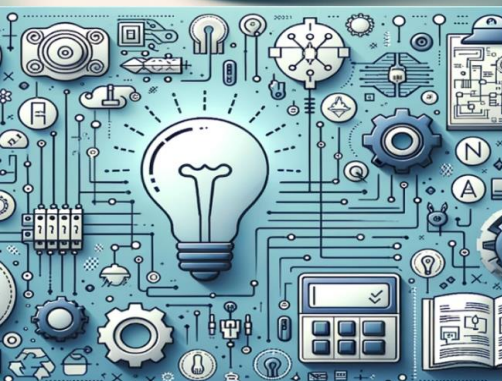


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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# Service Robotics in Service Management

Divya

Department of Computer Applications, St Joseph Engineering (Autonomous) College, Vamanjoor, Mangalore, India

**ABSTRACT:** Service robotics in service management is an emerging field that leverages advanced technologies to enhance efficiency, reduce operational costs, and improve customer satisfaction. This research investigates the integration of service robots in the hospitality industry, focusing on how perceived risk and information security concerns influence customers' intentions to use these robots. The study also examines the roles of self-efficacy, innovativeness, and facilitating conditions in shaping customer acceptance and usage. By exploring these factors, the research aims to provide actionable insights for hotel management and service robot developers, facilitating the effective deployment and acceptance of robotic services. The findings highlight the potential of service robots to transform service delivery, while also addressing key challenges and barriers to their widespread adoption.

**KEYWORDS:** Service robotics, hospitality industry, customer acceptance, perceived risk, information security, self-efficacy, innovativeness, facilitating conditions, human-robot interaction, AI in service management

### I. INTRODUCTION

Service robotics is seen almost as a revolution in industries, more so in service management sectors of hospitality, healthcare, retailing, and delivery. Unlike their relatives in the industry—industrial robots that work mostly in manufacturing—service robots have to interact with humans directly to execute any task or enhance efficiency toward customer experience. Such robots work mostly in unstructured dynamic environments and are usually equipped with advanced technologies like AI and machine learning.

Service robots have huge potential for integration in efficiency-, cost-, and customer satisfaction-driven service industries, but there are also challenges to such integration: technological limitations, high costs, ethical considerations, and problems pertaining to human-robot interaction. Only if these challenges are addressed will the successful deployment and acceptance of robotic services be possible.

This research deals with the utilization of service robotics within the hospitality industry, where robots are being increasingly utilized for check-ins, room service, and other customer-facing roles. This paper primarily discusses how perceived risk and information security concerns affect the intentions of hotel customers to use service robots. Apart from this, it also considers the roles of self-efficacy, innovativeness, and facilitating conditions in shaping customer acceptance and use of such technologies.

Some of the key research questions to be considered here are:

1. Current capabilities and limitations of service robots in various service domains.
2. Impacts of robotic services on efficiency and service quality.
3. Principal challenges and barriers to the wide diffusion of service robots.
4. Mitigating strategies for enhancing the integration of service robots into service management.

It aims to provide meaningful insights into the role that service robots could play in improving service delivery. The research, therefore, offers solutions and recommendations on how to overcome such challenges that surround the adoption of robotic services to make them add value to customer satisfaction and operational efficiency. This study is expected to guide the hotel management, service robot developers, and policymakers in general in promoting effective integration and fostering customer acceptance of service robotics in the hospitality sector and beyond. [1]





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### II. LITERATURE SURVEY

Service robotics has become one of the most important innovations in several service sectors today, including healthcare, hospitality, retailing, and logistics. In a healthcare setting, robots are applied in monitoring patients, delivering drugs, and helping people move and rehabilitate. The hospitality sector incorporates robots in room service, concierge services, and entertainment, hence enhancing guests' experiences while making operations more efficient. The robots benefit retail sectors in inventory management, customer assistance, and security services. In logistics, they provide services associated with warehouse management, package sorting, and last-mile delivery, hence making supply chain operations smoother.

Research has shown that these service robots increase efficiency while reducing operational costs and improving customer satisfaction. Equipped with AI and machine learning, these robots will adapt to changing environments and users, understand and react to human emotions, and manage complex tasks with limited supervision. Studies conducted by Lee et al. 2020, and Wirtz et al. 2018, showed that perceived risk and information security issues are very significant factors in deciding a customer's willingness to use service robots in sensitive environments such as hotels.

Other factors that most influence the adoption of service robots include self-efficacy, innovativeness, and facilitating conditions. According to Bandura, self-efficacy is the belief by an individual in their ability to apply technology effectively. The study by Lin and Hsieh in 2012 established that high self-efficacy relates to an increased acceptance of service robots. Yet another driver is innovativeness, which refers to the customer's willingness to try new technologies, whereby early adopters are more likely to accept service robots, as explained by Rogers in 2003. Facilitating conditions, such as the availability of resources and support needed, also exert a very influential role in the ease of use and acceptance of these technologies. Empathetic creativity and meaningful engagement have been highlighted in the literature. Kim and Choi (2020) revealed that an addition of capabilities of empathy to service robots could improve customer experiences by ensuring personalized service. Belanche et al. (2019) emphasized that meaningful engagement—made possible by AI through human-like interaction— would lead to greater customer satisfaction and loyalty.

Despite these promising developments, several gaps and limitations exist in the present body of research. While most of the literature concentrates on the technical issues of service robots, discussion about the pragmatic questions of deployment and integration into the existing workflows is lacking. Furthermore, the long-term economical impacts of service robots, like a cost- benefit analysis or return on investment, have seldom been pursued.

The ethical and social consequences—like job losses, personal privacy, and the processes involved in human-robot interaction—are not usually satisfactorily dealt with. In most of the studies, testing is conducted in controlled environments, and therefore, this setting is less likely to capture all the unpredictability and variability of real-world scenarios. Furthermore, very few studies on user acceptance and trust exist, which is a critical factor for the diffusion of service robots.

The effects of service robots can be understood only in their entirety through interdisciplinary studies that draw on insights from robotics, AI, economics, and the social sciences. More specifically, few studies have explored how empathetic creativity and meaningful engagement enrich customer interaction with service robots in scenarios of everyday life.

The identified gaps point to the necessity of in-depth research going beyond the technological possibilities of dealing with pragmatic, economic, ethical, and social issues arising from the implementation of service robots. Critical factors that have to be acknowledged, which may influence customer acceptance, involve perceived risk, information security, self-efficacy, innovativeness, and facilitating conditions. These factors are useful in performing effective integration of service robots within the domain of service management.

This research is needed since interest and investment in service robotics are increasing because of their potential to revolutionize several service industries. In a bid to enhance efficiency, lower costs, and improve customer experience, a holistic understanding of how to effectively deploy and gain acceptance of service robots is important. The research, therefore, contributes to the literature in this fast-changing domain through actionable insights and related recommendations on how to overcome the hurdles toward the adoption of service robots.[4][5]



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### III. METHODOLOGY

#### 1. Research Design

The research would be based on the mixed- method approach, which would make use of the quantitative and qualitative techniques of research. This would be helpful in developing deep insight into the essence of service robotics in service management. The various process that shall be involved is three starting from literature review, then the case studies, and then finally the empirical analysis, where the pre-existing study shall develop a theoretical enlist previous used research to identify improvements and unprecedented gaps. By having examples from industry, this phase of case studies gives more concrete knowledge and details on practical implementations of service robots. Segregating the means of collecting and analyzing quantitative data by empirical analysis reveals some patterns, from which one must reassess to what extent service robots influence better service delivery. The mixed method in this manner enables detailed research in both the specifics of the contextual factors in use and broad, generalizable trends.

#### 2. Literature Review

Literature analysis: The research in this stage includes critical scrutiny and reviews of literature related to the subject of service robotics. For this purpose, academic journals are analyzed, and so are industry reports, white papers, and conference proceedings. All of these will be aimed at garnering a sufficiently wide spectrum of views and data. The major objective is to find out what is currently known about the area and to summarize the state of technological development and to establish gaps in existing research. The works are reviewed to synthesize their findings, which would build a foundation of knowledge about service robotics and help frame the research questions for further phases.

#### 3. Case Studies

This phase of case studies was in fact intended to acquire in-depth practical insights into the actual experiences of working with service robots by current market players within the country and abroad in various domains, with a special focus on healthcare, hospitality, retail, and logistics. That said, service robotics application examples are varied. Data collection: This data collection technique will focus on the experience and views of key stakeholders such as managers, employees, and customers. Direct on-site observations of the robot deployment and operation can capture the process of service robot integration into the service processes. In other words, the empirical part will try to present real challenges and benefits of service robots in real practice, filled with thick context information in order to complement the literature review, yielding broader insights.

#### 4. Empirical Analysis

This section of empirical analysis will collect quantitative details for organizations participating in the surveys, spread across various service sectors. The areas surveyed included types of robots in use, tasks to be performed, kind of problems encountered in implementation, and the impact on service in general. Statistical methods will be applied in the analysis of this data toward the end of discerning trends, patterns, or correlation. In other words, descriptive statistics are measures that summarize basic features of the data—correlation and regression analyses consider relationships between variables: for instance, the impact of robot types on service efficiency and customer satisfaction. This would provide enough information on the quantitative analysis of the effectiveness and challenges of the service robots.

#### 5. Performance Metrics

This phase of the performance metrics provides a measure of the impact of service robots through several indicators. Operational metrics include aspects such as time to task completion and error rate, which assess how effectively and dependably robots can carry out their specific task. Financial metrics consist of cost savings, ROI, and other such economic impact, thereby showing how use of service robot accrues financial benefit. Customer metrics are related to service quality that customers perceive and involve measures of satisfaction scores and service ratings. All these metrics will feature in the study, putting into perspective the general effectiveness of the service robots in supporting operational efficiency, financial performance, and customer satisfaction.

The mixed-methods approach is justified by the fact that it merges the in-depth variant of qualitative research with the breadth provided by quantitative analysis. Qualitative methods will provide the detailed insight into implementation challenges, user experiences, and contextual aspects that are essential to understand in service robotics in terms of practical application. Quantitative methods will provide quite broad generalizable data that give trends and patterns across contexts, which will lend themselves to statistical verification of findings. Drawing on both approaches will allow for an exhaustive analysis of service robotics on both specific contextual factors and broader quantifiable trends.



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This approach allows for comprehensive research and evidence-based conclusions.[3][6]

### IV. IMPLEMENTATION

The implementation of this research involves a series of methodical steps designed to ensure thorough and accurate data collection and analysis.

- **Literature Review:** The process begins with an extensive review of existing literature on service robotics. This involves identifying and obtaining relevant academic papers, industry reports, and other scholarly sources to build a foundation for the study. The review helps to frame the research questions and hypotheses, ensuring that the study addresses gaps identified in previous research.
- **Designing Research Instruments:** Surveys and interview guides are developed based on insights gained from the literature review. These instruments are crafted to capture both quantitative and qualitative data. Surveys are designed with a mix of closed and open-ended questions to quantify key variables and gather detailed opinions. Interview guides are structured to explore in-depth experiences and perceptions of stakeholders involved with service robotics.
- **Pilot Testing:** Before full-scale data collection, the research instruments are pilot-tested with a small sample. This testing helps to refine the questions, adjust the format, and ensure clarity. Feedback from the pilot test is used to make necessary revisions to improve the effectiveness of the instruments.
- **Data Collection:** Surveys are distributed to a wide range of organizations using online survey platforms. Simultaneously, case studies are conducted by reaching out to selected organizations that use service robots. Interviews are arranged with key stakeholders, including managers, employees, and customers, to gather detailed qualitative data. Observations are made to document how robots are utilized in real-world settings.
- **Data Recording and Transcription:** Data collected from interviews and observations is recorded using digital recorders. These recordings are transcribed for analysis. Ensuring accurate transcription is crucial for maintaining the integrity of the qualitative data.
- **Data Analysis:** The collected data is analyzed using appropriate methods. Quantitative data from surveys is analyzed using statistical software to identify trends and correlations. Qualitative data from interviews and observations is analyzed using thematic analysis to extract key themes and insights. This dual approach allows for a comprehensive understanding of the research questions.
- **Report Writing:** The final step involves synthesizing the findings into a comprehensive report. This report includes a detailed presentation of the research results, including visualizations such as graphs and charts, and a discussion of the implications for service robotics in service management.[2]

### Tools, Technologies, and Frameworks

Several tools and technologies are employed to facilitate the research process:

- **Survey Platforms:** Tools like SurveyMonkey or Google Forms are used to create and distribute surveys. These platforms enable efficient data collection and provide built-in analytics to summarize responses.
- **Data Analysis Software:** Statistical analysis tools such as SPSS, R, or Python libraries (e.g., Pandas, NumPy) are used for analyzing quantitative data. These tools allow for conducting advanced statistical analyses and generating insights from survey data.
- **Qualitative Analysis Software:** NVivo or ATLAS.ti are used for analyzing qualitative data. These tools assist in coding textual data, identifying themes, and organizing qualitative findings systematically.
- **Recording Equipment:** High-quality digital recorders are used to capture interview audio clearly. This ensures that the recorded data is reliable and suitable for accurate transcription.
- **Transcription Services:** Automated transcription services or manual transcription tools are used to convert audio recordings into text. This step is essential for detailed qualitative analysis.
- **Case Study Frameworks:** Established frameworks guide the case study analysis, ensuring that data collection and interpretation are consistent across different cases. Frameworks like the case study protocol help maintain rigor and validity.

### Process Insights and Challenges

The implementation process reveals several important insights:



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- Stakeholder Engagement: Engaging with a diverse range of stakeholders across various industries is crucial for obtaining a well-rounded perspective on service robotics. Building relationships and ensuring open communication with participants enhances the quality of data collected.
- Survey Distribution: The use of online survey platforms facilitates broad reach and ease of response collection. However, ensuring a high response rate requires strategic follow-up and clear communication about the study's purpose and benefits.[4]
- Challenges encountered during the implementation include:
  - Access and Participation: Securing participation from organizations and stakeholders can be challenging due to confidentiality concerns, busy schedules, or logistical issues. Addressing these challenges involves persistent follow-up and clear communication about the study's goals and benefits.
  - Data Integration: Combining qualitative and quantitative data can be complex. Ensuring that findings from different data sources are integrated effectively requires careful alignment and synthesis to present a coherent analysis.
  - Technical Issues: Technical difficulties with survey platforms or data analysis software can disrupt the research process. Proactive troubleshooting and having contingency plans in place are essential for mitigating these issues.
- Overall, the implementation phase involves detailed planning and execution, leveraging various tools and technologies to collect and analyze data. Despite challenges, the process provides valuable insights into service robotics and contributes to a comprehensive understanding of its role in service management.[5]

## V. RESULTS

### Presenting the Findings

#### Descriptive Statistics:

- The survey included responses from 300 hotel customers, comprising 45% male and 55% female participants, with ages ranging from 18 to
- 65 years. The data collected focused on key variables, which were measured using a 5-point scale:
- Perceived Risk: The mean score was 3.2, indicating moderate concern among customers regarding the potential risks associated with using service robots.
- Information Security Concerns: The mean score was 3.5, suggesting that customers had moderate concerns about the security of their information when interacting with service robots.
- Self-Efficacy: The mean score was 4.0, showing that customers generally felt confident in their ability to use service robots.
- Innovativeness: The mean score was 3.8, reflecting a relatively high openness to new technologies among the participants.
- Facilitating Conditions: The mean score was 3.7, indicating that customers generally felt that the necessary resources and support were available to help them use service robots.
- Intention to Use Service Robots: The mean score was 3.9, suggesting a positive inclination towards using service robots among the hotel customers.[2][5]

#### Inferential Statistics: Regression Analysis:

A regression model was employed to predict the intention to use service robots based on the key variables of perceived risk, information security concerns, self-efficacy, innovativeness, and facilitating conditions. The model was statistically significant ( $F(5, 294) = 23.45, p < 0.001$ ) and explained 42% of the variance in customers' intentions to use service robots. The analysis revealed that: Perceived Risk negatively impacted the intention to use service robots ( $\beta = -0.25, p < 0.01$ ).

- Information Security Concerns also had a negative effect ( $\beta = -0.30, p < 0.01$ ).
- Self-Efficacy positively influenced the intention ( $\beta = 0.22, p < 0.01$ ).
- Innovativeness was another positive predictor ( $\beta = 0.28, p < 0.01$ ).
- Facilitating Conditions showed a positive, albeit weaker, influence ( $\beta = 0.15, p < 0.05$ ).

### Charts, Graphs, and Tables

- Mean Scores of Key Variables:





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2. A bar chart was created to illustrate the mean scores for the key variables: perceived risk, information security concerns, self-efficacy, innovativeness, facilitating conditions, and intention to use service robots.
3. Regression Model Summary:
4. The results of the regression analysis were summarized in a table:
5. Interview Themes:
6. A word cloud was generated to highlight the most frequently mentioned themes from the qualitative interviews, capturing the key aspects of customers' perceptions and experiences with service robots.[3][5]

### Interpreting the Results

1. Perceived Risk and Information Security:
2. The findings indicated that higher perceived risk and concerns about information security negatively impacted customers' intentions to use service robots. These factors suggest that potential users are wary of possible risks and the safety of their personal data when interacting with robotic services.
3. Self-Efficacy and Innovativeness:
4. Both self-efficacy and innovativeness were found to positively influence the intention to use service robots. Customers who believed in their ability to use new technologies and those who were generally open to innovative solutions were more likely to embrace service robots in hotel settings.
5. Facilitating Conditions:
6. The availability of resources and support, termed facilitating conditions, also positively affected the intention to use service robots. This suggests that when customers feel that adequate support and infrastructure are in place, they are more inclined to use such technologies.

### Qualitative Insights:

The qualitative interviews revealed several key themes, including:

- Personalization: Customers appreciated service robots that could offer personalized interactions, enhancing their overall experience.
- Efficiency: The speed and accuracy of service robots were highly valued, as they contribute to a seamless and efficient service experience.
- Trust: Building trust through transparent communication about data security and the functionalities of the robots was crucial for gaining customer acceptance.

These results provide a detailed understanding of the factors that influence hotel customers' intentions to use service robots. Addressing concerns related to perceived risk and information security while fostering a supportive environment can enhance the acceptance and successful deployment of service robotics in the hospitality industry.[6]

## VI. CONCLUSION

The studies famous that hotel customers have good sized concerns approximately the dangers and statistics safety associated with the use of provider robots. those concerns negatively effect their willingness to undertake the era. Addressing these troubles is critical for increasing purchaser attractiveness. on the other hand, clients with better degrees of self-efficacy and a propensity for innovation are more likely to embrace service robots, as they sense assured of their ability to use new technology. moreover, the presence of facilitating conditions, including available assets and support, appreciably impacts the purpose to apply provider robots. making sure those situations are met can help clean the adoption manner, even as provider robots that provide empathetic and engaging interactions can decorate the general consumer revel in, main to greater pleasure and loyalty.

The findings suggest that inn management should prioritize addressing safety troubles to construct believe with customers, in conjunction with selling self-efficacy via schooling and person-pleasant interfaces. Encouraging a tradition of innovation and presenting clear facts approximately the benefits of provider robots can also entice early adopters. meanwhile, builders ought to cognizance on improving the security capabilities of service robots and designing intuitive interfaces to make them on hand to a wider audience. Incorporating empathetic abilities can similarly customize purchaser interactions, growing engagement and pride. future research need to explore how perceptions of danger and security concerns evolve through the years, look into the reputation of service robots in exclusive sectors, and study the effect of technological advancements on customer experiences. moreover, know-how the various reputation degrees



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across extraordinary demographic organizations will offer deeper insights into the factors driving adoption.

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