Abstract

All over the world, guests enjoy the superior service offered in luxury hotels. These establishments are usually characterized by their location, high-quality design, a large number of outlets and the outstanding quality of the service they offer. This thesis focuses on how luxury hotels can shape the guest experience through offering personalized services, thereby improving customer satisfaction and creating a competitive advantage.

The objective of this research was to analyze the research question concerning the extent to which the personalization of services in luxury hotels in the areas of humanware, hardware, software and experience design impacts guest satisfaction. Based on an extensive literature review that provides insights into the luxury hotel industry, the guest experience and service quality in hotels and the topic of personalizing the service process as well as the expectancy confirmation theory, the conceptual framework for this thesis was established. Moreover, a mixed methods research design was chosen to test the hypotheses. The results of the expert interviews and the customer questionnaire point out that employee's behavior, usage of appropriate software tools as well as effective experience design enable personalization and at the same time increase customer satisfaction. Nonetheless, luxury hotels focus on many aspects concerning the customer journey that seem to be irrelevant to consumers. Therefore, it is important that further research, focusing on the preferences of the guests in particular will be conducted.