

The Influence of Wi-Fi Service on Hotel Customer Satisfaction

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ABSTRACT

As people become increasingly mobile and constantly in need of Internet connection, the importance of wireless Internet is strongly emphasized in our daily lives. In travel context, the provision of Wi-Fi service for hotel customers is a critical factor to improve their satisfaction and therefore to encourage their return intention and positive recommendation. The objective of this study is to identify the important activities and aspects of Wi-Fi service in hotels to maximize customer satisfaction in accordance with the staying purpose of customers. First, the activities using hotel Wi-Fi service that are considered important by leisure and business travelers are examined. In addition, several aspects of hotel Wi-Fi service that are identified to have high correlations with overall Wi-Fi use satisfaction are selected (i.e., ease of connection, security, speed, and cost adequacy), and then correlation analyses are performed to examine the relationships between these factors and the overall hotel satisfaction, return intention, and recommendation intention. The result of this study indicates that (1) the need of Wi-Fi service in a hotel is higher for business travelers than leisure travelers, (2) leisure travelers and business travelers have different needs for Wi-Fi use activities, (3) both groups need Wi-Fi service mostly for business activities and e-mail communication, (4) customer satisfaction with the aspects of Wi-Fi service is highly correlated with overall hotel use satisfaction, return intention, and positive recommendations, while satisfaction with cost adequacy is the only aspect that is negatively correlated with unfavorable eWOM diffusion behavior. Based on the results, several managerial implications for Wi-Fi service adoption and development are provided.

Keywords: *Technology amenity, Wireless Internet service, Wi-Fi, Hotel customer satisfaction, Return intention, Positive recommendation.*

INTRODUCTION

Given today's competitive market condition, customers in hospitality industry who have been highly educated with overwhelming flood of information have become more selective with their choices (Janes & Wisnom, 2003; Jeong & Oh, 1998; Lee, Barker, & Kandampully, 2003). It is difficult to completely meet guests' increasing demands in this competitive market, which makes providing and maintaining customer satisfaction one of the biggest challenges for managers in service industry (Su, 2004). To retain and increase their customer base, the perceived importance of facility and service attributes in hospitality industry related to guests' satisfaction needs to be thoroughly understood (Jeong & Oh, 1998; Shanka & Taylor, 2004). Jeong and Oh (1998) suggest that the importance of the relationship between service quality and customer satisfaction has become extremely significant and expected to grow further. Shanka

and Taylor (2004) also argue that both physical facilities and provided service significantly contribute to the overall hotel satisfaction.

Customer satisfaction is essential for corporate survival (Pizam & Ellis, 1999) and has been firmly believed to lead to their return intention to the same hotel and favorable recommendation publicity to their friends and family (Gundersen, Heide, & Olsson, 1996). Pizam and Ellis (1999) stress that customer satisfaction is recognized as of great importance to all commercial firms due to its impact on repeat purchase behavior and word-of-mouth recommendation. While some studies report that the relationship between customer satisfaction and customer loyalty may be non-linear (e.g., Bowen & Chen, 2001), most studies consent that they show strong positive correlations. For example, Kim, Han, and Lee (2001) assess that customer satisfaction can increase repeat guests and positive word-of-mouth and, also, higher relationship quality result in greater guest commitment.

Customers' overall satisfaction with hotel experience can be explained by both intangible and tangible dimensions of hotel products and services (Gundersen et al., 1996). Choi and Chu (2001) later identify seven hotel factors that are likely to influence customers' choice intentions and satisfaction, which are staff service quality, room qualities, general amenities, business services, value, security, and IDD Facilities. In addition to the hotel factors as one of the general amenities, technology amenities are now integral to a hotel stay (Berezina & Cobanoglu, 2010). Indeed, although lodging industry had focused on employing and embracing modern information technology (IT) as a means to improve employee productivity, enhance revenue, and gain customer loyalty (Lee, Barker, & Kandampully, 2003), the industry did not give strategic priority to technologies designed to improve guest services even before a decade ago (Siguaw, Enz, & Namasivayam, 2000). However, IT is now one of the vital strategies to date that hospitality industry adopts to promote and achieve their own competitive advantages (Ham, Kim, & Jeong, 2005; Lee, Barker, & Kandampully, 2003). IT in the hospitality industry is fully utilized to market goods and services of hotel, to receive and confirm reservations, and to collect and evaluate customer complaints and suggestions (Ham, Kim, & Jeong, 2005). In their study, Ham et al. (2005) examine the usage levels of four IT application factors in hotel (i.e., front-office applications reservation system, back-office applications, restaurant and banquet management systems, and guest-related interface applications) and investigate the impacts of the four factors on hotel performance. The result shows that the only IT application that is not significantly affecting hotel performance is found to be guest-related interface applications, indicating that it may provide guest satisfaction with the facilities of hotels but is not perceived to improve hotel performance such as greater levels of repeat visitation and positive WOM diffusion activity. However, the items they used for guest-related interface applications are somewhat problematic because they only include service attributes such as electronic locking system, energy management systems, and wake-up call system, and excluding wireless Internet service which is perceived as one of the most critical IT services as a guest technology amenity (Berezina & Cobanoglu, 2010).

As the dependence of Internet use in our daily lives is getting higher and the desire and need for electronic connectivity during travel grows, the importance of Internet service in hospitality industry also increases (Lee, Barker, & Kandampully, 2003; Singh & Kasavana, 2005). The need for wireless connection cannot be too strongly emphasized, as online purchasing, cashless payments, handheld devices, and remote monitoring algorithms have been more commonplace and taken for granted (Barnes, 2002; Singh & Kasavana, 2005). Wireless Internet access is one of the essential consumer services in hospitality industry, often using Wi-Fi

wireless LAN installed in guest rooms, conference rooms, lobbies, pool area, and other open areas (Starkov, 2001). The service enables both leisure and business travel customers to do what they need to do from checking e-mails to searching for information in accordance with their travel purposes. Therefore, service innovation such as Internet access in guest rooms does have a critical influence when customers select a hotel (Victorino, Verma, Plaschka, & Dev, 2005). The necessity of Wi-Fi networks provided by lodging facilities as an alternative to wired LAN has been increased since the use and sale of laptops and other handheld personal digital equipment has exceeded the sale of desktop personal computers back in 2004 (Singh & Kasavana, 2005). Wi-Fi network has gathered a great attention of all other innovative technologies that can be used to enhance the operation of lodging facilities (Singh & Kasavana, 2005).

To set segmented market strategies for various customer needs, possible different preferences for IT service aspects need to be taken into consideration. Some studies attempt to identify the differences that leisure and business travelers have in selecting a hotel in accordance with the technology services that are provided. Yavas and Babakus (2005) assert that both leisure and business travelers have different opinions on the important attributes influencing their hotel choice but they all perceive general room amenities as the most important factor for their hotel selection, which includes items pertaining to access to computer/modem. However, Victorino et al. (2005) state that leisure travelers are found to be more influenced by innovative amenities than business travelers. On the other hand, Berezina and Cobanoglu (2010) especially emphasize the difference between male and female travelers in the important role played by high speed Internet access when comparing top three essential technologies. Top three important technologies for male travelers are express check-in/ check-out, high speed Internet access, and easily accessible electrical outlets, while the most important technologies for female travelers are easily accessible electrical outlets, guest control panel, and high speed Internet access (Berezina & Cobanoglu, 2010).

To date, studies on how wireless internet as guest amenity aspects have influence on overall customer satisfaction are scant. Therefore, a thorough analysis on this area is of a great importance. Thus, the purpose of this study is to investigate 1) the need for Wi-Fi service in different travel situations, 2) the importance of Wi-Fi use activities, 3) the difference of Wi-Fi usage between leisure and business travelers, and 4) the relationship between Wi-Fi service aspects and the overall hotel satisfaction.

METHODOLOGY

A web-based survey was designed to conduct the study. It comprises five parts, which attempted to gain information from respondents about 1) their general Internet use, 2) Wi-Fi use in leisure travel, 3) Wi-Fi use in business travel, 4) the most recent Wi-Fi use experience in the last 12 months, and 5) demographic information. The data was collected through members of a Korean online travel community from February 5 to May 8, 2010 resulting in 616 useful responses. The questionnaires were answered by newly registered members as a way of permission to gain membership.

The first part of the survey was directed to identify aspects of respondents' general Internet use, including the places where they use Internet (i.e., home and/or work place), the types of Internet connection (i.e., wired and/or wireless), and the amount of Internet usage time. The importance of Wi-Fi Internet use in daily life was also asked using self-administered seven-item Likert scale ranging from one for 'not important at all' to seven for 'very important'. In the second part and third part of the survey, the respondents were asked about their Wi-Fi service

use in both leisure and business travel experiences. The questions about the importance of Wi-Fi service usage during travel were also using self-rated seven-item Likert scale ranging from one for 'not important at all' to seven for 'very important'. This section also includes questions about the kind of equipments they bring for travel and they use for Wi-Fi service and the importance of 13 activities using Wi-Fi service with the same seven-item Likert scale. The 13 Wi-Fi usages were chosen based on previous studies (i.e., General Internet Surfing, Travel Information Searching, Personal e-mail communication, Business e-mail communication, Social Networking, Photo and/or Video Uploading, Writing Reviews and/or Blog posting, Video Streaming, Watching TV, Playing games, Online Shopping, Online Business Transaction, and e-learning). The fourth part of the questionnaire includes questions about the most recent Wi-Fi use experience during travel in the last 12 months, which consisted of information about the purpose of travel, expenses for both facility and Internet use, devices used, the level of satisfaction with the aspects of Wi-Fi Internet service, the overall satisfaction level with the facility use, and future intention (i.e., return, recommendation to friend/family, and positive/negative eWOM contribution). Both satisfaction levels and future intention items were measured with self-administered seven-item Likert scale ranging from one for 'not satisfied at all' and 'do not want to do at all' to seven for 'very satisfied' and 'want to do very much'. Finally, respondents were asked to provide demographic information including gender, age, marriage status, income, education and occupation.

Descriptive analysis is used to examine the importance of Wi-Fi service indifferent situations. Factor analysis is conducted to verify the reduced factors of the 13 Wi-Fi use activities. The importance of these activities is also investigated by descriptive analysis and several t-tests. Lastly, the relationships among Wi-Fi service aspects, overall hotel use satisfaction, return intention, and recommendation behavior are examined through the correlation coefficients tests.

RESULTS

Among the 616 survey respondents, female (69.3%) were twice as many as male (30.7%). Approximately 70% of the respondents were in their 20s and 30s and about 30% of all respondents were married. The large majority (66.2%) of the respondents were highly educated (some college education or higher) excluding ones who were still in the college education. They were mostly office workers (31.7%) and students (30.2%), followed by business persons (8.7%), housewives (6.9%), and the others.

The respondents used wireless Internet at home (33.4%) and at school and/or work (37%) daily. The perceived needs for Wi-Fi service in the different situations away from home and work of the most recent experiences in the last 12 months were examined using seven-item Likert scale. Of all respondents, 398 of them had one or more leisure travel experiences and 111 respondents had one or more business travel experiences in the last 12 months. The Wi-Fi service importance was the highest when respondents were on business travels ($M=4.5$, $SD=1.9$) compared to when they are on leisure travels ($M=3.9$, $SD=1.7$) and on the move (e.g., commuting) ($M=3.7$, $SD=1.6$, 616 respondents). The importance of Wi-Fi service provision in a hotel can be understood from the percentage of the devices that travelers bring with. Most leisure travelers bring their digital cameras (77.8%) while only 29.8% of them take their laptops. However, while business travelers also bring digital cameras (44.5%) with them, laptops (59.1%) are the most important device they bring during their travels. Many leisure travelers didn't use Wi-Fi service during their travels (44.7%), while some leisure travelers used Wi-Fi service with

their laptops (34.1%), smartphones (10.6%), and other devices (13.6%). Compared to the leisure travelers, most business travelers used Wi-Fi service (80.9%) with their laptops (63.6%), smartphones (10.9%), and other devices (11.8%).

Respondents who traveled in the last 12 months were also asked how long they had stayed for the particular travel. The relationship between the period of stay and the importance of Wi-Fi service use in the hotel were analyzed through the correlation coefficient tests. Positive correlations emerged between the period of stay in the hotel and the perceived importance of Wi-Fi service use. Both correlations were significant, but the correlation between the period of stay in the hotel during business travel and the perceived importance of Wi-Fi service use was higher ($r=.269, p < .01$) than the correlation between the period of stay during leisure travel and the perceived importance of Wi-Fi service ($r=.104, p < .05$).

The important aspects of Wi-Fi use in a hotel during both leisure and business travel were also asked with the seven-item Likert scale. The total of 13 items was used to examine the important aspects of Wi-Fi use. Rankings of importance of the 13 aspects of Wi-Fi use in a hotel for both leisure and business travel is shown in Table 1.

Table 1. The rankings of the importance of 13 aspects of Wi-Fi use in a hotel

Ranking	Leisure Travel		Business Travel	
	Activities	Mean	Activities	Mean
1	Travel Information Searching	4.68	Business e-mail communication	5.11
2	Personal e-mail communication	3.71	Personal e-mail communication	4.15
3	Business e-mail communication	3.53	Travel Information Searching	3.56
4	General Internet Surfing	3.31	General Internet Surfing	3.22
5	Photo and/or Video Uploading	3.18	Online Business Transaction	3.16
6	Social Networking	3.00	e-learning	2.61
7	Online Business Transaction	2.77	Photo and/or Video Uploading	2.60
8	e-learning	2.76	Social Networking	2.54
9	Writing Reviews and/or Blog posting	2.67	Watching TV	2.33
10	Watching TV	2.37	Writing Reviews and/or Blog posting	2.31
11	Online Shopping	2.33	Video Streaming	2.16
12	Video Streaming	2.30	Online Shopping	2.03
13	Playing games	2.01	Playing games	1.95

To examine the existence of a significant difference between two groups of leisure and business travelers in the perceived importance of Wi-Fi service activities, several two-sample t-tests were conducted on each activity item. Six out of 13 Wi-Fi service activity items showed statistically significant differences between the two groups (see Table 2). Even though both travel information searching and business e-mail communication activities are on the top of the ranking list of the two groups, the activities show significantly different mean values compared to another.

To better understand the activities the travelers do using Wi-Fi service in a hotel during their travels, a factor analysis was conducted to diminish the 13 items into small numbers of factors. A correlation matrix (Table 3) of all items was examined to assess the suitability of data for factor analysis. Except the correlation between Business e-mail communication and playing games, most of the correlation coefficients were significant and many coefficients were 0.3 and above, thus supported the factorability of the items. Then, the 13 Wi-Fi activity items were

entered into principle components analysis (PCA) to examine the dimensionality of the total set of items. Based on Kaiser's eigenvalue criterion, three factors with eigenvalues greater than one were extracted using the latent roots criterion and a Varimax rotation. Thus, the factor analysis results suggest a three-factor solution of tourists' major Wi-Fi use activities. Factor 1 includes five activities (playing games, watching TV, video streaming, online shopping, and e-learning) which were not necessarily related to travel activities and not perceived as important during both leisure and business travel (see Table 1).

Table 2. Mean and ranking differences between travel types in terms of Wi-Fi activities

Wi-Fi Activities	Travel Type	N	Mean	Rank-ing	t	df	Sig (2-tailed)	Mean difference
Travel Information Searching	Leisure Travel	398	4.68	1	5.48	507	0	1.122
	Business Travel	111	3.56	3				
Personal e-mail communication	Leisure Travel	398	3.71	2	-2.03	507	0.043	-0.443
	Business Travel	111	4.15	2				
Business e-mail communication	Leisure Travel	398	3.53	3	-7.224	507	0	-1.577
	Business Travel	111	5.11	1				
Social Networking	Leisure Travel	398	3	6	2.335	507	0.02	0.467
	Business Travel	111	2.54	8				
Photo and/or Video Uploading	Leisure Travel	398	3.18	5	2.848	507	0.005	0.575
	Business Travel	111	2.6	7				
Writing Reviews and/or Blog posting	Leisure Travel	398	2.67	9	2.152	507	0.033	0.357
	Business Travel	111	2.31	10				

Table 3. Correlation matrix of 13 aspects of Wi-Fi use in a hotel

Variable	1	2	3	4	5	6	7	8	9	10	11	12
1.General Internet Surfing	-											
2.Travel Information Searching	.422**	-										
3.Personal e-mail communication	.439**	.335**	-									
4.Business e-mail communication	.294**	.163**	.626**	-								
5.Social Networking	.450**	.354**	.428**	.236**	-							
6.Photo and/or Video Uploading	.426**	.423**	.325**	.188**	.630**	-						
7.Writing Reviews and/or Blog posting	.394**	.361**	.316**	.193**	.596**	.708**	-					
8.Video Streaming	.375**	.178**	.276**	.148**	.544**	.453**	.601**	-				
9.Watching TV	.321**	.188**	.256**	.152**	.473**	.407**	.521**	.652**	-			
10.Playing games	.230**	.125**	.149**	.057	.353**	.302**	.439**	.588**	.650**	-		
11.Online Shopping	.375**	.243**	.253**	.164**	.460**	.440**	.520**	.597**	.585**	.592**	-	
12.Online Business Transaction	.316**	.271**	.430**	.495**	.292**	.344**	.363**	.370**	.319**	.319**	.463**	-
13.e-learning	.377**	.256**	.322**	.274**	.454**	.435**	.508**	.533**	.484**	.411**	.639**	.470**

** Correlation is significant at the 0.01 level (2-tailed)

The first factor was named *Non-travel related activities*. Factor 2 also combines five activities (photo and/or video uploading, travel information searching, social networking, writing reviews and/or blog posting, and general Internet surfing) which are highly related to travel activities such as searching and/or diffusing travel-related information and general Internet activities. This factor was labeled *Travel related / General Internet activities*. Finally, factor 3 comprises three activities that are Business and personal e-mail communications and online business transaction, thus named *Business activities and e-mail communication*. The three factors explained 66.13% of the total variance and all three factors also indicated strong reliability (Cronbach's Alphas $\geq .76$), which support the internal consistency of the respective constructs (Hair, Black, Babin, Anderson, & Tatham, 2005). Table 4 illustrates the factor loadings for the rotated PCA solution, Cronbach's Alpha values for each of the factors, and the means. The means of the extracted three factors indicate that both leisure and business travelers mostly use Wi-Fi service in a hotel for their business activities and e-mail communications (mean = 3.5) and travel related/general Internet activities (mean = 3.2). Obviously, non-travel related activities are not perceived as important for their Wi-Fi service use purpose with the mean of only 2.3.

Table 4. Factor loadings, reliability tests, and means for Wi-Fi service activity model

	Factor Loading	Eigenvalue	% of Variance	Cumulative % of Variance	Cronbach's Alpha	Mean
Non-travel related activities		3.70	28.49	28.49	0.86	2.31
Playing games	.833					
Watching TV	.797					
Video Streaming	.780					
Online Shopping	.775					
e-learning	.620					
Travel related/General Internet Activities		2.72	20.99	49.48	0.81	3.24
Photo and/or Video Uploading	.771					
Travel Information Searching	.741					
Social Networking	.664					
Writing Reviews and/or Blog posting	.631					
General Internet Surfing	.596					
Business activities and e-mail communication		2.16	16.65	66.13	0.76	3.48
Business e-mail communication	.891					
Personal e-mail communication	.764					
Online Business Transaction	.670					

Note: Extraction method: principle component analysis. Rotation method: Varimax with Kaiser normalization

Lastly, the relationships among satisfaction level of Wi-Fi service aspects, overall hotel use satisfaction, return intention, and several recommendation behaviors were investigated. In order to select the important aspects of Wi-Fi service, several aspects whose customer satisfaction levels had high correlation with the overall Wi-Fi use satisfaction were chosen. Those are ease of connection ($r = .743, p < .01$), security ($r = .664, p < .01$), speed ($r = .733, p < .01$), and cost adequacy ($r = .708, p < .01$). The four Wi-Fi service aspects, overall Wi-Fi use satisfaction, overall hotel use satisfaction, return intention, and intentions for recommendation, positive/negative eWOM contribution were then put into the correlation analysis. The result (Table 5) indicates that, as expected, the satisfaction levels for each Wi-Fi service use aspect and

the overall Wi-Fi use satisfaction are highly correlated with the overall hotel use satisfaction, and also leads to return intention, recommendation to friends/family, and positive eWOM intention. Interestingly, the satisfaction with cost adequacy was the only Wi-Fi service aspect that has significantly negative correlation with negative eWOM spread intention. From the result, it can be stated that customers do perceive Wi-Fi service aspects as important for their return and positive recommendation intention, but never try to spread negative eWOM after their Wi-Fi use in a hotel unless they were extremely dissatisfied with the cost they paid for the service.

Table 5. Correlation Matrix of Wi-Fi service aspects and customer satisfaction

Variable	1	2	3	4	5	6	7	8	9
1. Ease of connection	-								
2. Security	.639**	-							
3. Speed	.750**	.602**	-						
4. Cost adequacy	.574**	.533**	.516**	-					
5. Overall Wi-Fi use satisfaction	.743**	.664**	.733**	.708**	-				
6. Overall hotel use satisfaction	.452**	.357**	.369**	.377**	.472**	-			
7. Return Intention	.405**	.360**	.368**	.344**	.428**	.786**	-		
8. Recommendation	.428**	.422**	.373**	.361**	.467**	.760**	.794**	-	
9. Positive eWOM	.386**	.334**	.325**	.231**	.323**	.547**	.578**	.660**	-
10. Negative eWOM	-.072	-.058	-.043	-.183**	-.119	-.029	.032	-.046	.189**

** Correlation is significant at the 0.01 level (2-tailed)

CONCLUSION

As the importance of Internet connectivity grows, Wi-Fi service in hotel industry has become one of the important factors for satisfying customers, (Berezina & Cobanoglu, 2010; Singh & Kasavana, 2005). Despite the increasing importance and demand for Wi-Fi service in hotel industry, a thorough investigation into needs and aspects of Wi-Fi service has not been conducted to suggest the practical strategies for the industry. Thus, the present study provide a better understanding on the demand and expectation from hotel customers (i.e., leisure travelers and business travelers) in terms of Wi-Fi service and the relationship between the hotel Wi-Fi service aspects with customers' return intention and their favorable recommendation. Hence, this study can derive meaningful practical and managerial implications for hotel managers who are currently considering to adopt and/or enhance Wi-Fi services for their customers.

First, as suggested in previous studies that the importance of Internet service in hospitality industry grows (Lee, Barker, & Kandampully, 2003; Singh & Kasavana, 2005), travelers perceive that Wi-Fi service is important in their daily lives and even more important while they are on either leisure and/or business travel. Since technology amenities are now vital to the choice of a hotel (Berezina & Cobanoglu, 2010; Yavas & Babakus; 2005), the provision for Wi-Fi service to satisfy hotel customers is critical for the hotel's sustainable business. The result also finds that business travelers and long-stays have more perceived importance and demand for the Wi-Fi service for their stays.

Secondly, although both leisure and business travelers recognize Wi-Fi service as important for their hotel stays, they differ in terms of importance of Wi-Fi activities. While travel information searching is the most important Wi-Fi use activity for leisure travelers, business travelers state that business e-mail communication is the most important for them. For both

traveler groups, each activity enables them to carry out their purpose of travel more effectively with the ease of wireless connection away from their home or work. However, the result of factor analysis also finds that both leisure and business travelers perceive business related activities and e-mail communication as the most important task they perform during their stay in a hotel. Since travelers are found to be in high needs of wireless Internet connectivity even when staying in a hotel, hospitality industry needs to be well-prepared for the customers' desire in order to maximize customers' satisfaction with hotel stay experiences as suggested in the previous studies (Lee et al., 2003; Singh & Kasavana, 2005).

Lastly, the relationships among Wi-Fi service aspects, overall hotel use satisfaction, return intention, and favorable recommendation indicate that Wi-Fi service aspects with great quality is critical for the hospitality facilities' own benefit. Although the satisfaction with cost adequacy is found to be the only Wi-Fi service aspect that can influence the negative eWOM spread intention, the satisfaction of all aspects of Wi-Fi service are highly correlated with overall hotel use satisfaction, return intention, and positive recommendation (Gundersen, Heide, & Olsson, 1996; Kim, Han, & Lee, 2001; Pizam & Ellis, 1999), which directly lead to the hotel's continuing profit, success, and even survival (Pizam & Ellis, 1999). This result also supports the argument of Shanka and Taylor (2004) that both physical facilities and provided service quality significantly contribute to the overall hotel satisfaction.

From the overall results, some managerial implications can be derived as a guidance of Wi-Fi service adoption and development. At first, it is critical to provide Wi-Fi service in a hotel if it is not available yet, especially for ones whose main customers are business travelers and long-stayers. However, since travelers are found to consider that the most important service is e-mail communication, which does not require heavy traffic load (i.e., when compared with video streaming and photo/video uploading) and have a high possibility of spreading negative eWOM when they are not satisfied with the cost of Wi-Fi service, it can be of wiser decision to keep the fare for the Wi-Fi service low or even free as opposed to setting the price higher to further invest corporate budgets for the enhancement of Wi-Fi service performance.

Despite the vital suggestions from the results, this study has some limitations with data collection. Since the researchers could gather only 111 answers from business travelers, which is merely one quarters of the number of leisure travelers, the problem of sample size balance remains. Also, since the data was collected from only Korean nationals, the result may not apply to various situations in other countries. It is suggested that an enriched data set from other settings would strengthen the findings of this study for further investigation and comparison on this emergent topic.

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