

Digital Security Systems Effect on Market Performance In 3-5 Star Rated Hotels in Nakuru County, Kenya

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Abstracts

Digital transformation is gaining traction worldwide with the service sectors being at the centre of adopting digital technology. Studies have attempted to assess the effect of digital security systems on performance. Literature demonstrates a significant gap

between the importance and the usage level of hotel security measures. Many studies focused on digital security systems in Kenyan context but in different sectors and not hospitality. The study sought to assess the effect of digital security systems on hotel market performance in 3- 5 star rated hotels in Nakuru, Kenya. The study reviewed literature from past studies, journals and articles written on the area of study. A descriptive research design was used for the study. Questionnaires were used for data collection. A census for the managers was done while the staff were selected using the cluster sampling technique. A total of 152 questionnaires were usable for the study. The data was analysed using both descriptive and inferential statistics. R squared was calculated to be 0.189 indicating a positive correlation between the utilization of digital security systems and market performance. The study concluded that digital security systems exert a significant influence on the market performance of 3- 5 star rated hotels in Nakuru County. The study concludes that digital security systems are vital components contributing to the improvement of hotels performance. The study recommends stakeholders to enforce digital security standards within the hotel sector and emphasize the importance of digital security systems to enhance guest safety. In addition, hotels should prioritize development of user-friendly systems.

Keywords: Digital transformation, market performance, digital security systems, Video surveillance systems, sprinkler systems and Carbon monoxide detectors, Alarm sensor systems, and Access control systems.