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Article

Acceptance of social service robots in the hotel industry

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Acceptance of Social Service Robots in the Hotel Industry

Table 1: List of the Variables Used in the Questionnaire and the Corresponding Response Options

Variables	Abbreviations	Format
Attitudes to Robots		
Attitude to robots	ATR	Categorical: Five-point Likert scale from extremely negative to extremely positive
Robots will encourage less human interaction.	ATR	Categorical: Five-point Likert scale from strongly disagree to strongly agree
Robots can make life easier.	RLI	Categorical: Five-point Likert scale from strongly disagree to strongly agree
Robots scare me.	RSM	Categorical: Five-point Likert scale from strongly disagree to strongly agree
Robots should only perform routine tasks.	RPT	Categorical: Five-point Likert scale from strongly disagree to strongly agree
Robots are a natural development of modernity.	NDM	Categorical: Five-point Likert scale from strongly disagree to strongly agree
Robots take away jobs.	TAJ	Categorical: Five-point Likert scale from strongly disagree to strongly agree
Robots at the hotel		
Personal attitude towards using humanoid service robots in hotels	PHR	Categorical: Five-point Likert scale from extremely negative to extremely positive
Usage		
Ever used or currently using robots	CUR	Binary: Yes or No
Service		
Self-service checkout choice	SSC	Categorical: Four-choice scale with never, rarely, usually, always.
Hotel of residence		
Hotel	HOT	One of two hotels where the questionnaire was completed
Length		
How many nights did you book?	NIG	Length of stay with options 1, 2, 3, 4, 5, 6, 7, more than 7
Information on stay		
First stay at the hotel	FSH	Binary: Yes or No
Purpose		
Main reason of stay	MRS	Categorical: With two categories, business and leisure/holiday
Description of travel party		
Travelling on my own	TMO	Binary: Yes or No
with partner	PAT	Binary: Yes or No
with colleague(s)	COL	Binary: Yes or No
with friend(s)	FRI	Binary: Yes or No
Family with children under 12	FCU	Binary: Yes or No
Family with children 12-17 years	FC17	Binary: Yes or No
Family with children over 17	FCO	Binary: Yes or No
Demographic questions		
Age	AGE	Numeric value
Sex	GEN	Binary: Female and Male
Education	EDU	Categorical: no schooling completed, primary, secondary, vocational, undergraduate, graduate, doctoral education
Country	COU	Categorical: All country options worldwide

Source: Own illustration.

Table 2: Results of the Clustering, with Means for Each Cluster Along the Variables Used in the Questionnaire

Variables	Cluster 1	Cluster 2
Attitude to robots		
Extremely positive	0.19	0.01
Positive	0.74	0.04
Neutral	0.06	0.74
Negative	0.01	0.018
Robots will encourage less interaction.		
Strongly agree	0.04	0.19
Somewhat agree	0.22	0.52
Neither agree nor disagree	0.22	0.22
Somewhat disagree	0.40	0.04
Strongly disagree	0.11	0.02
Robots can make life easier.		
Strongly agree	0.31	0.07
Somewhat agree	0.66	0.58
Neither agree nor disagree	0.03	0.26
Robots scare me.		
Somewhat agree	0.04	0.14
Neither agree nor disagree	0.05	0.30
Somewhat disagree	0.44	0.35
Strongly disagree	0.47	0.17
Robots should only perform routine tasks.		
Strongly agree	0.11	0.16
Somewhat agree	0.28	0.41
Neither agree nor disagree	0.23	0.32
Somewhat disagree	0.27	0.09
Robots are a natural development of modernity.		
Strongly agree	0.33	0.07
Somewhat agree	0.56	0.55
Neither agree nor disagree	0.07	0.27
Robots take away jobs.		
Strongly agree	0.09	0.23
Somewhat agree	0.26	0.43
Neither agree nor disagree	0.22	0.27
Somewhat disagree	0.34	0.07
Personal attitude towards using robots		
Extremely positive	0.13	0.01
Neutral	0.26	0.43
Negative	0.04	0.35
Extremely negative	0.03	0.11
Currently using robots		
Yes	0.72	0.43
Self-service checkout choice		
Always	0.35	0.09
Never	0.02	0.10
Rarely	0.09	0.30

Table 2: Results of the clustering, with means for each cluster along the variables used in the questionnaire (continuation)

Variables	Cluster 1	Cluster 2
Hotel		
Opera Hotel	0.71	0.65
Length of Stay		
1	0.59	0.52
2	0.16	0.23
3	0.10	0.11
4	0.06	0.06
First stay		
Yes	0.65	0.59
Main reason of stay		
Leisure	0.62	0.70
Travel Party		
Travelling on my own (Yes)	0.38	0.36
With partner (Yes)	0.35	0.37
With colleague (No)	0.96	0.94
With friend (No)	0.88	0.93
Family with children (No)	0.83	0.84
Age	0.48	0.52
Female	0.41	0.48
Country		
Germany	0.17	0.17
Switzerland	0.55	0.64
Education		
Bachelor	0.25	0.21
Doctorate	0.15	0.06
High School	0.03	0.09
Master	0.35	0.35
Trade/technical/vocational training	0.20	0.27

Source: Own illustration.