

Researching consumer satisfaction : An extension of Herzberg's motivator and hygiene factor theory

Abstract

The paper reports the empirical findings of guest satisfaction by extending Herzberg's Motivator and Hygiene Factor Theory which involved 29 guests who stayed at ecolodges in Sabah, Malaysia. The findings reveal that guest satisfaction measurement can be interpreted into two facets. Satisfiers are constructs related to personal experiential aspects derived from the natural environment and attractions, physical sites and leisure activities. Dissatisfiers are constructs related to the performance and availability of facilities, amenities and maintenance in the ecolodge context. Guest satisfaction is a two-dimensional measurement that corresponds well to Herzberg's theory. Herzberg's theory is capable of expressing service quality dimensions and a better way to address human satisfaction. The paper provides the advancement and broad application of Herzberg's theory to further understand guest satisfaction. © 2007 by The Haworth Press, Inc. All rights reserved.