence the adoption of AI technologies in Syariah hotels, shaping guest interactions and satisfaction (Jayawardena et al., 2023; Naidoo, 2023). Meanwhile, Consumer Behavior Theory underpins the study's examination of how enhanced customer experiences—driven by technology—affect attitudes, emotions, and loyalty (Le & Hancer, 2021; Tseng & Wei, 2020). The research leverages the integration of these theories to connect technological and behavioral perspectives, providing a thorough understanding of how AI transforms hospitality services.

AI-based hotel information systems have become increasingly important in enhancing the customer experience within the hospitality industry. Key dimensions of these systems include features, reliability, and accessibility, which contribute to their effectiveness in meeting guest expectations. According to Buhalis et al. (2023), the integration of advanced technologies such as AI-driven booking systems, personalized recommendations, and chatbot services allows hotels to offer seamless and tailored experiences for guests. These features not only streamline operations but also foster a more engaging and personalized guest interaction. Furthermore, reliability plays a

critical role, as accurate and timely information is essential for maintaining guest satisfaction. Gupta et al. (2023) highlight that AI's ability to provide real-time, precise information, such as availability and pricing, ensures guests receive the most up-to-date and reliable data, improving their overall experience. Additionally, accessibility, including user-friendly interfaces and mobile access, ensures that customers can easily interact with the system, making their experience more convenient and efficient. Naidoo (2023) emphasizes that such accessibility, coupled with AI capabilities, enhances engagement and satisfaction by providing guests with easy access to services on their preferred platforms. The combination of these dimensions makes AI-based systems a powerful tool in transforming the hospitality industry, aligning with Rodrigues et al. (2023), who note that digitalization is pivotal in achieving sustainable growth and enhanced customer loyalty in tourism.

In the hotel and hospitality industry, consumer experience encompasses every interaction a guest has with a hotel, from the initial awareness stage to post-stay follow-up. This experience is shaped by factors such as online research, ease of booking, check-in process, room quality, customer service, amenities, and even post-departure communication (Yeh et al., 2019). Each touchpoint contributes to the guest's overall perception and emotional response. A positive experience across these stages fosters guest satisfaction and loyalty, while negative experiences can lead to dissatisfaction. Therefore, hotels must carefully manage each aspect of the guest journey to create memorable, seamless, and personalized experiences that encourage repeat visits and positive recommendations. The emotional experience refers to how guests feel during their stay, such as satisfaction or delight, which can result from personalized service or exceeding expectations (Zhang et al., 2023). The functional experience focuses on the practical aspects, like a smooth check-in/check-out process and ease of use of hotel amenities. The relational experience is built on guests feeling valued through personalized attention, recognizing their preferences, and building emotional connections with staff, fostering long-term loyalty (Alnawas & Hemsley-Brown, 2019). Together, these experiences shape the guest's perception of the brand, making them more likely to return and recommend the hotel to others.

Customer loyalty is a deep commitment to re-patronizing a preferred product or service, even when external factors or competing marketing efforts might encourage customers to switch. In the hospitality industry, loyalty is influenced by several factors, including customer satisfaction, revisit intention, and positive word-of-mouth. As Liat et al. (2014) suggest, service quality and corporate image play crucial roles in shaping customer satisfaction, which in turn drives loyalty. A satisfied guest is more likely to return, demonstrating a high level of revisit intention. Furthermore, loyalty is often expressed through positive word-of-mouth, as loyal customers willingly recommend the service to others, further amplifying the hotel's reputation. Karim and Rabiul (2024) argue that corporate sustainability and customer satisfaction mediate the relationship between service quality and customer loyalty, emphasizing how both factors contribute to a strong emotional bond with the brand. Similarly, Närvänen et al. (2020) present a meaning-based framework for loyalty, indicating that customers form emotional connections with brands, which influence their decision to stay loyal over time. In Islamic-oriented services, like Syariah hotels, loyalty can also be reinforced by values such as trust and religiosity (Muflih et al., 2024), making it essential for hotels to align service quality with guests' expectations and values.

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From the previous studies, it is clear that AI-based Hotel Information System can enhance customer experience and foster customer loyalty. The research framework can be depicted in Figure 1.

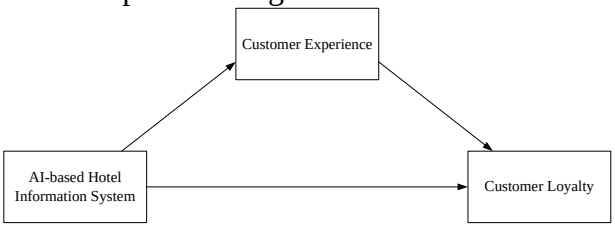

Figure 1. Research Framework

From the research framework, four hypotheses can be developed:

Hypothesis 1: AI-based Hotel Information System directly affects the Customer Experience

Hypothesis 2: AI-based Hotel Information System directly affects the Customer Loyalty

Hypothesis 3: Customer Experience directly affects Customer Loyalty

Hypothesis 4: Customer Experience mediates the relationship between AI-based Hotel Information System positively and Customer Loyalty

RESEARCH METHODS

This study employed a quantitative research approach to analyze the causal relationships between variables, focusing on the impact of AI-based hotel information systems on customer experience, satisfaction, and loyalty. The design was causal-effect, aiming to determine how the independent variable (AI-based hotel information system) influences the mediating variable (customer experience) and the dependent variable (customer satisfaction and loyalty).

The population of the study consisted of customers or guests staying at 11 Syariah hotels in Bandung City. To ensure sufficient representation, a minimum sample size of 20 guests per hotel was targeted, resulting in a total sample of 220 respondents. A structured questionnaire was used to collect data, with the instrument undergoing validity and reliability testing to ensure accurate measurement of the variables.

The variables were measured through specific dimensions. The AI-based hotel information system (X1) included features such as ease of booking, personalized recommendations, and chatbot services; reliability, such as providing accurate and timely information; and accessibility, including user-friendly interfaces and mobile access. The customer experience (XM) focused on emotional experiences (e.g., satisfaction and delight), functional experiences (e.g., smooth check-in/check-out), and relational experiences (e.g., feeling valued and personalized service). Finally, customer satisfaction and loyalty (Y) were assessed through customer satisfaction levels, revisit intentions, and positive word-of-mouth.

The data was analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS). The analysis allowed for testing the hypothesized relationships among the variables and evaluating the direct and indirect effects within the proposed model.

RESULTS AND DISCUSSION

The Figure 2 shows the output of overall model with PLS algorithm. The PLS-SEM output provides valuable insights into the relationships between the constructs, namely the AI-based Hotel Information System (X), Customer Experience (XM), and Customer Loyalty (Y). The model includes outer loadings, inner path coefficients, and R-Square values, which collectively help explain the dynamics within the system.

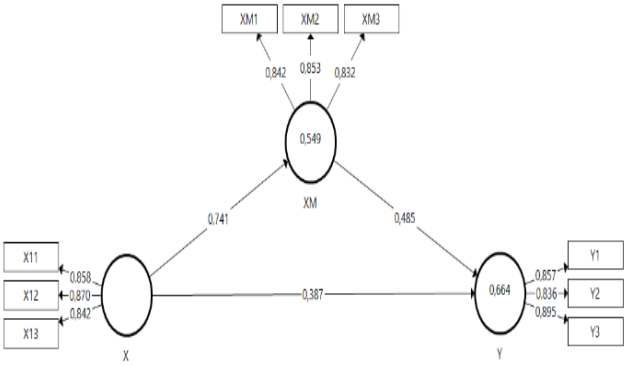

Figure 2. The Output Model

The outer loadings indicate strong contributions of the observed variables to their respective constructs. For the AI-based Hotel Information System (X), the loadings are X11 (0.858), X12 (0.870), and X13 (0.842), demonstrating that features, reliability, and accessibility are critical dimensions. Similarly, the indicators for Customer Experience (XM)—Emotional Experience (XM1: 0.842), Functional Experience (XM2: 0.853), and Relational Experience (XM3: 0.832)—show significant contributions to the latent variable. The indicators for Customer Loyalty (Y) also exhibit strong loadings (Y1: 0.857, Y2: 0.836, Y3: 0.895), underscoring the importance of satisfaction, revisit intention, and positive word-of-mouth.

The inner path coefficients reveal the relationships among the constructs. The path coefficient from X to XM (0.741) is strong and positive, indicating that the AI-based Hotel Information System significantly enhances customer experience. The path from XM to Y (0.485) is also positive, suggesting that enriched customer experiences contribute to improved satisfaction and loyalty. The PLS-SEM results also highlight the indirect effect of the AI-based Hotel Information System (X) on Customer Satisfaction and Loyalty (Y) through Customer Experience (XM). The coefficient value for the path X → XM → Y is 0.360, indicating that the mediated relationship contributes substantially to the overall influence of X on Y. This underscores the critical role of customer experience as a mechanism through which AI-based systems drive satisfaction and loyalty.

The R-Square values reflect the model's explanatory power. Customer Experience (XM) accounts for 54.9% of the variance explained by the AI-based Hotel Information System (X), while Customer Loyalty (Y) accounts for 66.4% of the variance explained collectively by X and XM. These results emphasize the mediating role of Customer Experience in leveraging the benefits of AI-based systems to foster satisfaction and loyalty in the hospitality industry. These findings underscore the critical mediating role of customer experience, highlighting that the benefits of AI-based systems are most impactful when channeled through enhanced experiences. This suggests that investing in AI systems should prioritize customer-centric features that improve experiences to ultimately foster loyalty in the hospitality industry.

An AI-based Hotel Information System can significantly enhance customer experience by improving the efficiency, personalization, and seamlessness of interactions between guests and hotel services. Ratna et al. (2018) emphasize that such systems ensure task-technology fit, allowing guests to easily access booking platforms, receive accurate information, and complete transactions effortlessly. By automating routine processes like check-ins and room service requests, AI reduces waiting times, thereby elevating functional aspects of customer experience (Chun Wang et al., 2016). Furthermore, personalization, powered by AI-driven data analytics, can tailor recommendations and services to match individual guest preferences, creating emotional connections and fostering satisfaction (Alnawas & Hemsley-Brown, 2019). Chatbots, a key feature, enhance

relational experiences by offering real-time support and proactive engagement, making guests feel valued and understood. Additionally, AI systems provide reliable and timely information, mitigating guest uncertainties and improving trust in service delivery. These capabilities align with the growing expectations of hotel customers for convenience, responsiveness, and personalization in their journey. Collectively, these features not only improve customer satisfaction but also foster loyalty by creating memorable and delightful experiences at every touchpoint of the hospitality service continuum.

An AI-based Hotel Information System plays a pivotal role in fostering customer loyalty by enhancing satisfaction, personalization, and engagement throughout the customer journey. According to Rane (2023), AI technologies analyze vast amounts of customer data to deliver highly personalized experiences, such as tailored recommendations and exclusive offers, which build stronger emotional bonds with guests. In this sense, hotels can exceed customer expectations, creating a sense of value and appreciation that encourages repeat visits by integrating AI-driven personalization (Saxena et al., 2024). Additionally, AI systems streamline communication and service delivery, ensuring timely responses to guest inquiries and minimizing service disruptions, which enhances customer satisfaction and trust (Tai et al., 2021). These systems also enable predictive analytics to anticipate guest needs, such as preferred room settings or activity suggestions, further elevating the guest experience and fostering brand attachment. Moreover, AI supports loyalty programs by automating rewards and providing real-time updates, making the programs more transparent and accessible. Addressing both emotional and functional aspects of customer relationships, AI-based systems not only drive satisfaction and delight but also encourage positive word-of-mouth, a key element in building loyalty. As a result, hotels leveraging AI systems can create lasting relationships with customers, ensuring long-term loyalty in a competitive hospitality industry.

Customer experience is a critical determinant of customer loyalty, as it encapsulates the emotional, functional, and relational aspects of interactions between customers and a brand. A positive customer experience fosters satisfaction and engagement, which are essential for cultivating loyalty. Quach et al. (2022) emphasize that seamless service integration across channels enhances customer convenience and satisfaction, making them more likely to return and recommend the service. Similarly, Gunawardane (2023) argues that personalized and efficient service delivery enhances customer experience, building trust and attachment that translates into loyalty. When linked to AI-based hotel information systems, customer experience mediates the relationship between advanced technology and loyalty by serving as the primary outcome of AI implementations.

AI systems significantly improve customer experiences through personalized recommendations, seamless bookings, and real-time responses, which drive emotional satisfaction and functional convenience (Rane, 2023). These enriched experiences create a foundation for stronger loyalty by addressing customer needs more effectively than traditional methods. Chauhan et al. (Chauhan et al., 2022) highlight that digital innovations, when paired with superior customer experiences, create a competitive advantage that sustains loyalty in dynamic markets. Moreover, AlFarraj et al. (AlFarraj et al., 2021) suggest that trustworthiness, a key dimension of a positive customer experience, bridges the gap between technological features and long-term

customer relationships. Thus, customer experience not only directly influences loyalty but also amplifies the impact of AI-driven innovations, transforming technological capabilities into meaningful, loyalty-inducing interactions.

The relationship between variables in this study is grounded in the Technology Acceptance Model (TAM) and Consumer Behavior Theory, providing a robust framework to explore the impact of AI-based hotel information systems on customer experience and loyalty. TAM highlights how perceived ease of use and usefulness of AI-driven systems influence customers' acceptance and satisfaction, which subsequently drive loyalty. Meanwhile, Consumer Behavior Theory emphasizes how customers' interactions with AI technologies shape their perceptions, emotions, and behaviors toward the service. Research also underscores the importance of integrating technology and information systems to enhance customer management. AI-powered tools streamline personalized services, predict preferences, and improve operational efficiency, creating superior customer experiences and fostering long-term loyalty (Buhalis et al., 2019; Wirtz et al., 2017).

CONCLUSION

The study revealed significant findings regarding the relationships among AI-based hotel information systems, customer experience, and customer loyalty. The results confirmed that the AI-based hotel information system positively influences customer experience, which, in turn, strongly fosters customer loyalty. Specifically, the mediating role of customer experience was evident, as it enhanced the indirect effect of the AI system on loyalty. The direct pathway from the AI-based system to loyalty also demonstrated a positive, albeit smaller, coefficient, indicating that while AI features are critical, their full potential is realized through customer experience. Furthermore, dimensions like emotional, functional, and relational experiences were found to significantly shape customer satisfaction and loyalty outcomes. Revisit intention and positive word-of-mouth emerged as key components of customer loyalty in the context of Syariah hotels in Bandung.

To further enhance these outcomes, hotel management should focus on improving the features of AI-based hotel information systems, such as ensuring real-time accuracy in booking, offering personalized recommendations, and integrating multilingual chatbot services. Additionally, fostering relational experiences within customer interactions is crucial. Hotels can implement staff training programs to complement AI systems with warm, empathetic, and personalized guest interactions, which create a sense of value and belonging. Improving revisit intention requires offering loyalty programs, seamless follow-ups post-checkout, and exclusive benefits to returning guests, ensuring a consistent and memorable brand experience.

The findings carry significant implications for the hospitality industry, particularly for Syariah hotels aiming to strengthen customer loyalty through technology. The study's novelty lies in integrating AI systems within the context of Syariah hotels, emphasizing the importance of balancing advanced technological features with human-centric relational experiences. For future research, studies could explore the cultural and ethical dimensions of AI adoption in hospitality, particularly how these systems align with Islamic values and principles. Additionally, expanding the sample size and scope to include hotels outside Bandung could provide broader generalizability. Future studies might also investigate emerging AI technologies, such as predictive analytics or virtual reality, to understand their evolving impact on customer

loyalty in the hospitality sector. In this way, the hospitality industry can continue innovating to meet and exceed customer expectations in an increasingly digital environment.

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