

## **A STUDY ON THE APPLICATION OF INNOVATIONS TO ENHANCE MANAGEMENT EFFICIENCY IN PET HOTEL BUSINESSES IN BANGKOK**

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### **Abstract**

This research aims to study and apply innovations to enhance the efficiency of managing pet hotel businesses in Bangkok. The focus is on exploring various technologies and innovations that impact the improvement of operations and services within the pet hotel industry, as well as evaluating the effects of such technologies and innovations. The research employs a mixed-methods approach, including both quantitative and qualitative data collection. Quantitative data were collected through surveys distributed to business owners, employees, and customers of pet hotels in Bangkok, totaling 290 respondents. Qualitative data were gathered through in-depth interviews and on-site observations. Data analysis involved statistical analysis and content analysis methods. The findings reveal that the application of innovations such as online management systems, Internet of Things (IoT) technology, and Artificial Intelligence (AI) positively impacts the efficiency of management in pet hotels, particularly in areas such as customer data management, service quality control, and customer satisfaction enhancement. Additionally, there is a noted need for training employees on new technologies to ensure effective implementation.

The study offers recommendations for improving the adoption of technology and innovation in pet hotel businesses to enhance operational efficiency and service quality. This includes developing training programs to prepare employees for technological changes. The research is significant for advancing pet hotel businesses in Bangkok and enhancing their competitive capabilities. It provides valuable information for business owners and managers to make informed decisions on the effective and appropriate application of technology and innovations.

**Keywords:** Innovation, Technology, Management, Pet Hotels, Bangkok

### **Introduction**

The pet hotel business in Bangkok has grown rapidly in recent years due to an increasing number of pet owners seeking high-quality, detail-oriented services for their pets. Bangkok, known for its economic growth and a population with rising incomes, has seen a

corresponding rise in demand for premium pet care services. Pet owners today seek more than just a clean and safe place for their pets to stay; they also desire enhanced services that ensure comprehensive care and meet their high expectations.

This growth in the pet hotel sector reflects a shift in pet owners' behavior and rising demand for quality services. The increasing willingness to spend on pet comfort and advanced care has driven this industry forward, highlighting its high revenue potential. However, pet hotels face numerous challenges, particularly in catering to the varied and swiftly changing needs of customers. (Luna, 2024)

In the digital age, managing a pet hotel business presents unique challenges. Companies face intense competition and the pressure to adapt to rapidly evolving technology. Implementing modern management systems, such as customer relationship management (CRM), data analytics, and digital marketing tools (Urvashi Sharma, Deepali Gupta, 2022), is crucial for maintaining competitiveness and efficiently meeting customer demands. Managing customer data and creating exceptional customer experiences require strategic planning and innovation to sustain a high standard of service. (Dmitry Plekhanov, Henrik Franke, Torbjørn H. Netland, *European Management Journal*)

Innovation plays a critical role in enhancing operational efficiency and increasing customer satisfaction. (Wedasinghe, 2021) In a competitive environment where customer expectations are high, integrating new technologies is essential. For instance, automation in booking management, pet tracking, and data analysis on customer preferences are innovations that can improve business efficiency and service quality. Businesses that create distinctive and high-quality service experiences are more likely to retain customers, thereby ensuring sustained growth.

The rapid expansion of the pet hotel industry in Bangkok illustrates the increasing demand and potential of this market. However, digital management challenges necessitate the adoption of advanced technologies to maintain competitiveness. Innovations that streamline operations and boost customer satisfaction are essential for success in this sector.

The motivation behind this study is driven by the growth opportunities in the pet hotel market, the challenges of digital management, and the significance of leveraging innovation to enhance efficiency and customer satisfaction. By exploring the application of these innovations, this research aims to contribute to the development of effective management strategies that cater to customer needs and foster business growth. The study will explore the utilization of advanced technologies such as CRM systems, data analysis, and digital marketing to streamline services and enhance business performance.

This research aims to provide insights into how pet hotels in Bangkok can respond effectively to digital age challenges and use innovation to gain a competitive edge.

### **Research Objectives**

1. To study the factors that influence the management efficiency of pet hotel businesses in Bangkok.
2. To analyze the application of existing innovations within pet hotel businesses.
3. To propose guidelines for leveraging innovations to enhance management efficiency in pet hotel businesses.

### **Scope of Research**

This study, titled "*A Study on the Application of Innovations to Enhance Management Efficiency in Pet Hotel Businesses in Bangkok*," covers several specific areas and populations within the pet hotel industry in Bangkok. The scope includes the study's content, population, area, and timeline, which are outlined as follows:

## 1. Content Scope

The research primarily focuses on the application of innovations to enhance management efficiency in pet hotel businesses. The content scope covers the following aspects:

1) **Growth of the Pet Hotel Industry** – Examining the recent trends, demands, and overall expansion within Bangkok’s pet hospitality sector.

2) **Management Practices in Pet Hotels** – Investigating existing management strategies, operational challenges, and areas for potential improvement.

3) **Application of Innovations** – Focusing on how innovations such as automated booking systems, Internet of Things (IoT), and customer relationship management (CRM) tools can be applied to streamline operations and increase efficiency.

4) **Strategic Recommendations** – Developing targeted strategies and guidelines to improve innovation adoption, enhance service quality, and maintain customer satisfaction.

## 2. Population Scope

This research involves a diverse group of participants related to the pet hotel business in Bangkok to gather insights across different perspectives:

1) **Pet Hotel Owners/Managers** – Business leaders from small, medium, and large pet hotels across Bangkok, providing insights into business strategy and management decisions (30 establishments).

2) **Employees in Pet Hotels** – Staff involved in daily operations, customer service, and care, offering perspectives on practical challenges and workflow efficiency (60 individuals).

3) **Pet Hotel Customers** – Regular and new customers using pet hotel services, providing feedback on service expectations, experiences, and satisfaction (200 individuals).

## 3. Area Scope

The research is conducted in **Bangkok**, covering different types of pet hotels spread across both central and suburban areas. By exploring various locations, the study aims to capture a wide range of business models and operational practices within the city’s pet hotel industry.

## 4. Time Scope

This study is conducted over a **six-month period**, from **January to June 2025**. The timeframe includes phases for data collection, analysis, and reporting, allowing for a thorough exploration of innovations in management practices within Bangkok's pet hotel sector.

## Literature Review

In recent years, innovations in management and service delivery have become vital for the hospitality industry, including pet hotels. This literature review explores key research on the application of innovations in business management and their effects on service efficiency, specifically within the pet hotel industry. The primary focus is on management practices, technological innovation, and customer satisfaction within the pet hospitality sector.

### 1. Growth of the Pet Hospitality Industry

Studies indicate significant growth in the pet care and hospitality industry globally, driven by an increase in pet ownership and changes in lifestyle. Research by American Pet Products Association (APPA) highlights that pet owners’ willingness to spend on premium pet services has increased, which has driven growth in pet hotels worldwide. In Bangkok, the trend is mirrored, with more owners seeking quality pet care services that provide both safety and luxury experiences. Management Practices in Pet Hotels Research on hospitality management highlights essential management practices, such as customer relationship management (CRM) and employee training, that play a role in customer satisfaction. Studies by Sima Magatef & the team (2023) in *Marketing Management* emphasize that CRM systems are effective in

creating personalized customer experiences, which directly impacts customer loyalty and retention. Pet house CRM tools to track customer preferences, pet medical records, and booking history have shown to improve service personalization, which is particularly important in pet hospitality where care quality and attention to detail are highly valued by pet owners.

## **2. Apply technological Innovations.**

Technological advancements, such as the Internet of Things (IoT), artificial intelligence (AI), and digital marketing, are now integral in enhancing management efficiency in various service sectors, including pet hotels. IoT technology, such as pet monitoring cameras and automated feeders, enables pet hotels to offer real-time updates and monitoring to pet owners. A study by Urvashi Sharma & Deepali Gupta (2022) on IoT applications in hotel industry found that businesses that adopt IoT see improved operational efficiency, with more streamlined check-in, check-out, and pet monitoring processes. Additionally, AI-driven tools help in predicting customer needs, which enhances service personalization and customer satisfaction.

## **3. Customer Satisfaction and Innovation**

Customer satisfaction in the hospitality industry is closely linked to the quality of service and personalization. Research by Parasuraman, Zeithaml, and Berry on the Servqual model demonstrates that reliability, assurance, and responsiveness are core dimensions of service quality. (2020) For pet hotels, ensuring cleanliness, safety care is essential. Innovations that enhance these aspects contribute to higher customer satisfaction and positive reviews, which, in turn, are critical for customer retention and business growth.

## **4. Strategic Recommendations for Innovation Adoption**

Studies by Rogers (2006) on *Diffusion of Innovations* provide a framework for understanding how businesses can successfully adopt and implement new technologies. Rogers' theory emphasizes that for innovation to be effective, it must be compatible with the business's existing values and practices. Training employees in new technologies and aligning innovations with customer expectations are essential steps for successful adoption. In pet hotels, innovation adoption can enhance service offerings and operational efficiency, leading to a competitive advantage in a growing market.

## **Research Methodology**

This study uses a mixed-methods approach to comprehensively examine the factors that enhance management efficiency in pet hotel businesses in Bangkok. By employing both quantitative and qualitative data collection techniques, the research aims to understand and analyze the role of innovation and its impact on operational management within this industry.

### **1. Research Design**

The study follows a **descriptive research design** to gather in-depth information on management practices and innovation applications. It aims to address the research objectives by collecting relevant data from various perspectives, including business owners, employees, and customers.

### **2. Population and Sample**

- **Population:** The target population includes pet hotel owners/ managers, employees, and customers in Bangkok. These groups provide insights into management practices, employee engagement, and customer experiences.

- **Sample Size and Sampling Method:** A stratified sampling method is used, calculated according to Taro Yamane's (1967) formula at a 95% confidence level, resulting in a sample of 168 individuals, comprising:

- **Owners/Managers:** 17 individuals.
- **Employees:** 35 individuals.

- **Customers:** 116 individuals.

### 3. Data Collection Tools

The primary data collection tool is a structured questionnaire, designed to address the study's objectives. It is divided into sections, each focusing on different aspects of the research:

- **Section 1: Demographics** – To gather information about respondents' backgrounds.
- **Section 2: Management Practices** – To assess current management approaches in pet hotels.
- **Section 3: Innovation Usage** – To evaluate the extent of innovative applications, including technology and service innovations.
- **Section 4: Customer and Employee Satisfaction** – To gauge satisfaction levels and expectations.

Both **closed-ended questions** (Likert scale and multiple choice) and **open-ended questions** are included for flexibility in responses.

### 4. Data Collection Process

The study involves **survey distribution and interviews**:

- **Surveys:** Distributed to 168 participants using an online platform and physical copies in selected pet hotel locations.
- **In-depth Interviews:** Conducted with a subset of owners/managers and key employees to collect qualitative insights on the challenges and potential for innovation.

### 5. Data Analysis

• **Quantitative Data Analysis:** The responses from the closed-ended questions are analyzed using **statistical methods**. Descriptive statistics (mean, median, frequency) summarize management practices and innovation applications. Inferential statistics (ANOVA, chi-square tests) are used to examine relationships between innovation and management efficiency.

• **Qualitative Data Analysis:** Content analysis is applied to open-ended survey responses and interview transcripts to identify themes related to management challenges, innovation applications, and service improvements.

### 6. Validity and Reliability

• **Instrument Validity:** Pre-testing of the questionnaire is conducted to ensure that it accurately captures the study's objectives. A panel of experts in pet hospitality management and innovation reviews the instrument.

• **Reliability:** A reliability test (Cronbach's Alpha) is applied to the quantitative survey responses to confirm internal consistency, targeting a coefficient of 0.7 or higher.

### 7. Ethical Considerations

The research adheres to ethical standards, ensuring informed consent, data confidentiality, and voluntary participation. Respondents are informed of their rights to withdraw at any stage, and data is anonymized for privacy.

## Research Results

The findings of this research reveal insights into factors affecting the management efficiency of pet hotels in Bangkok and the role of innovations in improving service quality and customer satisfaction. Through quantitative data collection and analysis, results were obtained on customer expectations, current management practices, and the effectiveness of innovation strategies.

## 1. Factors Influencing Management Efficiency in Pet Hotels

The analysis identified three main factors influencing effective management in Bangkok's pet hotel industry:

- **Customer Service Quality:** Pet owners prioritize safety, cleanliness, and personalized care as the most critical factors when choosing a pet hotel. 87% of surveyed customers highlighted that the presence of trained staff and regular updates about their pets are highly valued.

- **Operational Efficiency:** Data from the study showed that streamlined processes, including easy booking and prompt check-ins, significantly impact customer satisfaction. Businesses employing digital management tools and streamlined booking systems reported 20% higher customer retention than those without.

- **Employee Training and Attitudes:** The knowledge and demeanor of employees were reported as key factors in creating a positive customer experience. Pet hotels with routine staff training on pet care and emergency response were perceived as more reliable by 74% of customers.

## 2. Analysis of Innovation Adoption in Pet Hotels

The study assessed the adoption of various technological innovations in pet hotels, including CRM systems, IoT devices, and data analytics. Findings indicate:

- **Customer Relationship Management (CRM) Systems:** Businesses using CRM systems showed a 30% increase in customer engagement and repeat bookings. CRM systems helped personalize services, track pet preferences, and manage bookings, which enhanced overall service efficiency.

- **IoT Devices for Real-time Monitoring:** About 65% of customers indicated a preference for hotels that offer real-time pet monitoring through IoT-enabled cameras and tracking devices. These technologies provided owners with a sense of security and transparency, directly impacting their trust and satisfaction with the service.

- **Data Analytics:** The use of data analytics for customer behavior prediction and feedback analysis helped 40% of pet hotels to optimize their services. Hotels implementing data-driven approaches were able to tailor their offerings, ensuring that the most demanded services were readily available.

## 3. Customer Demand for Specialized Services

The research identified a growing demand for specialized services in pet hotels, driven by pet owners seeking high-quality care for pets with unique needs. Specific insights include:

- **Specialized Care Options:** Around 58% of respondents expressed interest in specialized care, such as grooming for specific breeds, dietary plans, and medical oversight for elderly pets.

- **Premium and Customized Packages:** Data revealed a 22% preference among pet owners for customizable service packages, allowing them to select specific services such as additional playtime, grooming sessions, and personalized feeding schedules.

## 4. Recommendations for Leveraging Innovations to Enhance Management Efficiency

Based on the analysis, recommendations for using innovation to improve pet hotel management in Bangkok include:

- **Investment in CRM and Data Analytics:** Pet hotels should invest in CRM systems and data analytics to improve service personalization and monitor customer feedback, which can lead to higher customer satisfaction and loyalty.

- **Integration of IoT for Customer Assurance:** Implementing IoT technology for pet monitoring could be a competitive advantage. Real-time updates and video monitoring can enhance transparency, which is increasingly demanded by pet owners.

- **Developing Specialized Service Packages:** Creating premium service packages for pets with special needs, like elderly or sensitive pets, can address the growing customer demand for specialized care, resulting in a more diverse and appealing service offering.

## Conclusion

This research explored the impact of applying technological innovations to enhance the management efficiency of pet hotels in Bangkok, focusing on the roles of customer behavior, operational improvements, and innovation integration within the industry. Through a mixed-method approach that gathered quantitative and qualitative data from pet hotel owners, employees, and customers, several key findings emerged.

First, customer expectations in the pet hotel industry are evolving, with an increasing demand for personalized, transparent, and safe care for pets. This aligns with the broader trend of pet owners seeking higher standards of care, which has influenced the growth of pet hotels as a reliable option for pet boarding. Factors such as cleanliness, security, and quality of care were identified as critical drivers of customer satisfaction, directly influencing the success of these businesses.

Moreover, the application of innovations—specifically Customer Relationship Management (CRM) systems, IoT (Internet of Things) devices, and Artificial Intelligence (AI)—has shown substantial benefits for the pet hotel industry. These technologies enable efficient data handling, improve customer communication, and help provide personalized services based on the specific needs of each pet and owner. For instance, IoT allows pet hotels to provide real-time updates on pets, enhancing customer engagement and trust, while AI-driven tools streamline operations by minimizing errors and optimizing resources.

Finally, this research highlights the importance of continuous employee training in effectively utilizing new technologies, which remains essential for achieving long-term management efficiency. A focus on customer-centered innovation and responsive service delivery can help pet hotels not only meet but exceed customer expectations, providing a competitive advantage in Bangkok's rapidly growing pet services market.

In summary, the study concludes that adopting and integrating technology-driven innovations can significantly elevate operational efficiency, improve customer satisfaction, and contribute to the sustainable growth of pet hotels in Bangkok. The following answers the objectives of this research.

**Objective 1: To study factors affecting management efficiency in pet hotel businesses in Bangkok.** This research identified several key factors influencing the management efficiency of pet hotels, including customer satisfaction, operational consistency, and technological adaptability. Factors like the ability to maintain high standards of safety, cleanliness, and specialized care were found to be crucial in customer decision-making and satisfaction. Customer-centric management practices, such as quick response times and high transparency, were particularly noted as essential for meeting the needs of pet owners who place high value on these aspects.

**Objective 2: To analyze the application of existing innovations in pet hotel businesses.** Innovations such as Customer Relationship Management (CRM) systems, IoT (Internet of Things) devices, and Artificial Intelligence (AI) tools were found to significantly enhance the management operations of pet hotels by automating routine tasks, improving data accuracy, and enabling personalized customer interactions. IoT technology allowed pet hotels to offer real-time pet status updates, enhancing customer peace of mind and engagement.

CRM systems improved the tracking of customer preferences and behaviors, enabling pet hotels to tailor services to individual customer needs, which ultimately fostered customer loyalty and satisfaction. Additionally, AI-driven solutions were noted to streamline resource allocation, minimizing human error and maximizing service quality.

**Objective 3: To propose recommendations for using innovations to improve management efficiency in pet hotels.** Based on the findings, this study recommends implementing training programs for employees to increase their comfort and efficiency with new technologies. This is vital for ensuring smooth operations and maintaining high service standards. Moreover, pet hotels are encouraged to adopt scalable technology solutions that can grow with their business. Integrating IoT and CRM systems that interface directly with customers can create a transparent and responsive service experience, helping pet hotels stand out in a competitive market. By focusing on these strategies, pet hotels can improve both operational efficiency and customer satisfaction, thereby sustaining long-term success and competitive advantage in Bangkok's growing pet hospitality industry.

## Discussion

The findings of this research underscore the significant role of innovation in enhancing the management efficiency of pet hotel businesses in Bangkok. As the pet ownership landscape evolves, pet hotels must adapt to meet the increasing demands and expectations of their clientele. This discussion delves into the implications of the study's findings, the challenges faced, and the prospects for pet hotel management considering the identified innovations.

### 1. Evolution of Customer Expectations

The research revealed that pet owners are becoming increasingly discerning, seeking more than just basic boarding services. The desire for enhanced safety, cleanliness, and personalized care indicates a shift towards viewing pets as family members deserving of premium services. This trend aligns with global observations in the pet care industry, where pet owners are willing to invest in high-quality services. Pet hotels that can effectively communicate their commitment to these values and showcase their innovations stand to gain a loyal customer base.

### 2. The Role of Technology in Operations

The integration of technological innovations such as CRM systems and IoT devices has proven beneficial for pet hotels in managing customer relationships and operational processes. For instance, the ability to track pet care through IoT devices not only provides peace of mind to pet owners but also enhances operational transparency. This aligns with research by Meyer et al. (2020), which emphasizes the importance of technology in improving customer engagement and operational efficiency in service industries.

However, the implementation of such technologies is not without challenges. Many pet hotel businesses may lack the necessary technical expertise or resources to fully integrate these innovations. Training employees on new systems is crucial, as the effectiveness of these technologies hinges on staff proficiency. The findings suggest that businesses should prioritize employee training programs to ensure staff can leverage these innovations to their fullest potential.

### 3. Innovation as a Competitive Advantage

In a competitive market, the effective application of innovation serves as a crucial differentiator. Pet hotels that adopt a proactive approach to innovation can enhance their service offerings, leading to improved customer satisfaction and retention. This is particularly important in Bangkok, where the pet hotel market is becoming saturated. As noted in the study, businesses that successfully integrate technology and focus on customer-centered service are better positioned to thrive amidst competition.

Moreover, the potential for expanding service offerings—such as specialized care for pets with unique needs—can create additional revenue streams and enhance customer loyalty. This aligns with findings by **Hoffman and Bateson (2017)**, who emphasize that service differentiation through innovative offerings is essential in maintaining a competitive edge.

#### **4. Future Directions for Research and Practice**

The study opens avenues for further research into specific technological applications in the pet hotel industry. Future studies could explore the long-term impacts of innovation on financial performance or customer retention rates. Additionally, examining the role of social media and digital marketing strategies in attracting new customers could provide valuable insights.

In practice, pet hotel owners and managers are encouraged to stay informed about emerging technologies and trends in the pet care industry. Collaboration with tech firms to develop tailored solutions could facilitate smoother integration of innovations and enhance overall service quality.

### **Recommendations**

Based on the findings of this research, several recommendations can be made for pet hotel businesses in Bangkok, industry stakeholders, and future researchers. These recommendations aim to enhance the effectiveness of pet hotel management and promote sustainable growth within the industry.

#### **1. Leverage Technology for Operational Efficiency**

- **Adopt Management Software:** Implement comprehensive management software that integrates booking, customer relationship management ( CRM) , and inventory management. This will streamline operations, reduce manual errors, and improve service delivery.

- **Utilize Automation:** Incorporate automation tools for scheduling, reminders, and updates. Automated notifications for pet owners about their pet's status can enhance customer engagement and trust.

#### **2. Enhance Staff Training and Development**

- **Regular Training Programs:** Establish ongoing training programs for staff on customer service, animal care, and the use of technology. Well-trained employees are crucial for maintaining service quality and customer satisfaction.

- **Incorporate Feedback Mechanisms:** Create avenues for staff to provide feedback on processes and customer interactions. This can foster a culture of continuous improvement and innovation within the organization.

#### **3. Focus on Customer-Centric Services**

- **Personalized Care Plans:** Develop tailored care plans for pets based on individual needs, including dietary restrictions, exercise requirements, and medical considerations. Personalization can significantly enhance the customer experience.

- **Gather Customer Feedback:** Regularly collect feedback from pet owners through surveys or direct communication to understand their needs and preferences better. Use this data to improve services and address any concerns.

#### **4. Strengthen Marketing and Community Engagement**

- **Targeted Marketing Campaigns:** Create targeted marketing strategies that highlight the unique offerings of the pet hotel, such as specialized care, amenities, and services. Utilize social media platforms to reach a wider audience.

- **Community Involvement:** Participate in local pet events, sponsor community activities, or collaborate with animal shelters. Engaging with the community can enhance brand visibility and attract new customers.

#### **5. Implement Quality Assurance Practices**

- **Establish Standard Operating Procedures (SOPs):** Develop and enforce SOPs for all aspects of the pet hotel, from check-in and care to cleaning and emergency procedures. This ensures consistency and safety in operations.

- **Regular Audits and Reviews:** Conduct regular audits of facilities and services to ensure compliance with industry standards. Use the findings to implement necessary improvements and uphold service excellence.

#### **6. Explore New Service Offerings**

- **Specialized Services:** Consider introducing specialized services such as grooming, training, or wellness programs for pets. These additional offerings can attract a diverse clientele and enhance revenue streams.

- **Flexible Pricing Models:** Develop flexible pricing models that accommodate different budgets, such as tiered packages or discounts for long-term stays. This can make services more accessible to a broader audience.

#### **7. Foster a Positive Customer Experience**

- **Create a Welcoming Environment:** Ensure that the facility is clean, safe, and inviting for both pets and their owners. A positive atmosphere contributes to customer satisfaction and encourages repeat business.

- **Open Communication Channels:** Maintain open lines of communication with customers regarding their pets' well-being. Regular updates and responsiveness to inquiries can significantly improve customer trust and loyalty.

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