

The Impact of Artificial Intelligence on Enhancing Guest Experiences through Operational Efficiency in Luxury Hotels in Kuala Lumpur

**Fatama Tuz Johura¹, Dhakir Abbas Ali¹, Shah Bin Taufiqur Rahman²,
Most. Monowara Begum Mamy³**

¹Department of Management, Lincoln University College, Kuala Lumpur, Malaysia.

²City Graduate School, City University, Petaling Jaya, Malaysia.

³Department of Business Administration, Royal University of Dhaka, Dhaka, Bangladesh.

Abstract

This study investigates the impact of Artificial Intelligence (AI) on enhancing guest experiences and operational efficiency in luxury hotels in Kuala Lumpur. With AI revolutionizing the hospitality sector, the study aims to explore the role of AI tools, including smart room features, chatbots, and facial recognition, in improving hotel services. The objective was to assess how these AI innovations influence operational efficiency, personalization, and overall guest satisfaction. A quantitative approach was used, collecting data through structured surveys from 400 participants, including both hotel guests and staff. The findings indicate that Smart Room IoT is the most effective AI tool in improving both efficiency and guest satisfaction. Service speed was positively impacted, though error minimization and full personalization still require improvement. Guest satisfaction and loyalty were positively correlated with AI adoption, though variability in responses suggests that perceptions of AI differ among guests. The study highlights the need for further refinement of AI tools and a balance between technology and human interaction to preserve the personal touch in hospitality. Implications suggest that hotels must standardize AI systems and refine personalization strategies to meet diverse guest expectations while addressing ethical concerns such as data privacy.

Keywords: Artificial Intelligence, Guest Satisfaction, Operational Efficiency, Personalization, Luxury Hotels.

1. Introduction

Artificial Intelligence (AI) refers to the ability of machines to perform tasks, solve problems, make decisions, and generate predictions in ways that resemble human capabilities. It encompasses two key dimensions: performance, which pertains to the machine's ability to effectively carry out tasks, make informed decisions, and predict outcomes, and autonomy, which measures the level of independence the machine possesses in executing these functions without direct human intervention or supervision (Zúñiga et al., 2024). Artificial Intelligence (AI) is transforming the hospitality industry by enhancing guest personalization, streamlining operations, improving security, and supporting sustainability, while also reducing costs. However, challenges such as high investment, system integration, cultural resistance, and ethical concerns must be managed. AI can positively transform hospitality when organizations balance technological advancements with human interaction, invest in staff training, and adopt transparent data practices to ensure sustainable growth (Zahidi et al., 2024a). AI enhances operational efficiency by automating repetitive tasks, expediting query resolution, and

providing 24/7 support. Simultaneously, it improves customer experience by personalizing interactions, anticipating needs, and fostering trust through timely and accurate responses. Customer loyalty is not solely a direct outcome of AI adoption but is also influenced by the extent to which AI meets customer expectations efficiently and satisfactorily (Singh & Singh, 2024). Guest satisfaction, operational efficiency, and competitiveness in hotel management are interrelated. Personalized service and staff empowerment foster loyalty, while technology enhances efficiency and service delivery. Sustainability, cleanliness, and ethical practices further strengthen brand reputation. The author emphasizes that long-term success relies on integrating people, processes, and technology within a guest-centered, adaptable management framework (Wilson, 2025). Luxury hotels utilize advanced technologies like AI assistants, digital keys, and service robots to improve efficiency, reduce costs, and enhance guest satisfaction. While these innovations streamline operations, the authors stress that technology should complement, not replace, human service, as empathy and personalization are core to hospitality. High-tech services help meet elevated customer expectations, though challenges such as system reliability, user complexity, and technological obsolescence remain (Gao & Yang, 2022). Kuala Lumpur is emerging as a key hub for luxury hotels in Southeast Asia, fueled by robust tourism and urban growth. While many hotels implement basic green practices like energy and water conservation, advanced initiatives such as certifications, guest education, and staff training are still limited. Urban hotels outperform rural counterparts, yet most prioritize short-term cost savings over long-term sustainability. To strengthen Kuala Lumpur's position as a luxury hub, more comprehensive, stakeholder-driven environmental practices are needed (Rassiah et al., 2024). Malaysia's luxury hotels face increasing competition, making operational excellence and guest personalization essential. Technology enhances efficiency by streamlining processes and reducing errors, while enabling tailored services. Its impact on guest satisfaction is driven by operational efficiency, requiring hotels to integrate technology with well-structured workflows to maintain competitiveness (Johura & Ali, 2025). While AI enhances efficiency, personalization, and sustainability, its impact on guest experiences is constrained by privacy concerns, cultural resistance, and the potential loss of the human touch (Zahidi et al., 2024b). Malaysia's tourism sector faces increasing competition, making it crucial for hotels to excel in both efficiency and personalization. Operational excellence, facilitated by digital tools and automation, ensures consistent and cost-effective service, while guest personalization through AI and data analytics fosters loyalty and differentiation. These priorities are no longer optional but essential for achieving a competitive edge in a crowded market (Yolcu et al., 2025).

Therefore, the main aim of the study is to explore how Artificial Intelligence (AI) can make stays in luxury hotels in Kuala Lumpur more enjoyable for guests by improving efficiency behind the scenes, ensuring smoother services, and creating more personalized and memorable experiences.

2. Literature Review

A growing body of research highlights the impact of artificial intelligence on the luxury hospitality sector, emphasizing its role in improving operational efficiency and, in turn, enriching the guest experience. Razak et al. (2024) found that service robots have been found to positively influence customer intentions within Kuala Lumpur's hospitality sector, primarily through the factors of trust, performance expectancy, and perceived value. Among these, trust emerged as the most significant determinant, as guests demonstrated a greater willingness to engage with robots they perceived as reliable and accurate. In addition, customers recognized

the ability of robots to deliver consistent and efficient service, thereby enhancing perceived value by offering convenience and improved experiences. Another study by Pitakaso et al.(2025) also found that the implementation of the Artificial Multiple Intelligence System (AMIS) has demonstrated significant improvements in both operational performance and guest experiences within luxury hotels. Empirical findings indicate that the system reduced room turnaround times by more than half, achieved a task completion rate of 99 percent, and optimized workload distribution, thereby alleviating staff fatigue and enhancing employee satisfaction. These operational efficiencies translated into improved guest experiences, as evidenced by near-perfect satisfaction scores and the delivery of personalized services facilitated through real-time communication. Other study by Cozzio et al. (2025) viewed that artificial intelligence (AI) has the potential to significantly enhance operational efficiency and enrich guest experiences within the luxury hospitality sector. However, perceptions of AI adoption vary across organizational levels. Senior managers primarily view AI as a source of competitive advantage, while first-line managers emphasize its role in facilitating personalized service. Frontline employees, in contrast, often associate AI with cost-saving measures. Despite its benefits, the integration of AI in luxury hotels faces barriers such as employee resistance to change and limited awareness of its practical applications. Then, Said (2023) found that analytics play a pivotal role in advancing guest personalization within the hospitality industry. By leveraging data-driven insights, hotels can customize services to align with individual guest preferences, thereby fostering higher levels of satisfaction and long-term loyalty. Artificial intelligence powered tools, such as chatbots and recommendation systems, further support this process by enhancing operational efficiency and streamlining functions such as check-ins, reservations, and concierge services.

At the same time, the growing reliance on analytics raises important ethical considerations, particularly with regard to data privacy. While personalization offers clear benefits, it must be balanced against the responsibility to maintain guest trust. While prior studies have examined the role of Artificial Intelligence in enhancing operational efficiency, personalization, and guest satisfaction within the hospitality sector, they have not sufficiently explored how these dimensions collectively influence the overall guest experience in luxury hotels. Moreover, limited attention has been given to the long-term implications of AI adoption, particularly in relation to guest loyalty and repeat patronage. The relationship between back-end operational efficiency and front-end guest interactions also remains underexplored. This study seeks to address these gaps by investigating how AI adoption in Kuala Lumpur's luxury hotels enhances guest experiences through improved efficiency, personalization, and sustained competitiveness.

3. Research Method

3.1 Research Questions

Drawing from the background of this study, the central research questions can be identified as follows:

1. How are AI tools such as chatbots, smart room features, and facial recognition being used in luxury hotels in Kuala Lumpur to enhance operational efficiency and personalization?
2. What is the impact of these AI-driven innovations on guest satisfaction, reviews, and loyalty in Kuala Lumpur's luxury hotels?

3.2 Objectives

The analytical focus of this research are informed by the following specific objectives, which collectively aim to provide a comprehensive understanding of the study's core themes and intended outcomes:

1. To find out which AI tools, like chatbots, smart room features, or facial recognition, are being used in luxury hotels in Kuala Lumpur.
2. To see how these tools make hotel services quicker and smoother, such as cutting down wait times or making check-ins easier.
3. To explore how AI adds a personal touch for guests, like suggesting meals they might enjoy or adjusting room settings to their liking.
4. To understand how these AI-driven improvements influence guest satisfaction, reviews, and their willingness to come back.

3.3 Theoretical Framework

This study is grounded in the Technology Acceptance Model (TAM) originally developed by Davis (1989), which has been widely applied to explain user adoption of new technologies across various industries, including hospitality. TAM posits that two key determinants Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) shape an individual's Attitude Toward Use (ATU), which subsequently influences their Behavioral Intention (BI) to use the technology and ultimately their Actual Use (AU). Within the context of luxury hotels in Kuala Lumpur, perceived usefulness refers to the degree to which guests and hotel staff believe that AI-enabled tools, such as chatbots, smart room features, service robots, and facial recognition systems, enhance efficiency, reduce waiting times, and deliver more personalized services. Perceived ease of use reflects the extent to which these technologies are considered user-friendly and free from complexity in both guest interactions and hotel operations. Together, these constructs provide an explanatory framework for understanding how guests and employees form positive or negative attitudes toward AI adoption in luxury hotels. Building on the core TAM structure, this study also incorporates contextual variables relevant to hospitality, such as trust, data privacy concerns, cultural resistance, and system reliability, which may moderate the relationship between perceived usefulness, perceived ease of use, and behavioral intention. AI-driven personalization can enhance guest experiences, skepticism regarding the security of personal data or fears of losing the "Human Touch" in hospitality may weaken acceptance. Conversely, strong trust in the reliability and accuracy of AI systems may reinforce positive attitudes and encourage adoption. By applying TAM to this context, the study seeks to explain how perceptions of usefulness and ease of use of AI translate into favorable attitudes and behavioral intentions, ultimately shaping guest satisfaction, loyalty, and repeat patronage in Kuala Lumpur's luxury hotels. This theoretical lens not only illuminates the determinants of AI adoption in the hospitality sector but also underscores the need to balance technological innovation with ethical considerations and cultural expectations to ensure sustainable guest-centered service delivery.

3.4 Methodology

This research adopts a quantitative method to investigate the influence of Artificial Intelligence (AI) tools in luxury hotels in Kuala Lumpur on operational efficiency, guest satisfaction, and overall competitiveness. The aim of the research is to uncover the impact that AI practices such

as chatbots, smart room features, service robots, and facial recognition can have on everything from service speed and personalization to whether guests develop loyalty and return. The study focuses on the luxury hospitality sector in Kuala Lumpur, covering five-star hotels, international chains, and urban boutique hotels located in prime districts of the city. The study also examines AI-driven innovations and their impact on critical metrics such as efficiency, service quality, customer loyalty, and the ability to strengthen brand reputation, thereby shedding light on areas that could potentially elevate both hotel operations and guest experiences.

To gather primary data, a structured survey questionnaire is used. The questions are designed to be clear, easy to answer, and directly aligned with the constructions of the Technology Acceptance Model (TAM), including perceived usefulness, perceived ease of use, trust, and behavioral intention. A 5-point Likert scale is used in which participants can rate their agreement, ranging from strong disagreement to strongly agree. Primary data for this study will be collected directly from luxury hotel guests and staff in Kuala Lumpur who interact with AI-enabled services such as chatbots, smart room features, service robots, and facial recognition. Guests will provide insights on their experiences, satisfaction, and loyalty, while managers and frontline employees will share perspectives on efficiency, service delivery, and technology adoption. Data will be gathered through structured survey questionnaires to ensure reliable and comparable responses across both groups. The sample size for the survey was determined using Cronbach's formula, which incorporates the margin of error, the desired confidence level, and the estimated population variance. This approach ensures that the calculated sample size is statistically robust and suitable for generalizing the findings to the broader population.

In this study, Cronbach's alpha was used to determine an appropriate sample size. The formula is expressed as follows:

$$n = \frac{Z^2 \cdot p \cdot (1 - p)}{E^2}$$

Where:

n = required sample size

Z = Z-score corresponding to the desired confidence level (1.96 for 95% confidence level)

p = estimated proportion of the population that exhibits the characteristic of interest (set at 0.5 for maximum variability)

E = margin of error (0.05 for a 5% margin of error)

Based on the calculation, approximately 384 subjects are required. To ensure data robustness and to accommodate potential non-responses, the study targeted 400 participants in total. A stratified random sampling technique is used to select participants, ensuring representation from both hotel staff (managers, front desk employees, service staff) and guests who directly interact with AI-enabled services.

After data is collected through the survey, SPSS (version 25) is applied for analysis. Descriptive statistics such as means, proportions, and frequency tables summarize responses. Inferential techniques including correlation and regression analysis are employed to explore the relationships between AI adoption, operational efficiency, and guest satisfaction. Group comparisons (e.g., hotel staff vs. guests) will also be conducted to highlight differing perceptions of AI's impact.

The study is conducted in accordance with ethical principles. All participants are fully informed of the study's purpose and participate voluntarily. Confidentiality and anonymity are strictly maintained, with no personal identifiers disclosed. Data will be used solely for academic purposes. By adopting this approach, the study aims to provide a comprehensive understanding of how AI influences Kuala Lumpur's luxury hospitality sector, identifying key AI applications that enhance efficiency, enrich guest experiences, and strengthen long-term competitiveness.

4. Findings and Discussions

4.1 Demographic Information

The table presents demographic characteristics of respondents, including role, age, gender, nationality, and education level. It provides an overview of the survey population, showing a balanced mix of guests and hotel staff. This information helps contextualize the responses used for analyzing AI's impact in luxury hotels.

Table 1: Demographic Information

		Frequency	Percentage
Role	Guest	280	70%
	Staff	120	30%
	Food & Beverage	13	3.3%
Job Role (Staff)	Housekeeping	24	6%
	Manager	16	4%
	Front Desk	30	7.5%
	IT/ Engineering	10	2.5%
	Concierge	13	3.3%
Age	18-20	21	5.25%
	21-30	73	18.25%
	31-40	97	24.25%
	41-50	75	18.75%
	51-60	89	22.25%
	61-70	43	10.75%
Gender	Female	208	52%
	Male	192	48%
Nationality	Malaysia	296	74%
	Other	104	26%
Education	High School	76	19%
	Bachelors	85	21.25%
	Masters	239	59.75%
Length of Stay	1 night	232	58%
	2-3 nights	112	28%
	4-7 nights	37	9.25%
	>7 nights	19	4.75%

4.2 AI Tools are being used in Luxury Hotels

Figure 1 shows the comparative performance of four AI technologies Smart Room IoT, Automated Service Tech, AI Communication Systems, and Biometric Recognition. It highlights Smart Room IoT as the most effective in enhancing operational efficiency and personalization. The figure demonstrates that user trust and comfort significantly influence

perceived AI effectiveness.

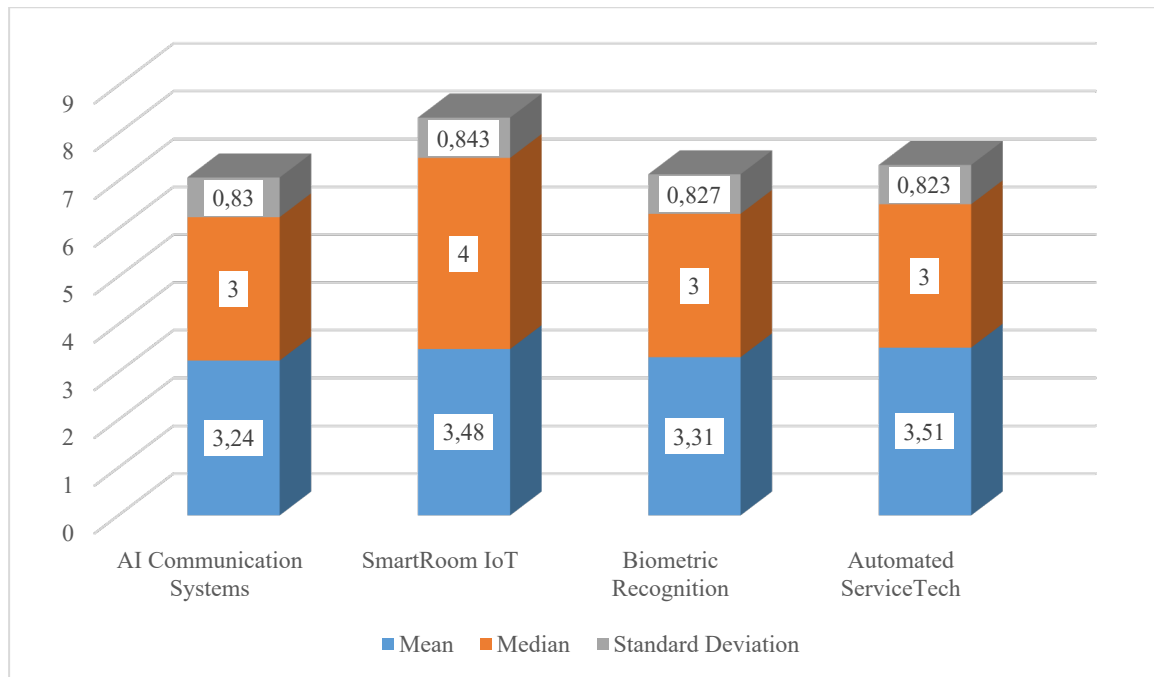


Figure 1: AI tools are being used in luxury hotels`

Figure 1 illustrates the comparative performance of four AI-driven technologies in enhancing operational efficiency and guest experiences within the luxury hotel sector. Smart Room IoT stands out with the highest mean score of 4.0, reflecting its strong effectiveness in operational efficiency and personalization. Automated Service Tech has a mean of 3.51, indicating a positive impact but some variability. AI Communication Systems (mean = 3.24) show moderate performance, with effectiveness varying across users, and Biometric Recognition (mean = 3.31) shows balanced but variable results based on individual user preferences. These results are consistent with Razak et al. (2024), who found that AI technologies can significantly improve operational efficiency but that their effectiveness often varies depending on user familiarity and trust in the technology. Just as Razak et al. (2024) emphasized the role of user perceptions in determining the success of AI tools, the findings in Figure 1 highlight how factors like comfort with the technology and individual preferences contribute to the variation in performance across different AI systems. This underscores the need for further refinement and personalization of AI tools to ensure consistent and positive guest experiences.

4.3 AI tools improve operational efficiency

Figure 2 illustrates how AI contributes to improving hotel operations through indicators like service speed, process optimization, and error minimization. The data reveal strong performance in speeding up services but moderate results in reducing errors. Overall, it shows that AI improves efficiency but still requires refinement for consistency.

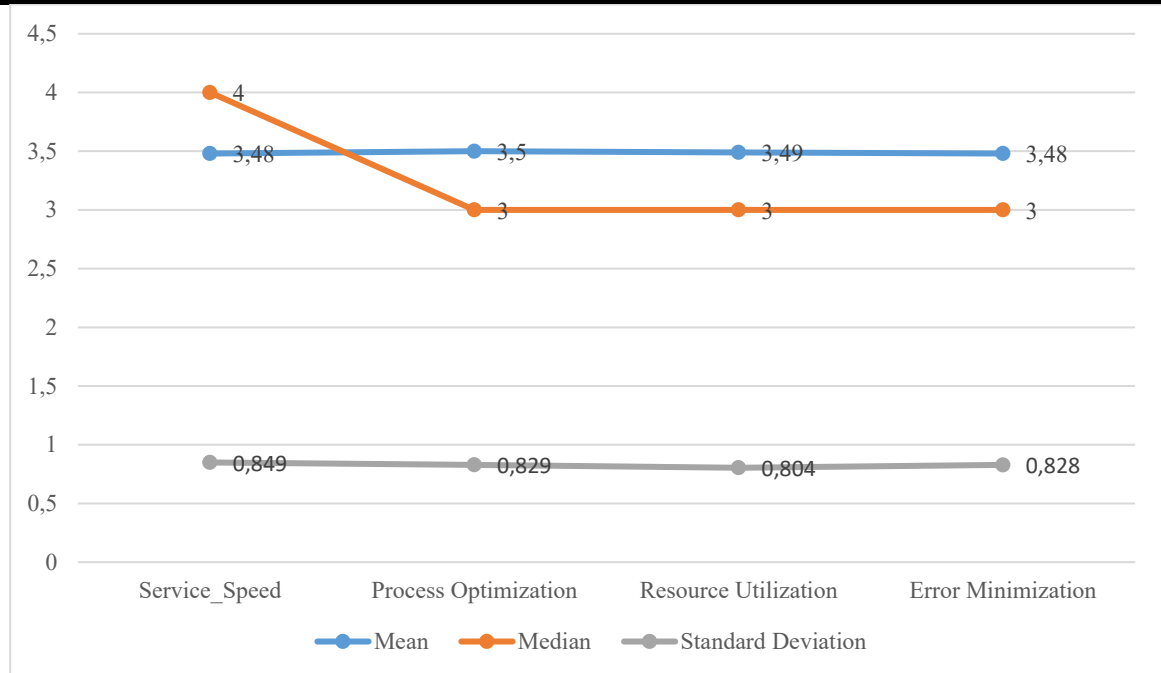


Figure 2: AI tools improve operational efficiency

The analysis of the effectiveness of AI tools in enhancing operational efficiency in luxury hotels reveals varying perceptions across four key indicators. Service Speed received the highest mean score of 4, indicating a generally positive perception of AI's ability to speed up services. However, the median value of 3 shows some variability, with half of the respondents rating it below 3.5. The standard deviation of 0.48 reflects moderate consistency in responses. Process Optimization scored a mean of 3.5, lower than Service Speed, suggesting that there is room for improvement in optimizing hotel processes. The median score of 3 indicates a central tendency towards moderate satisfaction, and the standard deviation of 0.5 shows a reasonable amount of variation. Resource Utilization garnered a mean of 3.48, slightly below Service Speed but still positive, with a median of 3, reflecting moderate satisfaction. The standard deviation of 0.49 suggests variability in how respondents rated this factor. Error Minimization had the lowest mean score of 3, indicating a more neutral outlook, and the median of 3 suggests even satisfaction across respondents. With the highest standard deviation of 0.828, this factor shows the greatest variability in responses, indicating differing perceptions of how effectively AI tools minimize errors. When compared to Pitakaso et al. (2025), their findings align closely with the current study. Pitakaso et al. (2025) reported that AI tools in luxury hotels significantly improved service efficiency, particularly in reducing task completion times, which corresponds with the high mean score for Service Speed in this study. However, Pitakaso et al. also noted that AI's impact on Process Optimization and Resource Utilization was positive but still showed room for further improvement, echoing the moderate scores of 3.5 and 3.48 in the current study. Similarly, the Error Minimization factor in both studies showed variability in perception. Pitakaso et al. (2025) pointed out that while AI helped reduce human errors, system reliability and trust influenced its effectiveness, a finding reflected in the current study's higher standard deviation (0.828) for Error Minimization. Thus, both studies indicate that while AI tools improve operational efficiency, there is a need for refinement in their implementation to ensure consistency and greater user satisfaction.

4.4 AI enhances personalization for guests

Figure 3 explores how AI-driven tools, such as guest data analytics and interactive systems, personalize guest experiences. It indicates positive but varied perceptions of AI's ability to customize services. The results suggest that while personalization is improving, maintaining human touch and addressing data privacy remain vital.

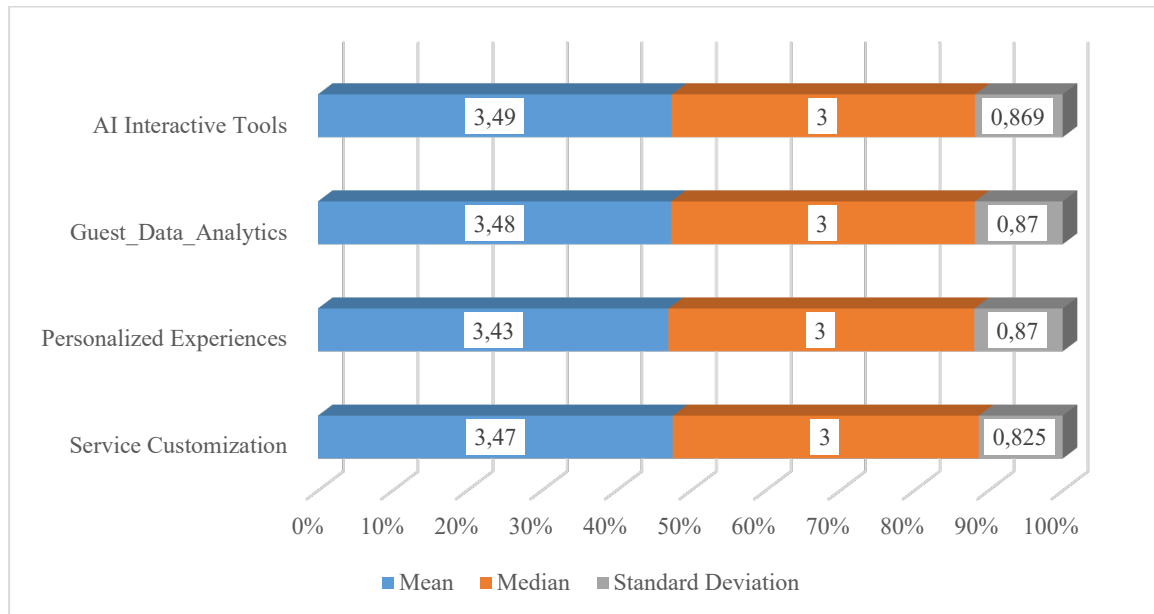


Figure 3: AI enhances personalization for guests

The analysis of AI tools in luxury hotels reveals generally positive perceptions, with AI Interactive Tools (mean = 3.49) and Guest Data Analytics (mean = 3.48) receiving favorable scores, indicating that these tools are seen as effective in improving hotel operations. However, opinions on Personalized Experiences (mean = 3.43) and Service Customization (mean = 3.47) are more divided, suggesting that while AI is viewed positively, there are still concerns regarding its ability to fully meet guest expectations in these areas. These findings align with Said (2023), who highlighted that AI-driven personalization tools, such as chatbots and recommendation systems, offer significant potential to enhance guest experiences by tailoring services to individual preferences. However, Said also pointed out that the effectiveness of these tools is limited by factors like data privacy concerns and the risk of losing human touch, which are common concerns in AI adoption. Similar to Said's conclusions, the current study shows variability in the perceived effectiveness of AI in delivering personalized services, as seen in the mixed ratings for Personalized Experiences. While AI has proven to enhance operational efficiency in areas like service speed, as Said noted, its impact on personalization and customization is still uneven, with some guests reporting high satisfaction and others expressing reservations. Overall, the results suggest that AI in luxury hotels has great potential to improve guest experiences, but more refinement is needed to address privacy issues, maintain the human element of hospitality, and ensure greater consistency in its impact on service personalization and customization.

5.5 Explore the impact of AI on guest satisfaction and loyalty

Figure 4 evaluates how AI affects overall satisfaction, perceived service quality, loyalty

intention, and advocacy. High scores, especially for advocacy recommendation, show that AI positively shapes guest experiences and encourages recommendations. However, differences in perception highlight the need for continuous improvement and personalization.

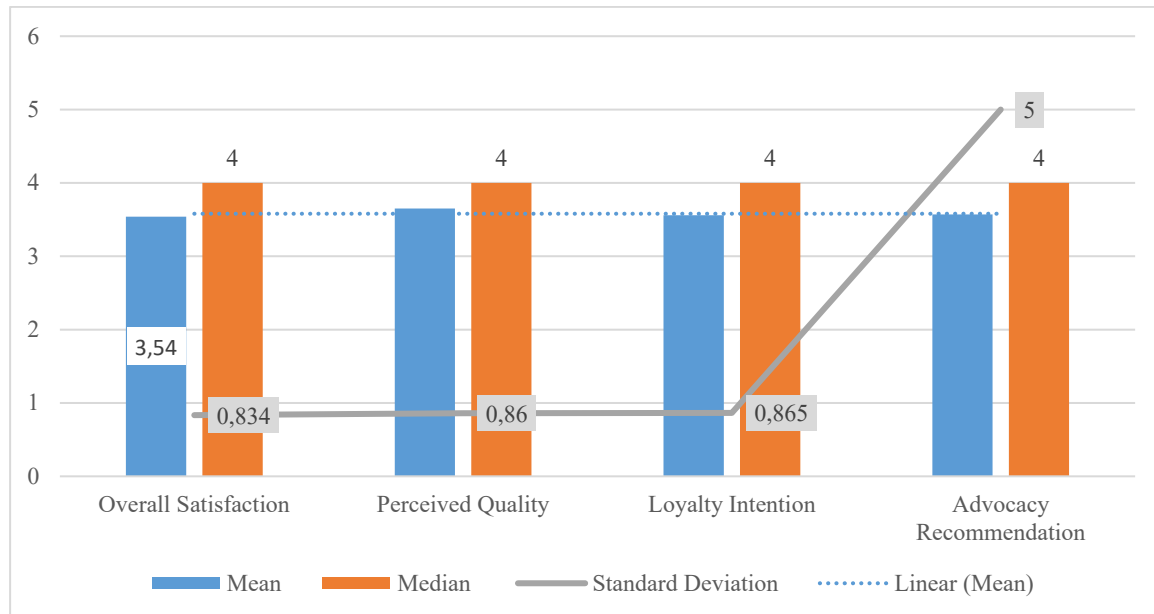


Figure 4: Explore the impact of AI on guest satisfaction and loyalty

The figure presents an analysis of AI-driven tools in luxury hotels, focusing on four key aspects: Overall Satisfaction (mean = 3.54), Perceived Quality (mean = 4), Loyalty Intention (mean = 4), and Advocacy Recommendation (mean = 5). The high score in Advocacy Recommendation suggests that guests are generally inclined to recommend these hotels, reflecting a positive guest experience. However, variability is observed across responses, indicated by the standard deviations (0.834, 0.86, 0.865, and 4), suggesting that while the overall perception of AI tools is favorable, individual experiences and expectations differ. Perceived Quality and Loyalty Intention both scored highly, highlighting that AI tools are effectively enhancing service delivery and contributing to guest retention, though slight differences in the standard deviation imply that not all guests view these tools as equally beneficial. The high mean for Advocacy Recommendation (5) stands out, indicating strong positive word-of-mouth, but the variability signals that certain factors like personal preferences or the specific AI systems used could influence recommendations. These results align with findings from Razak et al. (2024), who emphasized that while AI tools significantly improve operational efficiency and guest satisfaction, variability in user comfort, trust, and familiarity with the technology can impact their effectiveness. Similar to Razak et al.'s insights, the current study underscores the potential of AI in luxury hotels to drive positive guest experiences, but also highlights the need for ongoing refinement to meet diverse guest expectations more consistently.

5. Conclusion

In conclusion, this study underscores the transformative impact of Artificial Intelligence (AI) in luxury hotels in Kuala Lumpur, particularly in enhancing operational efficiency and guest satisfaction. AI tools such as Smart Room IoT and Automated Service Tech were found to significantly improve service speed and personalization, with Smart Room IoT emerging as the most effective in both operational efficiency and guest experience. Despite these advancements,

challenges remain in areas such as error minimization and the full realization of personalization potential, with some AI tools receiving mixed perceptions from guests. Additionally, while AI improves operational processes, concerns related to data privacy and the loss of the human touch in hospitality persist. These findings highlight the importance of balancing technological innovation with human interaction to preserve the core values of hospitality. Moreover, while AI adoption has been positively linked to guest loyalty and satisfaction, variability in guest experiences suggests that AI systems should be standardized across hotels to meet diverse expectations more consistently. Moving forward, it is essential for luxury hotels to refine AI applications, address ethical considerations like data privacy, and ensure that technology complements rather than replaces the personal, empathetic touch that defines exceptional guest experiences. This approach will enhance both operational efficiency and long-term customer loyalty.

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