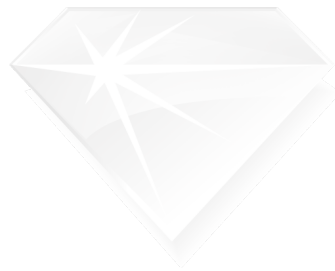


THE EFFECT OF AI AWARENESS, PERCEIVED JOB SECURITY, EMPLOYEE
ENGAGEMENT, AND SELF-EFFICACY ON TURNOVER INTENTION AMONG THAI
EMPLOYEES IN HOTEL BUSINESS

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Title: The Effect of AI Awareness, Perceived Job Security, Employee Engagement, and Self-
efficacy on Turnover Intention Among Thai Employees in Hotel Business

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ABSTRACT

The purpose of this research was to study the effect of AI Awareness, Perceived Job Security, Employee Engagement, Self-efficacy on Turnover Intention Among Thai employees in hotel business. The 151 respondents were Thai employees who were working at the hotel, which utilizes AI, in Bangkok, Thailand. As a research instrument, the questionnaire was used to distribute surveys and gather data from respondents. The statistic used for data analysis are frequency, percentage, mean and standard deviation. The result was found that Job Security with Severity of Threats dimension has the most significant impact on turnover intention followed by Engagement with Psychological Contract dimension while AI awareness, Job Security with Powerlessness, Engagement with Empowerment dimension, and Self-Efficacy have no impact on turnover intention at the significant level of 0.05.

Keywords: AI awareness, Perceived Job Security, Employee Engagement, Self-Efficacy, Turnover Intention

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TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER 1 INTRODUCTION.....	1
1.1 The Importance and Problem of the study	1
1.2 Research Questions.....	6
1.3 Objectives of the study.....	6
1.4 The Conceptual Framework and Hypotheses.....	7
1.5 Method of Study	9
1.6 Tools and Statistics Used	9
1.7 Scope of the Study.....	9
1.8 Population and Sample.....	10
1.9 Time	10
1.10 Benefits of the Research	11
1.11 Limitations of the Research.....	11
1.12 Definition of Terms	12

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 2 LITERATURE REVIEW	15
2.1 The Background of Hotel Industry in Thailand	16
2.2 Theories/ Academic Concepts and Other Relevant Research Articles of Turnover Intention	19
2.3 Theories /Academic Concepts and Other Relevant Research Articles of Job security.....	20
2.4 Theories / Academic Concepts and Other Relevant Research Articles of Employee engagement.....	22
2.5 Theories / Academic Concepts and Other Relevant Research AI awareness ---	23
2.6 Theories Academic Concepts and Other Relevant Research Articles of Self- efficacy	24
2.7 Conclusion	25
CHAPTER 3 METHODOLOGY.....	27
3.1 The Type of Research and Tool	27
3.2 The Research Design.....	32
3.3 The Quality of the Research Tool	33
3.3.1 Content Validity	33
3.3.2 Reliability.....	33

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3 METHODOLOGY (Continued)	
3.4 The Data Collection -----	34
3.5 The Population and Sample -----	35
3.6 The Sampling Technique -----	37
3.7 Data Analysis-----	37
CHAPTER 4 ANALYSIS AND FINDINGS.....	38
4.1 Analysis of Respondents' General Information -----	38
4.2 Analysis of AI awareness-----	41
4.3: Analysis of Perceive Job Security -----	43
4.3.1 Analysis of Perceived Job Security with Severity of Threats dimension ...	43
4.3.2 Analysis of Perceived Job Security with Powerlessness dimension.....	45
4.4. Analysis of Employee Engagement -----	46
4.4.1 Analysis of Employee Engagement with Empowerment dimension.....	46
4.4.2 Analysis of Employee Engagement with Psychological Contract dimension	47
4.5 Analysis of Self-Efficacy -----	49
4.6 Analysis of Turnover Intention -----	50

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 4 ANALYSIS AND FINDINGS (Continued)	
4.7 Analysis of the relationship between AI awareness, Perceive Job Security, Employee Engagement and Self Efficacy -----	51
4.8. Hypothesis Result -----	54
CHAPTER 5 SUMMARY, CONCLUSION AND DISSCUSION	55
5.1 Summary and Conclusion -----	55
5.1.1 Demographic Data	56
5.1.2 Attitudes towards variables -----	56
5.1.3 Hypotheses Results	57
5.2 Discussion -----	58
5.3 Recommendations for Implications -----	59
5.4 Recommendations for Future Research -----	60
BIBLIOGRAPHY	62
APPENDIX A: Survey Questionnaire (English)	67
APPENDIX B: Survey Questionnaire (Thai)	77
BIODATA	85

LIST OF TABLES

	Page
Table 1:The Reliability Test Results.....	34
Table 2:Summary of Respondents' General Information.....	39
Table 3: Mean and Standard Deviation of AI awareness	42
Table 4: Mean and Standard Deviation of Perceived Job Security with Severity of Threats dimension.....	43
Table 5: Mean and Standard Deviation of Perceived Job Security with Powerlessness dimension.....	45
Table 6 : Mean and Standard Deviation of Employee Engagement with Empowerment dimension.....	46
Table 7: Mean and Standard Deviation of Employee Engagement with Psychological Contract dimension.....	47
Table 8: Mean and Standard Deviation of Self-Efficacy.....	49
Table 9: Mean and Standard Deviation of turnover intention	50
Table 10: The relationship between AI awareness, Perceive Job Security, Employee Engagement and Self Efficacy.....	52
Table 11: Summary of the Hypotheses Testing.....	54

LIST OF FIGURES

	Page
Figure 1: Turnover Intention Rate of Tourism & Hospitality Industry	2
Figure 2: Conceptual Model	8
Figure 3: Thailand's Rate of Tourist Arrivals	17
Figure 4:Thailand hospitality industry market growth rate	18
Figure 5: data collection by sending it out through Line to friends.....	35
Figure 6: statistical power.....	36



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CHAPTER 1

INTRODUCTION

1.1 The Importance and Problem of the study

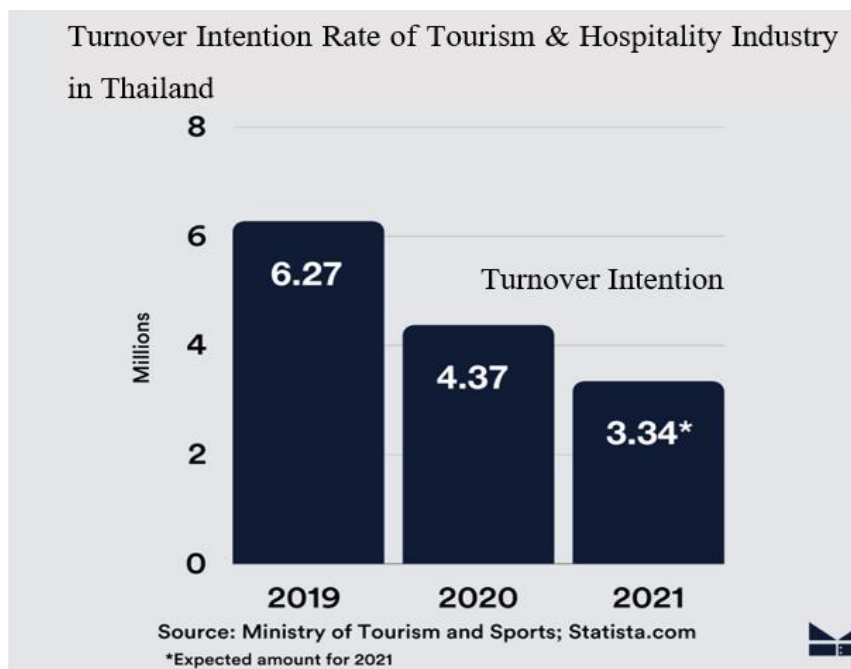
Having grown up in the 21st century, it's difficult to envision our lives without technology. They are increasingly interfering with our lives and may be found all around us. Biz Artificial intelligence has come a long way in recent years. It is no longer just a sci-fi concept or a futuristic dream of the future. In the State of Cognitive Survey conducted by Deloitte in 2017, 94 percent of respondents said that artificial intelligence will "significantly disrupt" their organizations over the next five years, with the majority expecting that the transition would take place by the year 2020. As artificial intelligence becomes more advanced, it is anticipated that the hotel industry will be greatly impacted and, in some ways, disrupted.

The hotel business is one of the most significant economic sectors in Thailand, and the industry is now operating in a market that is very competitive. With a better understanding of the effects of AI on the hotel industry, it is possible to prepare for the future. Artificial intelligence (AI) is being used more and more in the hotel industry, with big-name hotels like Marriott International hotel, Hilton Worldwide hotel (Willa Zhou, 2019) and Aloft Bangkok Sukhumvit 11 beginning to experiment with automated check-in systems, self-check-out kiosks, and robots that carry luggage to guests' rooms (South China Morning Post, 2019). These technologies have been touted as a way to improve customer service in hotels and reduce labor costs, but they have also raised concerns about job security among hotel employees. Some previous research on AI's effect on employment has suggested that the rise of AI will lead to

increases in job turnover rates. However, recent study (Ananeva & Daria,2019) suggests that AI may not be as detrimental to the hotel business as previously thought. And also, AI may replace certain jobs, but it will also create new ones, and the human labor force will become more thoughtful and satisfying as a result (Franklin, 2018)

Mongkol Ekpanyapon indicated that the Thai employees may lose more than 5 million jobs during the next few years due to the replacement of AI, but at the same time, there will be a different career occurring 12 times (Asian Institute of Technology,2020. Besides, over 3 million jobs have been lost in the hospitality & tourism sector in Thailand since the outbreak of Covid-19 in March 2019(Bangkok Post,2021).

Figure 1: Turnover Intention Rate of Tourism & Hospitality Industry



There would be an expected loss of 550,000 jobs in the hospitality industry in the second quarter of 2021, as 36% of hotels in Thailand shuttered, according the Tourism Council of Thailand. Over 1.1 million labor positions are expected to be

created. (Bangkok post,2021). Thailand needs to bring just over 3 million people into the industry by 2024 if it wants to get back to where it was before Covid. That seems hard and ambitious, but in the coming years, Robotics and AI will help with this. As a result of the widespread effects of AI and robots, 72% of Thai college graduates will be out of job or forced to labor without a degree by 2030 (Thailand Digital Technology Foresight 2035,2020). Therefore, People who are smart and have good digital skills are likely to be in a good position. Workers who don't know how to use computers or who do manual work would be at risk. In Thailand, AI would displace some jobs but provide openings for others with specialized knowledge and abilities, such as data labelers, experts in automated self-driving cars, insurance, and security. The most recent research estimates that during the next five years, 95% of occupations in Thailand would be affected by change, with 30% of those positions being replaced by automation or outsourcing. In the future, the focus will be placed on the transfer of research into artificial intelligence with the assistance of quantum technologies (Thailand Digital Technology Foresight 2035,2020).

Artificial intelligence (AI) and service robots have recently been used in hotels in order to provide guests a new experience, and because of the employment uncertainty that this creates, many staff have expressed their turnover intention (Li et al., 2019). A phone system that is driven by AI is able to intelligently route calls. Online chatbots are able to provide answers to simple inquiries. Remote check-in systems that are linked to AI can enable visitors to check into their rooms remotely via a smartphone app, avoiding the need for customers to visit the front desk at any point during their stay. These technologies will also likely increase as they become

more advanced and sophisticated, causing job uncertainty for human workers who are concerned about being replaced by these machines.

The high rate of employee turnover has been a major challenge for hotel managers. The expense of replacing departing workers as well as the opportunity cost of losing institutional expertise and morale are only two examples of the indirect costs associated with high employee turnover. (Robinson et al., 2014). In addition, a high rate of employee turnover may have negative effects on an organization's efficiency, output, and bottom line, and even lead to the waste of valuable resources. Although turnover intent is a significant predictor of actual turnover (Fishbein & Ajzen, 1975). As AI becomes more advanced, hotels will be able to employ fewer workers. This is a disadvantage for the service industry because they are not seen as “skilled”, and in turn they do not receive the benefits that skilled workers do. However, this may come with a silver lining as in this new economy we will see an increasing number of jobs being created by AI. As there are more jobs being created by artificial intelligence, it is expected that there will also be more jobs available for service workers in hotels. The effect of job insecurity is also a major issue for service workers in hotels. When any type of work is replaced by automation, it causes people who work in that field to feel less secure about their job security and more likely to leave the company or industry altogether

Job insecurity is a major factor in turnover intention. Job insecurity has been linked to poor performance, high turnover rates, and low organizational commitment. Job insecurity is also a significant factor in employee turnover. Turnover is when a worker leaves their job, and it can have a major impact on the organization. For

example, service workers may find themselves feeling increasingly more insecure about their job security and turnover intention. It can be difficult for an organization to find and train new employees to replace those who have left, causing a decrease in productivity.

Moreover, In the modern workplace, a highly engaged workforce is essential (Walt & Klerk, 2013; Artimany & Gelogir, 2011). Engaged workers have been shown to have better intrinsic motivation, job performance, and retention (Akkerman, Sabina, & Herman, 2018; Rn, Janssen, Jonge, & Bakker, 1999). Employees with a strong professional identity don't lose interest in their jobs over time, which leads to more job satisfaction and employee engagement (Brien et al., 2017). Besides, research also proves that turnover intention is a risk to employee engagement (Bruch, 2006; Cheng et al., 2015). Emotional tiredness, a lack of job satisfaction, and inefficient workspaces all have a detrimental impact on the desire to leave a current position (s (Alarcon & Edwards, 2011; Bouckenoghe, Raja, & Butt, 2013). In other words, if the professional identity of workers leads to an increase in employee engagement, then the desire to leave the company will be impacted as well.

1.2 Research Questions

The following research questions are formulated to meet the aim of the study

RQ1: Does perceived job security factor have an impact on turnover intention among Thai employees in hotel business?

RQ2: Does Employee engagement factor have an impact on turnover intention among Thai employees in hotel business?

RQ3: Does AI awareness have an impact on turnover intention among Thai employees in hotel business?

RQ4: Does self-efficacy have an impact on turnover intention among Thai employees in hotel business?

1.3 Objectives of the study

The objectives of this study are demonstrated as follows:

- 1) To study the impact of perceived job security factor on turnover intention among Thai employee in hotel business.
- 2) To examine the impact of perceived employee engagement factor on turnover intention among Thai employees in hotel business.
- 3) To investigate the impact of, AI awareness factor on turnover intention among Thai employees- in hotel business.
- 4) To study the impact of self-efficacy on turnover intention among Thai employees in hotel business.

1.4 The Conceptual Framework and Hypotheses

This research contributes to the theory of perceived job security, employee engagement, AI awareness, and self-efficacy on turnover intention among Thai hotel employees. Specifically, this study successfully conceptualized based on job insecurity that was caused by AI standpoint and therefore contributed to the body of literature in hotel industry by empirically testing the proposed conceptual model, which uncovered causal relationships among turnover intention, Perceived Job Insecurity, Employee Engagement, AI Awareness, Self-efficacy. As Figure 1.1 shows, the proposed conceptual model is visualized based on the literature review, which illustrated the relationships among perceived job insecurity, employee engagement, AI awareness, and self-efficacy and turnover intention among Thai hotel employees. The model of our research is shown in Figure.1.2. In this context these hypotheses are developed:

H1: Perceived job security has an impact on turnover intention among Thai employees in hotel business

H 1.1 Perceived job security with severity of threat has an impact on turnover intention among Thai employees in hotel business.

H 1.2 Perceived job security with powerlessness contract has an impact on turnover intention among Thai employees in hotel business.

H2 : Perceived employee engagement an impact on turnover intention among Thai Employees in hotel business

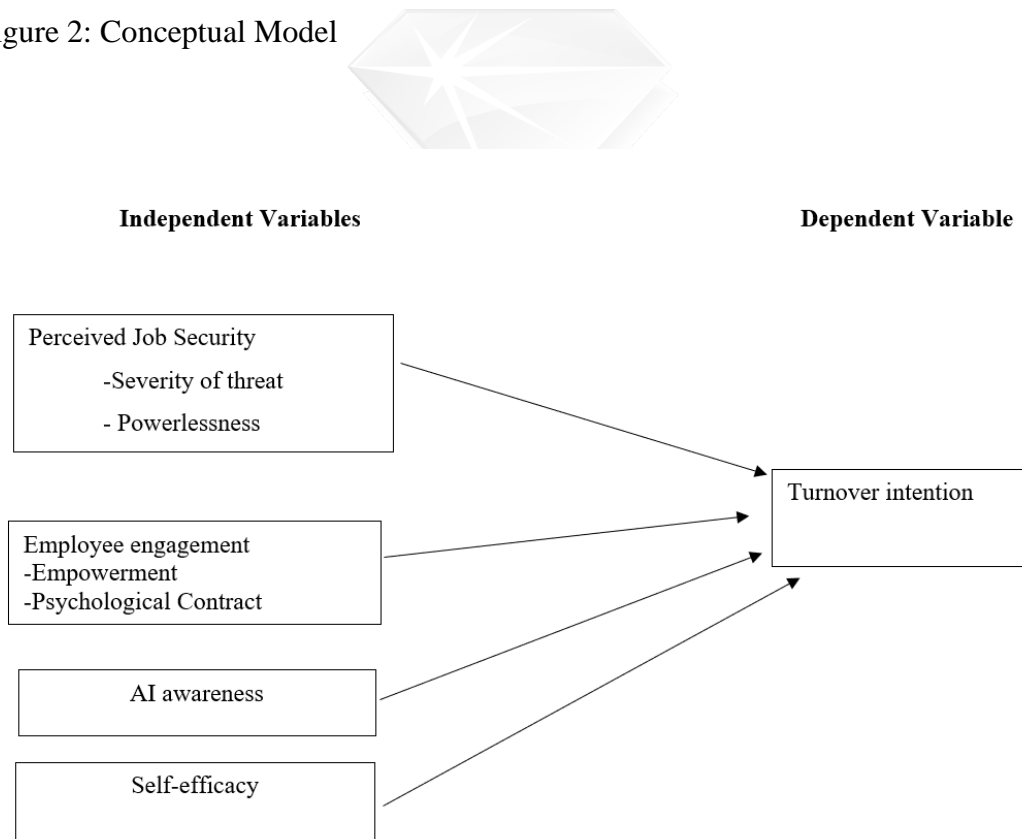
H 2.1 Perceived employee engagement with empowerment has an impact on turnover intention among Thai Employees in hotel business.

H 2.2 Perceived employee engagement with psychological contract has an impact on turnover intention among Thai Employees in hotel business.

H3: AI awareness has an impact on turnover intention.

H4: Self-efficacy has an impact on turnover intention.

Figure 2: Conceptual Model



1.5 Method of Study

This study used the quantitative study because it was conducted to empirically test the proposed conceptual model. Data about job security, employee engagement, AI awareness, self-efficacy and turnover intention was collected at a single point in time, with the primary aim of establishing relationships between variables.

1.6 Tools and Statistics Used

The researcher developed the questionnaire as the research instrument to collect the data. Statistic used for data analysis are frequency, percentage, mean, and standard deviation while Multiple Regression Analysis (MRA) is used for hypothesis testing.

1.7 Scope of the Study

1.7.1 Independent Variables

- Perceived Job security
 - ❖ Severity of threat
 - ❖ Powerlessness
- Employee engagement
 - ❖ Empowerment
 - ❖ Psychological contract
- AI awareness
- Self-efficacy

1.7.2 Dependent Variables: Turnover intention

1.8 Population and Sample

The population for the study is employees at hotels which utilized AI located in Bangkok. The sample for this research was drawn from the population of interest of the study (previous and current staff members of low-level positions in hotel). In Bangkok, several hotels have taken the use of cutting-edge technology to the next level by using robots to assist guests. As a result, hotel workers in Bangkok are exposed to modern technological demands. Accordingly, hotel employees in Bangkok are subjected to advanced technology pressures. Thus, hotels which utilized AI located in Bangkok employees were selected as the research participant.

1.9 Time

The data was collected in between September and October 2022, and we took measures to guarantee that the information obtained from the responders would be held in strict confidence. Since it was not feasible to gain permission from each and every responder, a sampling method based on self-report and convenience was used. We did not begin the survey until after we had provided the respondents with an explanation of the goal of the research and received their consent to take part.

1.10 Benefits of the Research

The benefits of this research extend to both individuals and organizations, with academic and managerial implications. Firstly, it provides valuable insights for the Thai hotel industry on the factors that influence employee turnover intention, enabling employers to develop effective retention strategies. Secondly, the research highlights the crucial role of AI awareness among employees, emphasizing the need for training programs to educate employees about AI's benefits and limitations. Thirdly, the study highlights that creating a positive work environment and fostering employee engagement can reduce turnover intention. Fourthly, the research shows that strengthening employees' self-efficacy can decrease turnover intention and help employers develop strategies to build employees' confidence. Finally, perceived job security can positively influence employee retention, highlighting the need for policies and procedures to enhance job security perception. Overall, the findings of this present study have significant implications for the hotel industry in Thailand and can provide valuable insights for employers to develop strategies to reduce employee turnover intention and retain their workforce.

1.11 Limitations of the Research

There are a number of limitations to the study that offer direction for future research. Firstly, the data analysis was conducted based on hotel workers' perceptions of AI; hence, it is possible that the findings would vary when compared to those obtained after actual experience with AI. It is currently very early in the process of bringing AI-related technologies to visitors staying at hotels, but over the next several

years, there will be a progressive growth in the number of hotels that make use of AI. Thus, it is advised that future study acquire data from hotels that have previously implemented AI-related technology. Second, given that the data were collected in a single geographical area of just in Bangkok Thailand, future studies should include different countries from different economic backgrounds to further validate the results. Third, this study was focus on hotel industry therefore can't be generalized to other industry. And also this study was conducted using an online questionnaire, which means that the sample size is limited by Internet penetration.

1.12 Definition of Terms

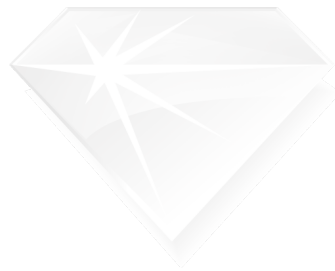
AI	Artificial Intelligence (AI) refers to the development of computer systems that can perform tasks that typically require human intelligence, such as visual perception, speech recognition, decision-making, and language translation. AI systems are designed to learn from data, experience, and interactions with the environment to perform these tasks with the same or higher accuracy and efficiency as humans. (Stuart Russell & Peter Norvig,1995)
Job security	perceived powerlessness to maintain desired continuity in a threatened job situation” (Greenhalgh & Rosenblatt, 1984, p. 438)

Severity of threat	The severity of the threat is decided by the individual's judgment of how he or she may lose their employment, like losing a present job due to unanticipated events, or threats from many sources like promotion chances, scheduling autonomy, etc. (Greenhalgh & Rosenblatt ,1984)
Powerlessness	People may feel powerless when they don't have enough protection for their jobs, like not being able to join a union. (Greenhalgh & Rosenblatt ,1984)
Employee engagement	the harnessing of employees' selves to their work roles. Employee engagement is generated when “employees bring in or leave out their personal selves during work role performances” (Kahn,1990)
Empowerment	Empowerment facilitates employees to use their individual and collective talents to accomplish their own and their company's objectives (Casse, 1995).
Psychological Contract	Psychological contract is defined as an individual's belief in mutual obligations between that person and another party, such as an employer (Rousseau, 1989).
AI awareness	awareness that AI machines such as robots and algorithm management may replace an employee's current job in

the future; it reflects the uncertain situation that would be harmful to employees (Brougham & Haar, 2018). Frey and Osborne (2017)

Self-efficacy

people's beliefs about their capabilities to produce designated levels of performance (Bandura, 1997)



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CHAPTER 2

LITERATURE REVIEW

This chapter will provide a review of the literature in an appropriate way by collecting the relevant secondary data. The researcher will evaluate the collected data to understand the research topic that has been selected. This chapter will help to understand The Effect of Perceived Job Security, Employee Engagement, AI Awareness, and Self-efficacy on Turnover Intention Among Thai Employees in Hotel Business in detail as follows:

2.1 The Background of Hotel Industry in Thailand

2.2 Theories/Academic Concepts and other related research findings of turnover intention

2.3 Theories/ Academic Concepts and Other Relevant Research Articles of Job security

2.4 Theories Academic Concepts and Other Relevant Research Articles of Employee engagement

2.5 Theories Academic Concepts and Other Relevant Research Articles of AI awareness

2.6 Theories Academic Concepts and Other Relevant Research Articles of Self-efficacy

2.7 Conclusion

2.1 The Background of Hotel Industry in Thailand

The hotel industry incurs a significant amount of investment costs for advertising, recruiting, employment, training, and development, as well as salaries and other perks that must be paid for by the organization. Therefore, anytime there was a turnover, a waste of those costs for the organization, which requires further investment for the purpose of finding a suitable substitute. This has a negative impact on collaboration since it causes work to be stopped or delayed. This, in turn, leads to employee work overload for extended hours, which in turn leads to demotivation for certain teammates, a lack of excitement, and a loss of product expertise. Because of all of this, they started having thoughts of looking for a new career and eventually quitting the company. In the event that the high turnover rate persists. Other businesses in the industry and potential employees will learn that there is no guarantee of employment with this hotel, which will contribute to a poor image of the firm.

Thailand is a popular destination for tourists, attracting millions of visitors from around the globe. Before the COVID-19 outbreak, Thailand has been seeing an increase in the number of visitors arriving each year beginning in 2015. The number of international visitors to the country is on the rise since the 2000s, and the number of visitors to Thailand almost doubled in 2019 (shown in figure 3). The rise in the number of tourists has therefore been beneficial to the hotel business. A competitive advantage for the Thai tourist and hospitality business is the country's cheap cost of living, particularly in comparison to other Asia Pacific nations. The hospitality sector in Thailand is expanding to meet the rising demand from both foreign and local visitors. Thailand's hotel business is constantly expanding to fulfill the needs of

tourists. Hotels for visitors range from the ultra-luxurious to the more modest around the nation. Because of the pandemic outbreak caused by COVID-19, travel restrictions were implemented in Thailand, which had a significant negative effect on the country's tourist business. Nevertheless, since the majority of the travel restrictions and laws against the pandemic were repealed in the first half of 2022, the tourist sector in Thailand began to experience some increases in terms of tourism earnings. The tourism industry in Thailand is on the rise (shown in figure 4), and the fact that it was ranked ninth on the list of nations that people traveled to the most in the globe is what has been propelling the hotel business in the country. The most important metrics that measure how well a hotel is doing, such as the number of guests it welcomes and the amount of money it makes from tourism, are both on the increase.

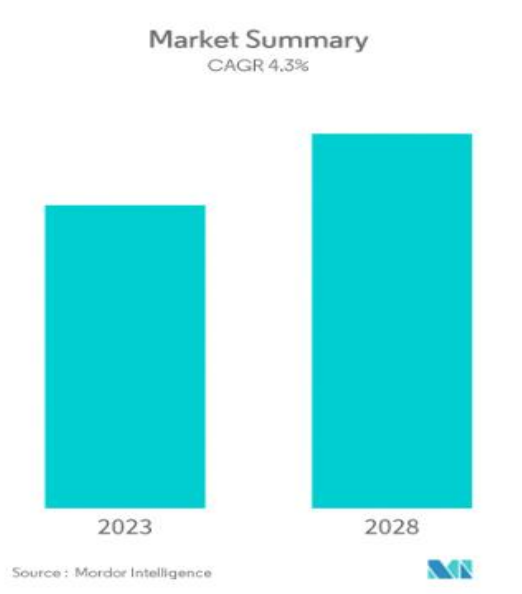
Figure 3: Thailand's Rate of Tourist Arrivals



Source: Morodor Intelligence. (2019). Title is italicized. Retrieved from

<https://www.mordorintelligence.com/industry-reports/hospitality-industry-in-thailand>

Figure 4:Thailand hospitality industry market growth rate



Source: Morodor Intelligence. (2019). Title is italicized. Retrieved from

<https://www.mordorintelligence.com/industry-reports/hospitality-industry-in-thailand>

The primary goals of any hotel are to provide individualized service to guests while also accommodating a large number of guests (Fisher & Beatson, 2002). The guests of each hotel get a unique and personalized level of service (Tisch & Weber, 2007). Because thousands of people travel to a variety of locations on a daily basis and this industry brings in a significant amount of money, the hotel industry is widespread and will not lose its potential. This is because the hospitality industry as a whole and the tourism sector both play a significant role in the growth of the hotel industry. Yet, given the quick pace at which field travel is developing, it is very necessary for those working in the field to be current on all of the most recent

advancements and trends. Consumers often begin using new technologies as soon as they are launched on the market; thus, firms in the tourist and hospitality industries need to be up to date as well in order to develop positive interactions with their clients (Caraivan, 2017).

2.2 Theories/ Academic Concepts and Other Relevant Research Articles of Turnover Intention

The term "turnover intention" refers to a person's desire to leave their current place of employment or organization (Tett & Meyer, 1993), and quickly precedes real turnover in the workforce (Griffeth et al., 2000). Previous research has indicated that there is a significant correlation between turnover intention and actual turnover (Bluedorn, 1982; Tett & Meyer, 1993). Because of this, turnover intention is infectious and has a negative impact on staff morale. As a result, Bluedorn(1982) recommends utilizing the turnover intention component rather than the actual turnover behavior since it is cheaper to gather data on the former. Employee turnover intention might be used as an indicator of actual turnover. Additionally, turnover intention is a scaled measure that is less impacted by external variables (such as the availability of other employment, circumstances in the labor market, etc.) and thus more truly represents an employee's opinion about the firm they are working for. In light of these benefits, the current research investigates workers' intentions to leave their jobs rather than actual turnover rates.

High employee turnover, according to a number of studies, may have a detrimental impact on an organization's profitability (Aksu, 2004; Hinkin & Tracey,

2000). Because, a high turnover rate may be detrimental to quality as well as customer service, both of which are the foundation for competitive advantage and can stifle the development of a company. It has been noted that persons that leave are those who are most skilled since they are the ones most likely to find an opportunity from somewhere else. This has been the case in all of these cases (Hinkin & Tracey, 2000). The hotel industry is a service-based industry that is defined by a sensitive business and is required to engage directly with the customer. Employees in the hotel industry must be able to multitask, for example, by being fluent in a foreign language and being able to analyze problems. In the hotel industry, there is a lot of rivalry. Furthermore, it has a direct impact on staff turnover rates at all levels. Particularly when it comes to hotels in tourist hotspots. The purpose of this study is to get insight into the hotel workers in the Bangkok metropolitan region. Modern management concepts used in employee retention and motivate those employees to create a contribution to the organization (Saks, 2006).

2.3 Theories /Academic Concepts and Other Relevant Research Articles of Job security

Job insecurity, which is described as “perceived powerlessness to maintain desired continuity in a threatened job situation” (Greenhalgh & Rosenblatt, 1984, p. 438). According to Greenhalgh & Rosenblatt (1984), job insecurity includes two vital elements, namely the severity of threat and powerlessness. The severity of the threat is decided by the individual's judgment of how he or she may lose their employment, like losing a present job due to unanticipated events, or threats from many sources

like promotion chances, scheduling autonomy, etc. Furthermore, when a business adopts new technology, the person feels uneasy, which ultimately leads to the layoff of less-skilled staff. Similar to this, organizational decline and rearrangement are the most important factors influencing a danger to an individual's safety. Powerlessness can happen when the person thinks they don't have the power to stop threats to continuity, and it is thought to be an important factor in job insecurity because it makes the person more afraid. People may feel powerless when they don't have enough protection for their jobs, like not being able to join a union. They may also feel powerless if they have unfair contracts. Furthermore, a person's perception of powerlessness is influenced by the workplace culture, particularly when the firm gives minimal assistance, treats them unjustly, or when they lack power/autonomy to make choices. If people have the ability to deal with perceived risks, they will not sense a threat to their careers. Therefore, the more the severity of threat and powerlessness increases the more likely they are to look for a new job, and the authors of Arnold & Feldman (1982) asserted that job uncertainty may be a contributing factor to increased employee turnover intentions. According to Mauno et al. (2013), work insecurity and turnover intention may have a substantial association and can be crucial in reducing job insecurity, which might lessen turnover intention

2.4 Theories / Academic Concepts and Other Relevant Research Articles of Employee engagement

Employee engagement is an employee's "positive or negative emotional attachment to their job, colleagues and organization that profoundly influences their willingness to learn and perform at work"(Sandhya & Sulphey, 2019).Employees who feel empowered show initiative, trust in the workplace, enhanced performance, job happiness, and organizational connection. Ongori (2007) discovered that empowering employees may help to minimize employee turnover. Van Schalkwyk et al. (2010) investigated the association between empowering behavior and the intention to leave a position of authority. Employee well-being is linked to empowerment. A motivated staff will drive good change. The ability of psychologically empowered employees to favorably affect both individual and organizational results. Albrecht & Andreetta (2011) found that psychological empowerment was linked to employee engagement in a positive way. An individual's belief in reciprocal duties between that individual and another party, such as an employer, is one definition of the term "psychological contract" (Rousseau, 1989). In situations when the psychological contract is breached, employees tend to reduce their level of commitment in order to restore the equilibrium in their relationship with their employers. Furthermore, it was shown that a breakdown of the psychological contract was adversely associated to in-role performance and dissatisfaction. According to similar research conducted by Malik & Khalid (2016), employees who perceive a psychological contract violation are more likely to have poor employee engagement, with the resulting increased turnover

intentions as a consequence of the perceived breach. It was shown that the psychological contract has a direct impact on employee engagement, according to Abdhy et al (2016).

2.5 Theories / Academic Concepts and Other Relevant Research AI awareness

AI awareness is defined as the awareness that AI machines such as robots and algorithm management may replace an employee's current job in the future; it reflects the uncertain situation that would be harmful to employees (Brougham & Haar, 2018). Frey & Osborne (2017). Frontline workers at a hotel are more likely to want to leave because they have to control their negative emotions and show positive expressions all the time. Even so, other factors, such as the rise of AI, may also play a role in people's plans to suffer turnover intention. For one thing, people who know a lot about AI don't think their jobs are safe. They are afraid that machines could easily take their jobs. They have a strong sense that their jobs aren't safe, which makes them stressed. They feel emotionally exhausted because of the uncertainty in their jobs and careers. The finding that AI knowledge had a substantially beneficial influence on intention to quit was a noteworthy takeaway from the research that Brougham & Haar (2017) conducted. The use of artificial intelligence (AI) may cause employees' positions in their organizations to be eliminated, as well as their professional advancement. Employees may not be able to meet their personal needs through their jobs; they are more likely to be dissatisfied with their jobs. Employees may find it challenging to feel accomplished since robots are often more efficient than human

workers. Besides, hotel workers are aware of artificial intelligence (AI) increases their likelihood of leaving the organization because the deployment of AI made them feel uneasy or agitated. An increased likelihood of leaving one's work is also a positive predictor of job burnout, since high turnover intentions are associated with deterioration of one's mental health. The use of artificial intelligence increases uncertainty in one's professional life. It is anticipated that the deployment of artificial intelligence in hotels and restaurants would alter organizational structures and employment arrangements, resulting in dissatisfaction, depression, and cynicism among employees. This might result in increasing burnout in present positions. Moreover, if businesses continue to make use of AI and robots in the workplace, Chui et al. (2015) stated that it would eventually lead to a potentially high turnover rate across a variety of vocations and sectors. So, according to Chui et al., (2015), AI and robotics awareness have a significantly positive effect on turnover intention.

2.6 Theories Academic Concepts and Other Relevant Research Articles of Self-efficacy

Self-efficacy is defined as people's beliefs about their capabilities to produce designated levels of performance (Bandura, 1997). Employees who think they are more competent and confident are more likely to have high levels of self-efficacy. They are more likely to work hard to get through problems or take risks at work, and they are more likely to act on their plans with a better sense of what will happen. Employees who have a greater degree of self-efficacy are less likely to give up when faced with challenges, are less likely to be frightened of making mistakes, and are

more inclined to set ambitious objectives for themselves (Khan et al., 2021). On the other hand, workers who have a lower degree of self-efficacy are less likely to be ready to put in practice, and they are also more prone to give up when confronted with challenges. According to what has been stated by academics, if employees have a greater sense of efficacy for their future, they will have a healthier psychological and physical status, as well as develop high expectations and achievement motivations for themselves, which will ultimately result in a reduction in feelings of discouragement (Park & Jung, 2015; De Simone et al., 2018). According to the findings of some other studies, employees who have a lower level of self-efficacy are less responsible for dealing with challenges, whereas employees who have a higher level of self-efficacy are highly motivated to deal with challenges or achieve innovation goals, which ultimately leads to good performances and a decreased intention to leave the company (Afzal et al., 2019; Albrecht & Marty, 2020). According to Afzal et al., 2019 and Albrecht and Marty's 2020 research, it was shown that self-efficacy has a direct influence on the intention to switch over one's job.

2.7 Conclusion

In conclusion, the findings of this study suggest that there is a significant relationship between perceived job security, employee engagement, AI awareness, self-efficacy, and turnover intention among Thai employees in the hotel business. The results indicate that higher levels of perceived job security, employee engagement, and self-efficacy are associated with lower levels of turnover intention. Additionally,

higher levels of AI awareness are associated with higher levels of employee engagement, which in turn are associated with lower levels of turnover intention. These findings have important implications for both employers and employees in the hotel industry. Employers can use the results to develop strategies to increase employee engagement and perceived job security, while also promoting AI awareness and self-efficacy among their employees. This may include providing training and development opportunities, fostering a positive work environment, and implementing policies and procedures that promote job security. For employees, the findings suggest that increasing their level of AI awareness and self-efficacy may help them to feel more engaged in their work and less likely to leave their job. This can be achieved through seeking out training and development opportunities, building relationships with colleagues and managers, and actively engaging in tasks and projects.

Overall, this study provides valuable insights into the factors that influence turnover intention among employees in the hotel industry. Besides, the use of AI in the hotel industry is still growing and evolving, and it is likely that many more hotels in Thailand and around the world will begin to incorporate AI technology in the coming years. Therefore, by understanding these factors and taking steps to address them, both employers and employees can work towards creating a more stable and satisfying work environment.

CHAPTER 3

METHODOLOGY

The primary components of this chapter will include descriptions of the research design and rationale for the research, the methodology that will be used in the study as follows:

- 3.1 The Type of Research and Tool
- 3.2 The Research Design
- 3.3 The Quality of the Research Tool
- 3.4 The Data Collection
- 3.5 The Population and Sample
- 3.6 The Sampling Technique
- 3.7 The Hypotheses Test and Data Analysis

3.1 The Type of Research and Tool

The goal of this research was to answer certain research questions and quantitative research design was used. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and the previous research findings. The questionnaire was initially designed in English, then translated into Thai by the researcher and reviewed by advisor and other expert's professor. To ensure a quality translation, we took extreme caution by discussing the study objectives and reviewing the English language survey items with the translators. The questionnaire which consisted of six parts (appendix A, B) were as follows:

Part 1: The close-ended questions about respondent's general information including gender, age, education level, monthly salary, position, department, year of work, and type of AI technology hotel utilize

Part 2: The close-ended questions about AI awareness. There were 4 statements as follows:

- One area of concern in the use of artificial intelligence in the workplace is privacy. Personal data may be used without the data subject's consent.
- Many types of work are at risk of being transformed into automation and replaced by machines linked to artificial intelligence.
- Many types of work are at risk of being transformed into automation and replaced by machines linked to artificial intelligence.
- Many types of work are at risk of being transformed into automation and replaced by machines linked to artificial intelligence

All these items in this part were measured on a five-point Likert scale which ranges from 5 mostly agree to 1 least agree with a neutral point.

Part 3: The close-ended questions about Perceived Job Security with two dimensions; Severity of Threats, and Powerlessness. There were 8 statements as follows:

For Perceived Job Security with severity of threats dimension, there 4 as follows:

- I am afraid that my career/work will be affected by the adoption of artificial intelligence systems in hotels.
- The use of artificial intelligence in hotels is a sign of layoffs as well as my job title.
- I am personally worried that what I do now in my job will be able to be replaced by AI
- I am not confident that I will be able to maintain my current work. If the hotel where I worked started adopting artificial intelligence, I'd be fine.

For Perceived Job Security with Powerlessness dimension, there 4 as follows

- If the hotel actually adopts artificial intelligence. I also have enough power in the organization to control events that could affect my work.
- I have enough familiarity with the firm to influence decisions that affect me, even if AI were to be used.
- In this company, I have the ability to avoid negative events caused by the use of AI that might have an impact on my working environment.
- My hotel has a plan for people if the tourism industry switches to artificial intelligence to drive it.

All these items in this part were measured on a five-point Likert scale which ranges from 5 mostly agree to 1 least agree with a neutral point.

Part 4: The close-ended questions about Employee Engagement with two dimensions; empowerment, and psychological contract. There were 9 statements as follows.

I have the flexibility to make decisions about things that impact my work.

- My supervisor listens to my suggestions and requests even with the use of artificial intelligence in the workplace.
- Because our organization uses AI, I have access to many learning and development tools that allow me to better my abilities for use in the workplace.
- Even though my company uses artificial intelligence. But I also have enough power to control the work I do.
- Despite the adoption of artificial intelligence in the workplace, my organization has provided enough opportunities for me to grow in this field of career.

For Employee Engagement with psychological contract dimension, there 4 statements as follow:

- The hotel where I worked maintained the agreement that was previously given to me well.
- I promised myself that I would protect the image of the organization.
- So far, employers have been able to keep almost all of the promises they made when recruiting me to work.
- I feel that my employer has come through in fulfilling the promises mad to me when I was hired

All these items in this part were measured on a five-point Likert scale which ranges from 5 mostly agree to 1 least agree with a neutral point.

Part 5: The close-ended questions about Self- Efficacy. There were 5 statements as follows:

- I believe that I will be able to get the job done if I have the will and effort.
- When facing difficult tasks, I am confident that I will accomplish that task with my abilities.
- After getting used to AI at work, I can do most of my tasks better than most of my coworkers
- When in challenging situations I was able to manage the situation effectively with the help of artificial intelligence.
- After learning more about AI, I think I can use artificial intelligence to accomplish important tasks.

All these items in this part were measured on a five-point Likert scale which ranges from 5 mostly agree to 1 least agree with a neutral point.

Part 6: The close-ended questions about Turnover Intention. There were 5 statements as follows:

- I plan to change my career path due to the entry of ARTIFICIAL INTELLIGENCE (AI Disruption) into the hotel business.
- I will quit or find a new job if my hotel adopts artificial intelligence.
- I sometimes feel compelled to quit my job in my current workplace because my job may be replaced by AI in the future.
- I am planning to quit because I cannot fully utilize my workplace capabilities after the hotel adopted artificial intelligence.
- If AI is used in the hotel I will not be able to continue my current career and will have negative thoughts about my future career.

All these items in this part were measured on a five-point Likert scale which ranges from 5 mostly agree to 1 least agree with a neutral point.

3.2 The Research Design

This research is a quantitative study, and in order to evaluate the hypotheses, data was collected via the use of a questionnaire. To begin, a pilot test was carried out, with participants consisting of personnel from hotels throughout Thailand. They were also questioned on the clarity, substance, and validity of the questionnaire in an effort to make it more intelligible. After that, the primary survey questionnaires were sent out to workers working at hotels in Bangkok that made use of AI technology. The items were evaluated using a Likert scale with five points, with (1 = strongly disagree, 5 = mostly agree) was used to measure all the items .

3.3 The Quality of the Research Tool

3.3.1 Content Validity

Questionnaire for this research was developed based on the related theories and the previous research findings. Besides, all measurement items employed were from previously validated scales (Ashford et al., 1989; Rich et al., 2010; Zopiatis et al., 2014). The questionnaire was initially designed in English, then translated into Thai by the researcher and next reviewed by advisor and another expert. The questionnaire was then revised based on the experts' suggestions and then reviewed by advisor.

3.3.2 Reliability

The questionnaires were distributed to obtain 30 pilot samples. The value of Cronbach's alpha coefficient was conducted for measuring the reliability of the questionnaire. The calculated value can be between 0 to 1. The higher value of Cronbach's Alpha Coefficient indicated the higher reliability. The required value to be accepted is 0.70 for each variable and each dimension (Haired *et al.*, 1997). Table 1 showed that each variable and dimension had accepted value of the Cornbrash's alpha indicating that the questionnaire had an acceptable reliability value.

Table 1: The Reliability Test Results

n = 30

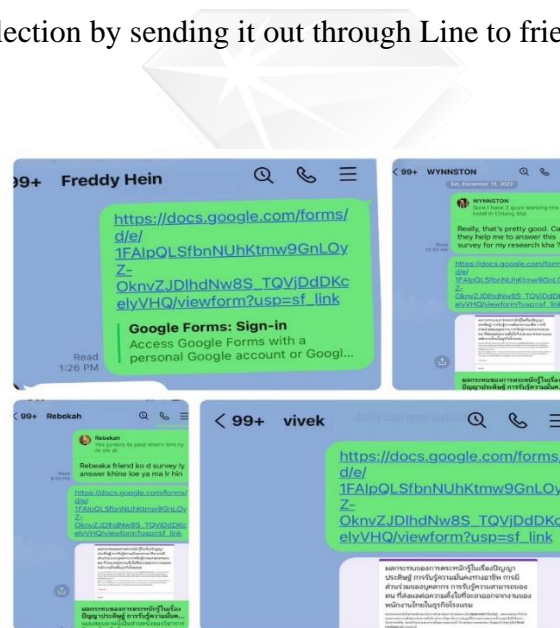
Variables	Alpha coefficient
AI Awareness	.760
Perceived Job Security	.884
Severity of Threats	.923
Powerlessness	.793
Employee Engagement	.916
Empowerment	.930
Psychological Contract	.783
Self-Efficacy	.874
Turnover Intention	.903
Total	.756

3.4 The Data Collection

For data collection, the questionnaires were sent out through Line to my friends who were employed in hotels in Bangkok. (shown in Figure 5). The questionnaires were handed to the ones who were willing to complete them. And I also posted this survey on the hotel group on Facebook and try to collect data. An online questionnaire was used for this research, which proved to be an effective method of data collection during the COVID-19 epidemic, when maintaining a certain level of social distance was essential. In addition, the use of an online questionnaire

makes it possible to collect data from participants who live in a different region (ibid, 2009). This includes employees working in hotels which includes countless hotels and resorts all over Bangkok. This research aimed to investigate the perspectives of hotel staff members located across Bangkok and the metropolitan region; hence, the collection of data using an online questionnaire seemed appropriate. As a means of achieving its research objectives, the aforementioned study used an online questionnaire due to the reasons described above.

Figure 5: data collection by sending it out through Line to friends



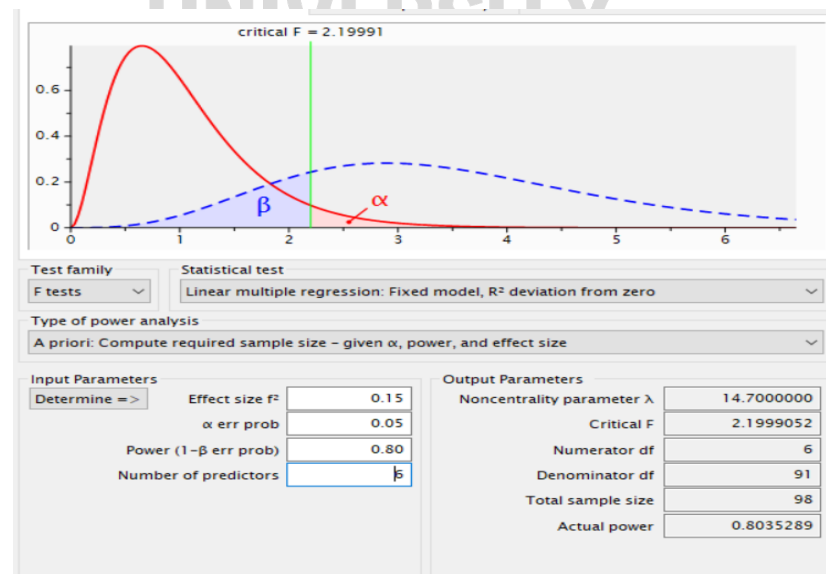
3.5 The Population and Sample

The population for this study are Thai employees with low level position (general staff) in hotels in Bangkok, Thailand. This is because low-level position in a hotel typically refers to entry-level or entry-level management positions that have minimal responsibilities and provide a foundation for further advancement within the hotel. Examples of low-level positions in a hotel include: Housekeeping Attendant,

Front Desk Agent, security, Food and Beverage Server. These positions often involve basic tasks such as cleaning rooms, serving food and drinks, and providing customer service. Artificial intelligence (AI) and automation technologies are often better suited to replace low-level positions, rather than high-level positions.

For the number of samples, G*power 3.1.2 was used to check the statistical power and cut down on the possibility of type II error while testing the hypotheses. G*Power program perform various types of power analysis in terms of identify the required sample size for the specific analysis (Erdfelder et al., 2007). From the calculation of the G*Power resulted at the effect size = 0.15, alpha = 0.05, power = 0.80, and 6 predictors, total sample size of 98 was sufficient for this study (figure 6). However, 151 samples were collected.

Figure 6: statistical power



3.6 The Sampling Technique

The non-probability sampling technique was more practical for this study. Firstly, this study relied on judgmental sampling where the survey is given to close group of people that the researcher who that the they are working at hotels which utilized AI located in Bangkok. Based on this kind of sampling, the researcher sent the link to the questionnaire to participants whom researcher has their contact detailed via Line or Facebook direct message.

3.7 Data Analysis

- i. The statistical techniques applied for data analysis were as follows:

- 2) The descriptive analysis

The descriptive analysis was used for analyzing respondents' general information including gender, age, education level, monthly income, department, position, years of work in the Hotel Industry, and type of AI technology hotel utilize. Besides, Mean (\bar{x}), and Standard Deviation (S.D.) were used to analyze data related to AI awareness, Perceived Job Security, Employee Engagement, Self- Efficacy, and Turnover Intention.

- 2) The Inferential Statistic

Multiple Regression Analysis (MRA) with ENTER methods was used to test the

hypotheses. The analysis was conducted at 0.05 level of statistical significance.

CHAPTER 4

ANALYSIS AND FINDINGS

The research findings which derived from data analysis were presented in 6 parts as follow:

- 4.1: Analysis of Respondents' General Information
- 4.2: Analysis of AI awareness
- 4.3: Analysis of Perceive Job Security
- 4.4: Analysis of Employee Engagement
- 4.5: Analysis of Self-efficacy
- 4.6: Analysis of Turnover Intention
- 4.7: Analysis of the relationship between AI awareness, Perceive Job Security, Employee Engagement, Self-Efficacy, and Turnover intention
- 4.8: Hypothesis Result

4.1 Analysis of Respondents' General Information

This section's research findings presented the Respondents' General Information including gender, age, income, education, monthly income, department, years of work in hotel business, and type of AI technology hotel utilize. The statistical techniques used for data analysis were percentage and frequency. The findings were presented in Table 2 as follows:

Table 2: Summary of Respondents' General Information

Respondents' General Information	Frequency	Percent
Gender		
Male	75	49.7
Female	76	50.3
Total	151	100
Age		
Under 20 years old	4	2.6
20-30 years	86	57
31-40 years	52	34.4
51 years or older	2	1.3
Total	151	100
Education		
High School	4	2.6
Bachelor's Degree	128	84.8
Diploma	9	6
Postgraduate	10	6.6
Total	151	100

(Continued)

Table 2 (Continued): Summary of Respondents' General Information

Monthly Income		
Less than 20,000 Bath	6	4
20,000-35,000 Bath	97	64.2
35,001-50,000 Bath	42	27.8
50,001-65,000 Bath	6	4
Total	151	100
Department		
Front Desk	34	22.5
Housekeeping	38	25.2
Food Beverage	24	15.9
Security Department	25	16.6
HR	20	13.2
Others	10	6.6
Total	151	100
Working experience in hotel business		
Less than 1 year	3	2
1-3 years	71	47
4-6 years	65	43
7-10 years	9	6

(Continued)

Table 2 (Continued) : Summary of Respondents' General Information

More than 10 years	3	2
Total	151	100
Type of AI technology hotel utilize		
Never used	2	1.3
Chatbots	71	47
AI check in/ check out system	40	26.5
Cleaning Machine	24	15.9
Room service delivery robot	14	9.3
Total	151	100

Table 2 illustrated that most respondents were Female with 76 samples (50.3%), age is between 20 and 30 year (57%), education level were Bachelor's degree (84.8%) and having monthly income between 20,000 and 35,000 Bath (64.2%). Moreover, it was also found that most of the respondents worked in housekeeping department (25.2%), working experience between 1 and 3 years (47%) and most of AI technology hotel utilize is Chatbots (47%)

4.2 Analysis of AI awareness

The research findings of this part presented the respondents' attitudes toward AI Awareness. The values of mean and standard deviation were used for data analysis of the AI awareness. The findings were shown in Table 3.

Table 3: Mean and Standard Deviation of AI awareness

Statements	Mean \bar{x}	S.D.	Interpretation
One area of concern in the use of artificial intelligence in the workplace is privacy. Personal data may be used without the data subject's consent.	3.11	0.881	Moderately agree
Many types of work are at risk of being transformed into automation and replaced by machines linked to artificial intelligence.	3.61	0.818	More agree
It is highly likely that many types of jobs in the hotel business will be replaced by artificial intelligence, such as check-in/check-out. Hospitality, food and beverage service, etc.	3.74	0.886	More Agree
I am curious about the future of the hotel business because the majority of employees of the hotel business may be replaced by artificial intelligence	3.91	0.765	More Agree
Total	3.59	0.65	More agree

Table 3 showed that most respondents are more agree on the AI awareness:-

With regard to each statement, the curiosity about the future of the hotel business has the highest level of agree ($\bar{x} = 3.91$, S.D = 0.765) followed by the risk of many types of work being transformed into automation and replaced by machines ($\bar{x} = 3.61$, S.D.= 0.818), many types of jobs in the hotel business being replaced by artificial intelligence ($\bar{x}= 3.74$, S.D.= 0.886) and the privacy issues ($\bar{x}= 3.11$, S.D.= 0.881) respectively.

4.3: Analysis of Perceive Job Security

4.3.1 Analysis of Perceived Job Security with Severity of Threats dimension

Table 4: Mean and Standard Deviation of Perceived Job Security with Severity of Threats dimension

Statements	Mean \bar{x}	S.D.	Interpretation
I am afraid that my career/work will be affected by the adoption of artificial intelligence systems in hotels.	3.60	1.001	More Agree
The use of artificial intelligence in hotels is a sign of layoffs as well as my job title.	2.99	0.913	Moderately agree
I am personally worried that what I do now in my job will be able to be replaced by AI	3.58	1.061	More Agree
I am not confident that I will be able to maintain my current work. If the hotel where I worked started adopting artificial intelligence, I'd be fine.	3.15	1.048	Moderately agree
Total	3.33	0.888	Moderately agree

Table 4 showed that most respondents are moderately agree on the Perceived Job Security with Severity of Threats dimension. With regard to each statement, I am afraid that my career/work will be affected by the adoption of artificial intelligence has the highest level of agree ($\bar{x} = 3.60$, S.D = 1.001) followed by I am personally worried that what I do now in my job will be able to be replaced by AI ($\bar{x} = 3.58$, S.D.= 1.061), I am not confident that I will be able to maintain my current work ($\bar{x} = 3.15$, S.D.= 1.061) and the use of artificial intelligence in hotels is a sign of layoffs as well as my job title ($\bar{x} = 2.99$, S.D.= 0.913) respectively.



4.3.2 Analysis of Perceived Job Security with Powerlessness dimension

Table 5: Mean and Standard Deviation of Perceived Job Security with Powerlessness dimension

Statements	Mean \bar{x}	S.D.	Interpretation
If the hotel actually adopts artificial intelligence, I also have enough power in the organization to control events that could affect my work.	2.32	0.828	Less Agree
I have enough familiarity with the firm to influence decisions that affect me, even if AI were to be used.	2.84	0.910	Moderately agree
In this company, I have the ability to avoid negative events caused by the use of AI that might have an impact on my working environment.	2.79	0.811	Moderately agree
My hotel has a plan for people if the tourism industry switches to artificial intelligence to drive it.	3.56	0.821	More Agree
Total	2.87	0.634	Moderately agree

Table 5 showed that most respondents are moderately agree on the Perceived Job Security with Powerlessness dimension. When looking at each statement individually, my hotel has a plan has the highest level of agree ($\bar{x} = 3.56$, S.D = 0.821) followed by I have enough familiarity with the firm ($\bar{x} = 2.84$, S.D.= 0.910), in this company, I have the ability to avoid negative events ($\bar{x}= 2.79$, S.D.= 0.811) and If the

hotel actually adopts artificial intelligence, I also have enough power has less agree
 $(\bar{x}= 2.32, S.D.= 0.828)$ respectively.

4.4. Analysis of Employee Engagement

4.4.1 Analysis of Employee Engagement with Empowerment dimension

Table 6 : Mean and Standard Deviation of Employee Engagement with Empowerment dimension

Statements	Mean \bar{x}	S.D.	Interpretation
I have the flexibility to make decisions about things that impact my work.	2.89	0.898	Moderately agree
My supervisor listens to my suggestions and requests even with the use of artificial intelligence in the workplace.	3.06	0.785	Moderately agree
Because our organization uses AI, I have access to many learning and development tools that allow me to better my abilities for use in the workplace.	3.31	0.732	Moderately agree
Even though my company uses artificial intelligence. But I also have enough power to control the work I do.	2.47	0.855	Less Agree
Despite the adoption of artificial intelligence in the workplace, my organization has provided enough opportunities for me to grow in this field of career.	3.46	0.772	More Agree
Total	3.03	0.636	Moderately agree

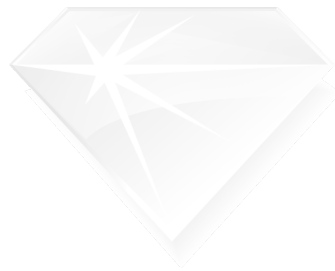
Table 6 showed that most respondents moderately agree the Employee Engagement with Empowerment dimension. With regard to each statement, despite the adoption of artificial intelligence in the workplace has the highest level of agree ($\bar{x} = 3.46$, S.D = 0.772) followed by because our organization uses AI, I have access to many learning and development tools ($\bar{x} = 3.31$, S.D.= 0.732), my supervisor listens to my suggestions ($\bar{x} = 3.06$, S.D.= 0.785) and even though my company uses artificial intelligence ,I also have enough power to control the work I do has the less agree ($\bar{x} = 2.47$, S.D.= 0.855)

4.4.2 Analysis of Employee Engagement with Psychological Contract dimension

Table 7: Mean and Standard Deviation of Employee Engagement with Psychological Contract dimension

Statements	Mean \bar{x}	S.D.	Interpretation
The hotel where I worked maintained the agreement that was previously given to me well.	3.98	0.640	More Agree
I promised myself that I would protect the image of the organization.	3.95	0.755	More Agree
So far, employers have been able to keep almost all of the promises they made when recruiting me to work.	3.05	0.819	Moderately agree
I feel that my employer has come through in fulfilling the promises mad to me when I was hired	3.05	0.781	Moderately agree
Total	3.50	0.560	More Agree

Table 7 showed that most respondents are more agree on the Employee Engagement with Psychological Contract dimension. When looking at each statement individually, the hotel where I worked maintained the agreement has the highest level of agree ($\bar{x} = 3.98$, S.D = 0.640) followed by I promised myself that I would protect the image of the organization ($\bar{x} = 3.95$, S.D.= 0.755). And then, employers have been able to keep almost all of the promises ($\bar{x}= 3.05$, S.D.= 0.819) and I feel that my employer has come through in fulfilling the promises have moderately agree ($\bar{x}= 3.05$, S.D.= 0.781) respectively.



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4.5 Analysis of Self-Efficacy

Table 8: Mean and Standard Deviation of Self-Efficacy

Statements	Mean \bar{x}	S.D.	Interpretation
I believe that I will be able to get the job done if I have the will and effort.	2.89	0.898	More agree
When facing difficult tasks, I am confident that I will accomplish that task with my abilities.	3.06	0.785	Moderately agree
After getting used to AI at work, I can do most of my tasks better than most of my coworkers	3.31	0.732	More agree
When in challenging situations I was able to manage the situation effectively with the help of artificial intelligence.	2.47	0.855	Moderately agree
After learning more about AI, I think I can use artificial intelligence to accomplish important tasks.	3.46	0.772	Moderately agree
Total	3.30	0.577	Moderately agree

Table 8 showed that most respondents are moderately agree on the Self-Efficacy.

With regard to each statement, after learning more about AI, I think I can use artificial intelligence has the highest level of agree ($\bar{x} = 3.46$, S.D = 0.772) followed by After getting used to AI at work, I can do most of my tasks ($\bar{x} = 3.31$, S.D.= 0.732), when facing difficult tasks, I am confident that I will accomplish that task with my abilities ($\bar{x}= 3.06$, S.D.= 0.785) afterward I believe that I will be able to get the job done ($\bar{x}=$

2.89, S.D.= 0.898) and when in challenging situations I was able to manage the situation (\bar{x} = 2.47, S.D.= 0.855) respectively.

4.6 Analysis of Turnover Intention

Table 9: Mean and Standard Deviation of turnover intention

Statements	Mean \bar{x}	S.D.	Interpretation
I plan to change my career path due to the entry of ARTIFICIAL INTELLIGENCE (AI Disruption) into the hotel business.	2.13	0.862	Less agree
I will quit or find a new job if my hotel adopts artificial intelligence.	1.82	0.578	Less agree
I sometimes feel compelled to quit my job in my current workplace because my job may be replaced by AI in the future.	2.95	1.204	Moderately agree
I am planning to quit because I cannot fully utilize my workplace capabilities after the hotel adopted artificial intelligence.	1.94	0.666	Less agree
If AI is used in the hotel, I will not be able to continue my current career and will have negative thoughts about my future career.	1.92	0.669	Less agree
Total	2.15	0.589	Less agree

Table 9 showed that most respondents are less agree on the turnover intention. With regard to each statement I sometimes feel compelled to quit my job has the highest level of agree ($\bar{x} = 2.95$, S.D = 1.204) followed by I plan to change my career path due to the entry of ARTIFICIAL INTELLIGENCE ($\bar{x} = 2.13$, S.D.= 0.862), I am planning to quit because I cannot fully utilize my workplace ($\bar{x}= 1.94$, S.D.= 0.666) afterward if AI is used in the hotel, I will not be able to continue my current career ($\bar{x}= 1.92$, S.D.= 0.669) and I will quit or find a new job if my hotel adopts artificial intelligence ($\bar{x}= 1.82$, S.D.= 0.578) respectively.

4.7 Analysis of the relationship between AI awareness, Perceive Job Security, Employee Engagement and Self Efficacy

The research findings of this part presented the relationship in terms of the degree of the effect of AI Awareness, Perceived Job Security, Employee Engagement, Self-efficacy on Turnover Intention Among Thai Employees in Hotel Business. Multiple Regression Analysis was used for analyzing such relationship. The findings were presented in Table 10 as follows.

Table 10: The relationship between AI awareness, Perceive Job Security, Employee Engagement and Self Efficacy

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1.(Constant)	3.119	.499		6.250	<.001		
AI awareness	-.147	.077	-.159	-1.897	.060	.825	1.212
Job Security with Severity of Threats dimension	.195	.068	.290	2.864	.005*	.562	1.779
Job Security with Powerlessness	.058	.112	.062	.518	.605	.402	2.486
Engagement with Empowerment dimension	-.079	.120	-.084	-.660	.511	.357	2.798
Engagement with Psychological Contract dimension	-.279	.093	-.262	-2.989	.003*	.754	1.326
Self-Efficacy	-.011	.109	-.011	-.101	.920	.514	1.944
a. Dependent Variable: Turnover intention							

Adjusted R Square = .157 F =5.539 Sig = .0000 * *P-value* <.05

Table 10 showed that the value of VIF is between 1.212 and 2.798 (less than 10) indicating that there is no multicollinearity problem among all dependent variables (Vanichbuncha, 2007: 84); thus, Multiple Regression Analysis can be used to analyze these data.

According to Multiple Regression Analysis, Job Security with Severity of Threats dimension and Engagement with Psychological Contract dimension can explain Turnover Intention at 15.7% (Adjusted R Square = .157 F=5.539 Sig = .0000) . Another 84.3% are affected and included from other variables that are not used in this research. Considering each variable, it was found that Job Security with Severity of Threats dimension has the most significant impact on turnover intention ($\beta = .290$ Sig. = 0.005) followed by Engagement with Psychological Contract dimension ($\beta = -.262$ Sig. = 0.003) while AI awareness, Job Security with Powerlessness, Engagement with Empowerment dimension, and Self-Efficacy have no impact on turnover intention at the significant level of 0.05 .

4.8. Hypothesis Result

Table 11 represents a summary of the hypothesis results. As shown in the table,

Table 11: Summary of the Hypotheses Testing

Hypothesis	Result
Hypothesis 1	
Hypothesis 1.1 Perceived job security with severity of threat has an impact on turnover intention among Thai Employees in hotel business.	Accept
Hypothesis 1.2 Perceived job security with powerlessness contract has an impact on turnover intention among Thai Employees in hotel business	Reject
Hypothesis 2	
Hypothesis 2.1 Perceived employee engagement with empowerment has an impact on turnover intention among Thai Employees in hotel business.	Reject
Hypothesis 2.2 Perceived employee engagement with psychological contract has an impact on turnover intention among Thai Employees in hotel business	Accept
Hypothesis 3 AI awareness has an impact on turnover intention	Reject
Hypothesis 4 Self-efficacy has an impact on turnover intention	Reject

CHAPTER 5

SUMMARY, CONCLUSION AND DISSCUSION

This part will cover 4 elements: summary and conclusion, discussion, recommendations for Implications, and recommendations for future research. They are as follows:

5.1 Summary and Conclusion

5.2 Discussion

5.3 Recommendations for Implications

5.4 Recommendations for Future Research

5.1 Summary and Conclusion

The purpose of this study was to explore the relationship in terms of the effect of AI Awareness, Perceived Job Security, Employee Engagement, Self-efficacy on Turnover Intention Among Thai Employees in Hotel Business. As this study was quantitative research, the close-ended questionnaire was designed to collect the data. The 151 samples were randomly selected from the employees with low level position (general staff) in hotels in Bangkok. In light of the objectives of the research, a method known as Multiple Regression Analysis was used to the task of analyzing the collected data. In addition, the percentage ratio, frequency, mean, and standard deviation were used in order to conduct an analysis of the demographic data as well as the attitudes held by the samples in regard to the independent and dependent variables. This chapter draws a conclusion based on the findings of the research conducted throughout the study. In addition, we provided a discussion of the findings

of the study, as well as a proposal for management implications and suggestions for further research.

5.1.1 Demographic Data

Most respondents were Female, aging between 20 - 30 years, holding bachelor degree, having monthly income 20,000-35,000 Bath. Moreover, it was also found that most of the respondents were from housekeeping department, working experience 1-3 years and type of AI technology hotel utilize the most is Chatbots.

5.1.2 Attitudes towards variables

Perceived job security with severity of threats dimension and employee engagement with psychological contract dimension were found to have the greatest influence on turnover intention in this study, likely due to their significant impact on employee well-being and satisfaction. Employees who perceive a high level of job security and are empowered through a positive psychological contract are more likely to feel valued and motivated in their work, leading to higher levels of engagement and lower turnover intention. Both perceived job security with severity of threats and employee engagement with the psychological contract are related to trust and loyalty between employees and their organization. When employees feel secure in their job and believe that their organization is fulfilling its obligations to them, they are more likely to develop trust and loyalty towards the organization, which can reduce their intention to leave. The perception of low job security and a broken psychological contract can lead to negative emotions such as anxiety, stress, and disappointment,

which can increase turnover intention. Therefore, it is important for organizations to focus on these variables in order to foster a positive work environment and reduce employee turnover.

On the other hand, AI awareness and self-efficacy may not have significantly influenced turnover intention in this study. The sample of employees in this study may have had a high level of familiarity with AI and a strong sense of self-efficacy, which may have reduced the variability in these variables and made it difficult to detect a significant effect on turnover intention.

5.1.3 Hypotheses Results

Based on the research objectives, this study investigated the effect of perceived job security, employee engagement, AI awareness, and self-efficacy on turnover intention among Thai employees in the hotel business. Four hypotheses were proposed and tested. The results indicate that only Hypothesis 1.1 and Hypothesis 2.2 had a statistically significant impact on turnover intention, while the other hypotheses did not. Specifically, the findings suggest that the perception of job security, particularly regarding the severity of threat to employment, and employee engagement through a positive psychological contract are significant factors contributing to the intention to leave among employees in the Thai hotel industry. The use of artificial intelligence in the industry is perceived as a potential threat to job security, particularly among employees who are not confident in their ability to adapt to such technological advancements. In contrast, employees who feel more

empowered and engaged with their employers are less likely to consider leaving their jobs.

The study also revealed that AI awareness and self-efficacy did not significantly impact turnover intention. This may be attributed to the age of the employees in the sample, as most of the participants were between 20 and 30 years old, and therefore familiar with AI and less likely to fear its adoption in the workplace.

5.2 Discussion

AI technology is being implemented in a supportive role to assist employees in their work, rather than replacing them entirely. This can lead to increased job satisfaction, as employees are empowered to focus on more fulfilling and value-added tasks, rather than mundane or repetitive ones. The introduction of AI technology may have led to a redefinition of job roles and responsibilities, with employees being trained to adapt to the new technology and given the opportunity to develop new skills. This can lead to increased job security and a sense of professional development, which can reduce the likelihood of employees leaving the organization. Besides, positive work culture, competitive salary, and benefits package, may play a more significant role in influencing employee turnover intention than the use of AI technology. Ultimately, the specific reasons why using AI in the workplace may not affect employee turnover intention would depend on various factors, such as the nature of the job, the organizational culture, and the type of AI technology being utilized.

This research showed Severity of Threats has higher Beta percentage, it means that Severity of Threats has more influence on turnover Intention Among Thai Employees in Hotel Business. Because it discovered that Thai employees currently have a good understanding of AI and its impact on their jobs. A study suggests that employees who have a better understanding of Artificial Intelligence (AI) tend to have lower turnover intentions in the hospitality industry. This may be due to their increased knowledge of the technology and how it can be used to improve operations and enhance the guest experience. In addition, employees who feel that their organization is investing in AI and training them to use the technology are more likely to feel valued and engaged, which can also contribute to reduced turnover intentions. Moreover, it found from questionnaire of demographic data analyses that 57% of the respondents are age between 20 - 30 years and tend to have a better understanding of Artificial Intelligence (AI). This may be because younger workers are more likely to view AI as a tool that can enhance their work, rather than as a threat to their jobs. Additionally, younger workers may be more adaptable and open to learning new skills, including those related to AI, which can make them better equipped to work alongside the technology.

5.3 Recommendations for Implications

The finding suggests that provide training and development programs to increase AI awareness among employees. This will help them understand the benefits of AI and how it can enhance their job performance and reduce workload. Moreover, establish clear job roles and responsibilities that incorporate AI technology, and

ensure that employees are aware of how AI technology will be used in their daily work. Furthermore, offer job security by creating a supportive and stable work environment. This can be achieved through fair compensation, employee benefits, and opportunities for professional development and advancement. Hence, encourage employee engagement by providing opportunities for input and feedback, recognizing their contributions, and fostering a positive work culture. Then, develop self-efficacy among employees by providing them with the necessary tools and resources to succeed in their jobs. This can include training programs, supportive management, and opportunities for skills development. By implementing these recommendations, hotel businesses can create a work environment that promotes employee satisfaction, retention, and ultimately, improved business success

5.4 Recommendations for Future Research

This independent study explored the sample from Bangkok Area about the Effect of AI Awareness, Perceived Job Security, Employee Engagement, Self-efficacy on Turnover Intention Among Thai Employees in Hotel Business. It is recommended that, in a subsequent study, the researcher do what has to be done to assure a greater degree of generality in the data by including hotel workers from different parts of Thailand. In addition, conducting open-ended interviews with workers who have left the hotel sector as a result of the influence of AI may be useful in the process of developing a new hypothesis. Also, researchers could look at the key elements that have a large influence on the intention to leave a job, such as how satisfied an employee is with their position. Because increasing job satisfaction and decreasing the

likelihood of leaving one's current position are both essential in the hospitality industry, which has a high turnover rate, additional research could be conducted in the future to investigate the factors that influence job satisfaction and turnover intention. In this method, a human resource strategy may be established in a more complete manner to boost work satisfaction and lower the intention of employees to leave their jobs.



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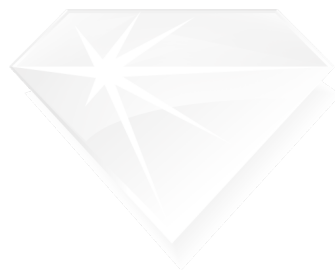
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APPENDIX A:
Survey Questionnaire (English)



**BANGKOK
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Questionnaire

Research Title: The Effect of AI Awareness, Perceived Job Security, Employee Engagement, and Self-efficacy on Turnover Intention Among Thai Employees in Hotel Business

Instructions: This questionnaire is one part of an independent study. Please answer all the questions in this questionnaire truthfully. The data collected from this questionnaire will be used only for academic

This questionnaire is divided into 6 parts as follows:

Part 1 General Information of Respondents

Part 2 AI Awareness

Part 3 Perceived Job Security,

Part 4 Employee Engagement

Part 5 Self-efficacy

Part 6 Turnover Intention

Thank you,

Research Team

(Please continue to the next page)

Part 1 General Information of Respondents

Instructions: Please check ☒ the boxes which most appropriately reflect your personal information

1. Gender ☐ 1) Male ☐ 2) Female
2. Age
☐ 1) Less than 20 years ☐ 2) 20-30 years
☐ 3) 31-40 years ☐ 4) 41-50 years
☐ 5) 51 years and above
3. Education
☐ 1) Lower than High School ☐ 2) High School
☐ 3) Bachelor's Degree ☐ 4) Diploma
☐ 5) Higher than Bachelor's Degree
4. Monthly Income Level
☐ 1) Under 20,000 THB ☐ 2) 20,000-35,000 THB
☐ 3) 36,000-50,000 THB ☐ 4) 51,000-65,000 THB
☐ 5) More than 65,000 THB
5. Department
☐ 1) Front Desk ☐ 2) Housekeeping
☐ 3) Kitchen or Food ☐ 4) Security
☐ 5) HR ☐ 6) Others.....

6. Position

- ☐ 1) Ordinary Staff
- ☐ 2) Department Manager
- ☐ 3) Supervisor
- ☐ 4) General Manager
- ☐ 5) Others.....

7. Years of work in the Hotel Industry

- ☐ 1) Less than 1 year
- ☐ 2) 1-3 years
- ☐ 3) 4-6 years
- ☐ 4) 7-10 years
- ☐ 5) more than 10 years

8. What type of AI Technology your hotel utilize

- ☐ 1) never utilize
- ☐ 2) Chatbot.
- ☐ 3) AI remote check in/out system
- ☐ 4) Cleaning machine .
- ☐ 5) room service delivery robot
- ☐ 6) Others.....

Part 2 AI Awareness

Instructions: Please check ☒ appropriate boxes which best match your level of agreement towards your awareness of AI

5 = Mostly 4 = More 3 = Moderate 2 = Less 1 = Least

AI Awareness	Level of Agreement				
	5	4	3	2	1
1. One area of concern in the use of artificial intelligence in the workplace is privacy. Personal data may be used without the data subject's consent.					
2. Many types of work are at risk of being transformed into automation and replaced by machines linked to artificial intelligence.					
3. It is highly likely that many types of jobs in the hotel business will be replaced by artificial intelligence, such as check-in/check-out. Hospitality, food and beverage service, etc.					
4. I am curious about the future of the hotel business because the majority of employees of the hotel business may be replaced by artificial intelligence					

Part 3 Perceived Job Security

Instructions: Please check ☒ appropriate boxes which best match your level of agreement towards your perceived job security in hotel industry.

5 = Mostly 4 = More 3 = Moderate 2 = Less 1 = Least

Perceived Job Security	Level of Agreement				
	5	4	3	2	1
Severity of Threats					
1. I am afraid that my career/work will be affected by the adoption of artificial intelligence systems in hotels.					
2. The use of artificial intelligence in hotels is a sign of layoffs as well as my job title.					
3. I am personally worried that what I do now in my job will be able to be replaced by AI					
4. I am not confident that I will be able to maintain my current work. If the hotel where I worked started adopting artificial intelligence, I'd be fine.					
Powerlessness					
1. If the hotel actually adopts artificial intelligence. I also have enough power in the organization to control events that could affect my work.					
2. I have enough familiarity with the firm to influence decisions that affect me, even if AI were to be used.					
3. In this company, I have the ability to avoid negative events caused by the use of AI that might have an impact on my working environment.					
4. My hotel has a plan for people if the tourism industry switches to artificial intelligence to drive it.					

Part 4 Employee engagement

Instructions: Please check ☒ appropriate boxes which best match your level of agreement towards your job engagement.

Employee engagement	Level of Agreement				
	5	4	3	2	1
Empowerment					
1. I have the flexibility to make decisions about things that impact my work.					
2. My supervisor listens to my suggestions and requests even with the use of artificial intelligence in the workplace.					
3. Because our organization uses AI, I have access to many learning and development tools that allow me to better my abilities for use in the workplace.					
4. Even though my company uses artificial intelligence. But I also have enough power to control the work I do.					
5. Despite the adoption of artificial intelligence in the workplace, my organization has provided enough opportunities for me to grow in this field of career.					
Psychological Contract					
1. The hotel where I worked maintained the agreement that was previously given to me well.					
2. I promised myself that I would protect the image of the organization.					
3. So far, employers have been able to keep almost all of the promises they made when recruiting me to work.					

4. I feel that my employer has come through in fulfilling the promises mad to me when I was hired					
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5 = Mostly 4 = More 3 = Moderate 2 = Less 1 = Least

Part 5 Self-Efficacy

Instructions: Please check ☒ appropriate boxes which best match your level of

agreement towards your self-efficacy to perform your job.

Self-Efficacy	Level of Agreement				
	5	4	3	2	1
1. I believe that I will be able to get the job done if I have the will and effort.					
2. When facing difficult tasks, I am confident that I will accomplish that task with my abilities.					
3. After getting used to AI at work, I can do most of my tasks better than most of my coworkers					
4. When in challenging situations I was able to manage the situation effectively with the help of artificial intelligence.					
5. After learning more about AI, I think I can use artificial intelligence to accomplish important tasks.					

5 = Mostly 4 = More 3 = Moderate 2 = Less 1 = Least

Part 6 Turnover intention

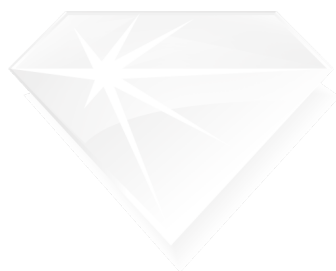
Instructions: Please check ☒ appropriate boxes which best match your level of agreement toward your intention to retire.

5 = Mostly 4 = More 3 = Moderate 2 = Less 1 = Least

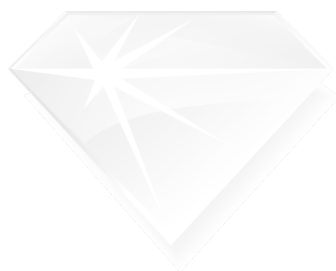
Turnover intention	Level of Agreement				
	5	4	3	2	1
1. I plan to change my career path due to the entry of ARTIFICIAL INTELLIGENCE (AI Disruption) into the hotel business.					
2. I will quit or find a new job if my hotel adopts artificial intelligence.					
3. I sometimes feel compelled to quit my job in my current workplace because my job may be replaced by AI in the future.					
4. I am planning to quit because I cannot fully utilize my workplace capabilities after the hotel adopted artificial intelligence.					

5. If AI is used in the hotel, I will not be able to continue my current career and will have negative thoughts about my future career.

Thank you for your time and cooperation in responding to this questionnaire



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APPENDIX B:**Survey Questionnaire (Thai)**

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แบบสอบถาม

หัวข้อวิจัย: ผลกระทบของการตระหนักรู้ในเรื่องปัญญาประดิษฐ์
ความเข้าใจในความมั่นคงทางอาชีพ การมีส่วนร่วมของบุคลากร
การตระหนักรู้ในความสามารถของตน
และความตั้งใจที่จะลาออกจากงานของบุคลากรไทยในธุรกิจโรงแรม

—
คำชี้แจง: แบบสอบถามนี้เป็นส่วนหนึ่งของรายวิชาการศึกษาค้นคว้าด้วยตนเอง (Independent Study)

ขอความกรุณาให้ท่านตอบแบบสอบถามให้ตรงกับสภาพที่เป็นจริงมากที่สุด
เนื่องจากข้อมูลที่ได้จากแบบสอบถามนี้จะถูกนำไปใช้ในวิชาการ แบบสอบถามประกอบด้วย 6
ตอน ดังต่อไปนี้

- ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม
- ตอนที่ 2 การตระหนักรู้ในเรื่องปัญญาประดิษฐ์ (AI)
- ตอนที่ 3 ความเข้าใจในความมั่นคงทางอาชีพ
- ตอนที่ 4 การมีส่วนร่วมของบุคลากร
- ตอนที่ 5 การตระหนักรู้ในความสามารถของตน
- ตอนที่ 6 ความตั้งใจที่จะลาออกจากงาน

ขอขอบพระคุณ

ทีมวิจัย

(มีต่อหน้าถัดไป)

ตอนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง: กรุณาทำเครื่องหมาย ☒ ในช่องที่ตรงกับท่านมากที่สุด

1. เพศ ☐ 1) ชาย ☐ 2) หญิง
2. อายุ ☐ 1) ต่ำกว่า 20 ปี ☐ 2) 20-30 ปี
☐ 3) 31-40 ปี ☐ 4) 41-50 ปี
☐ 5) ตั้งแต่ 51 ปี ขึ้นไป
3. การศึกษา ☐ 1) ต่ำกว่ามัธยมปลาย ☐ 2) มัธยมปลาย
☐ 3) ปริญญาตรี ☐ 4) อนุปริญญา
☐ 5) สูงกว่าปริญญาตรี
4. รายได้ต่อเดือน ☐ 1) ต่ำกว่า 20,000 บาท ☐ 2) 20,000-35,000 บาท
☐ 3) 36,000-50,000 บาท ☐ 4) 51,000-65,000 บาท
☐ 5) มากกว่า 65,000 บาท
5. แผนก ☐ 1) แผนกต้อนรับ ☐ 2) แผนกแม่บ้าน
☐ 3) แผนกครัว ☐ 4) แผนกรักษาความปลอดภัย
☐ 5) แผนกบุคคล ☐ 6) อื่น ๆ.....
6. ตำแหน่ง ☐ 1) พนักงานทั่วไป ☐ 2) ผู้จัดการแผนก
☐ 3) หัวหน้างาน ☐ 4) ผู้จัดการทั่วไป
☐ 5) อื่น ๆ.....
7. ประสบการณ์การทำงานในธุรกิจโรงแรม ☐ 1) ต่ำกว่า 1 ปี ☐ 2) 1-3 ปี
☐ 3) 4-6 ปี ☐ 4) 7-10 ปี
☐ 5) มากกว่า 10 ปี

8. ประเภทของปัญญาประดิษฐ์ (AI) ที่โรงแรมคุณใช้

- ☐ 1) ไม่เคยใช้
 ☐ 2) แชทบอท (Chatbot)
 ☐ 3) ระบบเช็คอิน/เช็คเอาท์โดย AI
 ☐ 4) เครื่องทำความสะอาด
 ☐ 5) หุ่นยนต์ส่งของให้แขกตามห้องพัก
 ☐ 6) อื่น ๆ.....

ตอนที่ 2 การตระหนักรู้ในเรื่องปัญญาประดิษฐ์ (AI)

คำชี้แจง: กรุณาทำเครื่องหมาย ☒ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงช่องเดียว
เกี่ยวกับการตระหนักรู้ของท่านในเรื่องปัญญาประดิษฐ์ (AI)

5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วยมาก 3 = เห็นด้วยปานกลาง 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง

การตระหนักรู้ในเรื่องปัญญาประดิษฐ์ (AI)	ระดับความคิดเห็น				
	5	4	3	2	1
1. ฉันคิดว่างานของฉันมีความเสี่ยงสูงที่จะถูกแทนที่ด้วยหุ่นยนต์ปัญญาประดิษฐ์					
2. ฉันมองอนาคตโรงแรมที่ฉันทำอยู่ในแง่ร้าย เพราะพนักงานอาจจะถูกแทนที่ด้วยหุ่นยนต์ปัญญาประดิษฐ์ได้					
3. มีความเป็นไปได้สูงที่งานของฉันในโรงแรมจะถูกแทนที่ด้วยหุ่นยนต์					
4. ฉันไม่มั่นใจในอนาคตของตัวเอง เพราะหลาย ๆ งานในธุรกิจโรงแรมถูกแทนที่ด้วยหุ่นยนต์ปัญญาประดิษฐ์แล้ว					
5. ฉันมองอนาคตของธุรกิจโรงแรมทั้งหมดในแง่ร้าย เพราะพนักงานอาจจะถูกแทนที่ด้วยหุ่นยนต์ปัญญาประดิษฐ์ได้					

ตอนที่ 3 ความเข้าใจในความมั่นคงทางอาชีพ

คำชี้แจง: กรุณาทำเครื่องหมาย ☒ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงช่องเดียว
 เกี่ยวกับความเข้าใจในความมั่นคงทางอาชีพในธุรกิจโรงแรม
 5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วยมาก 3 = เห็นด้วยปานกลาง 2 = ไม่เห็นด้วย 1 =
 ไม่เห็นด้วยอย่างยิ่ง

ความเข้าใจในความมั่นคงทางอาชีพ	ระดับความคิดเห็น				
	5	4	3	2	1
เชิงความรุนแรงของการคุกคามความมั่นคง					
1. ฉันกลัวว่าความมั่นคงทางอาชีพฉันจะได้รับผลกระทบจากการนำ หุ่นยนต์ปัญญาประดิษฐ์มาใช้ในโรงแรม					
2. การใช้ปัญญาประดิษฐ์ในโรงแรมอาจจะจำกัดขอบเขตภาระงานของ ฉัน					
3. การใช้หุ่นยนต์ประดิษฐ์อาจมีผลกระทบยิ่งใหญ่ต่องานของฉัน และฉันกังวลว่าฉันจะทำงานในธุรกิจโรงแรมนี้ต่อไปได้อีกนานไหม					
4. โดยส่วนตัวแล้ว ฉันกลัวว่างานของฉันอาจจะถูกแทนที่โดยหุ่นยนต์ปัญญาประดิษฐ์ ได้					
5. ฉันมั่นใจว่า ถึงแม้โรงแรมจะนำหุ่นยนต์ปัญญาประดิษฐ์มาใช้ แต่ฉันก็จะรักษางานนี้ไว้ได้เพราะฉันมีความสามารถ					
เชิงความปราศจากอำนาจ					
1. ถ้าหากโรงแรมนำปัญญาประดิษฐ์มาใช้จริงฉันก็มีอำนาจมากพอใน องค์กรที่จะควบคุมเหตุการณ์ที่อาจจะกระทบงานฉันได้					
2. ฉันคุ้นเคยกับองค์กรมากพอที่จะมีอิทธิพลต่อการตัดสินใจที่อาจกร ะทบถึงฉัน แม้องค์กรจะนำปัญญาประดิษฐ์มาใช้ก็ตาม					
3. ในบริษัทนี้ฉันมีความสามารถมากพอที่จะเลี่ยงผลกระทบเชิงลบต่อ สภาพการทำงาน ซึ่งเกิดจากการใช้ปัญญาประดิษฐ์					
4. โรงแรมของฉันมีอำนาจมากพอที่จะควบคุมไม่ให้นำปัญญาปร ดิษฐ์มาใช้ส่งผลกระทบต่อพนักงาน					

ตอนที่ 4 การมีส่วนร่วมของบุคลากร

คำชี้แจง: กรุณาทำเครื่องหมาย ☒ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงช่องเดียว
เกี่ยวกับการมีส่วนร่วมในงานของคุณ

5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วยมาก 3 = เห็นด้วยปานกลาง 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง

การมีส่วนร่วมของบุคลากร	ระดับความคิดเห็น				
	5	4	3	2	1
เชิงความส่งเสริม					
1. ฉันมีความยืดหยุ่นในการตัดสินใจสิ่งที่จะกระทบต่องานของฉัน					
2. หัวหน้างานฉันรับฟังข้อเสนอแนะและข้อร้องขอของฉันถึงแม้จะมีการใช้ปัญญาประดิษฐ์ในที่ทำงาน					
3. เพราะองค์กรใช้ปัญญาประดิษฐ์ ฉันจึงได้มีช่องทางในการเรียนรู้และพัฒนาตนเอง ซึ่งช่วยพัฒนาความสามารถของฉันที่เป็นประโยชน์ต่อการทำงาน					
4. ถึงแม้บริษัทของฉันจะมีการใช้ปัญญาประดิษฐ์ แต่ฉันก็มีอำนาจมากพอที่จะควบคุมงานที่ทำ					
5. ถึงแม้จะมีการนำปัญญาประดิษฐ์มาใช้ในการทำงาน แต่องค์กรของฉันก็ให้โอกาสมากพอที่ฉันจะเติบโตในสาขาอาชีพ นี้ได้					
เชิงสัญญาทางใจ					
6. ฉันรู้สึกว่าการองค์กรของฉันได้ฝ่าฝืนสัญญาที่มีร่วมกัน					
7. โรงแรมที่ฉันทำงานอยู่รักษาข้อตกลงที่ให้ไว้กับฉันอย่างดี					
8. ฉันสัญญากับตัวเองว่าฉันจะปกป้องภาพลักษณ์องค์กร					
9. บุคลากรทุกคนในที่ทำงานฉันรักษาข้อผูกมัดที่มีต่อองค์กรได้					
10. จนถึงตอนนี้ฉันรู้สึกว่าจ้างสามารถรักษาสัญญาที่ให้ไว้ตอนสัมภาษณ์เกือบทั้งหมด					
11. ฉันรู้สึกว่าคุณจ้างได้รักษาสัญญาที่ให้ไว้ตอนฉันเริ่มทำงานได้เป็นอย่างดี					

ตอนที่ 5 การตระหนักรู้ในความสามารถของตน

คำชี้แจง: กรุณาทำเครื่องหมาย ☒ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงช่องเดียว
เกี่ยวกับความสามารถของตนในที่ทำงาน

5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วยมาก 3 = เห็นด้วยปานกลาง 2 = ไม่เห็นด้วย 1 =
ไม่เห็นด้วยอย่างยิ่ง

ความสามารถของตน	ระดับความคิดเห็น				
	5	4	3	2	1
1. เพราะบริษัทฉันใช้ปัญญาประดิษฐ์ ฉันจึงสามารถบรรลุเป้าประสงค์ส่วนใหญ่เกี่ยวกับเทคโนโลยีได้ สำเร็จ ซึ่งเป็นเป้าประสงค์ที่ฉันสร้างเพื่อตัวเอง					
2. เมื่อเจองานยากฉันมั่นใจว่าฉันจะแก้ไขมันได้ด้วยความช่วยเหลือ จากปัญญาประดิษฐ์					
3. เมื่อฉันเคยชินกับปัญญาประดิษฐ์ ฉันจึงทำงานของตัวได้ดีกว่าเพื่อนร่วมงานส่วนใหญ่					
4. เมื่ออยู่ในสถานการณ์ที่ท้าทาย ฉันสามารถจัดการมันได้อย่างมีประสิทธิภาพด้วยความช่วยเหลือ จากปัญญาประดิษฐ์					
5. ฉันเชื่อว่าฉันจะสามารถทำสิ่งนั้นสำเร็จได้หากฉันมีความตั้งใจและ ความพยายาม					
6. หลังจากเรียนรู้เกี่ยวกับปัญญาประดิษฐ์มากขึ้น ฉันคิดว่าฉันสามารถทำสิ่งที่สำคัญต่อฉันได้สำเร็จ					

ตอนที่ 6 ความตั้งใจที่จะลาออกจากงาน

คำชี้แจง: กรุณาทำเครื่องหมาย ☒ ในข้อที่ตรงกับความคิดเห็นของท่านเพียงข้อเดียว

เกี่ยวกับความตั้งใจที่จะลาออกจากงาน

5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วยมาก 3 = เห็นด้วยปานกลาง 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง

ความตั้งใจที่จะลาออกจากงาน	ระดับความคิดเห็น				
	5	4	3	2	1
1. เพราะบริษัทปัจจุบันนำปัญญาประดิษฐ์มาใช้ในที่ทำงาน ตอนนี้ฉันจึงคิดหนักที่จะเปลี่ยนไปทำงานที่องค์กรอื่น					
2. ฉันวางแผนที่จะลาออกหรือหางานใหม่ถ้าโรงแรมนำเทคโนโลยีปัญญาประดิษฐ์มาใช้					
3. บางครั้งฉันรู้สึกเหมือนถูกบีบบังคับให้ลาออกจากที่ทำงานปัจจุบัน เพราะในอนาคตงานของฉันอาจถูกแทนที่ด้วยปัญญาประดิษฐ์					
4. ฉันกำลังวางแผนที่จะลาออกเพราะฉันไม่สามารถใช้ความสามารถตัว ในที่ทำงานได้อย่างเต็มที่หลังจากโรงแรมนำปัญญาประดิษฐ์มาใช้					
5. หลังจากนำปัญญาประดิษฐ์มาใช้ที่โรงแรม ฉันพบว่าตัวเองไม่สามารถทุ่มเทความตั้งใจให้กับงานได้ ซึ่งทำให้ฉันหยุดถึงที่ทำงานตัวเองในแง่ลบบ่อยครั้งขึ้น					

ขอขอบคุณทุกท่านที่ให้ความร่วมมือและสละเวลาในการตอบแบบสอบถามนี้

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