

A MODEL OF GUEST HOTEL SELECTION ATTRIBUTES USING STRUCTURAL EQUATION MODELING

PERPUSTAKAAN
UNIVERSITI MALAYSIA SABAH

SITI ROZEIANA BINTI WAHID



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**FACULTY OF BUSINESS, ECONOMICS AND
ACCOUNTANCY**

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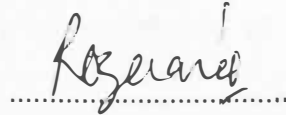

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DECLARATION

I hereby declare that the material in this thesis is my own expect for quotations, excerpts, equations, summaries and references, which have been duly acknowledged.

5th Septemberv2016



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ABSTRACT

This research is about investigates the hotel guests' attributes in selecting their hotel choices. The study aims to empirically test the research model of hotel selection attributes that was newly developed that could be valuable alternatives references for future researcher in alike. Previous studies has revealed that the hotel attributes such as the facilities, room and security changed constantly, and known to be meaningful attributes for hotel guest in making their hotel choices. Hence, the objective of this study is to examine and analyze the "security and safety", "promenade and comfortable", "room", "hotel facilities", "food and beverage" and "hotel's staff" as predictor to hotel guest attributes hotel. Such objective is critical in the investigation because the outcome of the study can provide meaningful understanding to hotel guest guest choices criteria. In addition, it can provide information to future research model of hotel guest's selection attributes.

In the methodology, this study uses a questionnaire technique to accumulate information analysis using SPSS and SEM. This study was conducted at Kota Kinabalu, Sabah. A usable sample of 330 participants resulted with a large majority being female. Several items has been deleted due to get the model fitted. In the finding, the analysis show that the latent variables such as the Food and Beverage, Hotel Facilities, Staffs, Rooms, Safety and Security and Promenade has close relationship with the guest hotel selection when choosing a hotel. Overall, the result indicate that the model of the guest hotel selection attributes using Structural Equation Modeling are fitted and finally the study's contribution is hotelier should consider upgrading and maintaining the facilities of the rooms for example, including extra amenities in the rooms as well as maintaining cleanliness, quietness and room temperature control and for the research limitation, the current study cannot claim to be wholly conclusive as it is limited to a small size where only one part of Sabah which is in Kota Kinabalu.

Model Ciri-Ciri Tetamu Hotel Pilihan Menggunakan Pemodelan Persamaan Struktur.

Kajian ini mengenai menyiasat sifat-sifat yang tetamu hotel 'dalam memilih pilihan hotel mereka. Kajian ini bertujuan untuk menguji secara empirik model kajian sifat-sifat pemilihan hotel yang baru dibangunkan yang boleh menjadi rujukan alternatif yang berharga untuk penyelidik masa depan dalam sama-sama. Kajian sebelum ini telah mendedahkan bahawa hotel ini sifat-sifat seperti kemudahan, bilik dan keselamatan berubah terus-menerus, dan dikenali sebagai sifat-sifat yang bermakna untuk tetamu hotel dalam membuat pilihan hotel mereka. Oleh itu, objektif kajian ini adalah untuk mengkaji dan menganalisis "keselamatan dan keselamatan", "persiaran dan selesa", "bilik", "Kemudahan Hotel" "Makanan dan minuman" dan "kakitangan hotel" sebagai peramal untuk hotel atribut tetamu hotel. Objektif tersebut adalah kritikal dalam siasatan kerana hasil kajian yang boleh memberikan pemahaman yang bermakna kepada hotel tetamu tetamu pilihan kriteria. Di samping itu, ia boleh memberi maklumat kepada model kajian akan datang ciri-ciri pemilihan tetamu hotel.

Dalam metodologi, kajian ini adalah kaedah kuantitatif. Kajian ini menggunakan teknik soal selidik untuk mengumpul analisis maklumat menggunakan SPSS dan SEM. Kajian ini telah dijalankan di Kota Kinabalu, Sabah. Satu sampel boleh digunakan 330 peserta menyebabkan dengan majoriti yang besar adalah wanita. Beberapa perkara telah dipadam kerana untuk model yang dipasang. Dalam dapatan itu, analisis menunjukkan bahawa pembolehubah terpendam seperti Kemudahan Hotel Makanan dan Minuman, Staf, Bilik, Keselamatan dan Keselamatan dan Promenade mempunyai hubungan yang rapat dengan pemilihan hotel tetamu apabila memilih sebuah hotel. Secara keseluruhan, keputusan menunjukkan bahawa model pemilihan hotel tetamu atribut menggunakan Structural Equation Modeling dilengkapi dan akhirnya sumbangan kajian itu adalah pemilik hotel perlu mempertimbangkan untuk menaik taraf dan menyelenggara kemudahan bilik sebagai contoh, termasuk kemudahan tambahan di bilik-bilik serta mengekalkan kebersihan, ketenangan dan kawalan suhu

bilik dan had kajian, kajian semasa tidak boleh mendakwa diri mereka sebagai penuh muktamad kerana ia adalah terhad kepada saiz yang kecil di mana hanya satu sebahagian daripada Sabah iaitu di Kota Kinabalu.



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CHAPTER 1

INTRODUCTION

1.1 Background to the Study

In the tourism and hospitality related industries, the hotel industry has always been one of the most important industry players that contributes to the nation's source of income. In fact, the hotel industry has been long viewed as the main contributor to the national income, balance of payments, employment opportunities, development of supporting industries (food and transport) and regional development, along with the tourism-related industries, such as travel-related businesses (Hassanien, Dale, and Clarke, 2010). Since then, the hotel businesses have become a pillar of the tourism industry at large, which contribute meaningful implications to various products. However, the hospitality industry in Malaysia is now seen as something dynamic, changing and moving quickly, and therefore, it has become a big challenge for hoteliers to adapt these constant changes due to its unpredictability in the business perspective. Over the years, previous studies have been conducted to examine the guest's hotel selection attributes (Ching and Teng, 2005). However, as today, it is hard to truly embrace what could be the main attributes for hotel guests in making their final selection to stay in a hotel. Such an argument is largely due to the social-development of today's vibrant consumers' behaviours (Joseph and Singh, 2013). In addition, changes in consumer behaviour are also strongly linked to the rapid spread of information through the internet and globalization (Joseph and Singh, 2013). Hence, with such of today's scenario, hoteliers are facing tough competition among themselves. Particularly, in this research setting of Kota Kinabalu where the development of the hotels has been overwhelming (See Table 1). As can be seen in Table 1, there has been an increase of 65.29 percentage of hotel counts

with 17,274 hotel guest rooms from 2011 to 2014 with 26,456 hotel guestrooms. This overwhelming increase in hotel development in Sabah, particularly in Kota Kinabalu, indicates that hoteliers are facing stiff competition among themselves. Along with dynamic and vibrant society due to progressive social-development, the hotel consumer market becomes increasingly knowledgeable to the palate of view in selecting which hotel to stay. Thus, choosing the ideal hotel that suit their selection criteria becomes critical to knowledge, understanding as what this study seeks to achieve. Therefore, this study will contribute meaningful contributions to not only to the theory of managing hotel operations, but also has meaningful implication for industry practitioners.

Table 1: Represents The Number Of Hotels In Sabah.

Year	Hotel's Room	Percentage
2011	17,274	
2012	21,672	65.29%
2013	22,985	
2014	26,456	

Sources: Malaysian Associates Hospitality, 2015.

The rapid expansion of the number of hotels in Sabah has created competition among each of them. Table 1 represents the number of hotels available in Sabah. With the increasing number of hotels, hotel rooms a lot in common with other services, such as food and beverage, etc. In terms of business, this must operate financially. Therefore, hoteliers need to understand the changes in consumer behavior hotel today to equip them in this challenging business.

Nowadays , the hotel has much improves compared to before this, where the hotel is a place for users to run their business and for those who do not have a place to stay when traveling. Commercial Hotel is a business that provides a place, food, and other services. However, nowadays it is mostly used for ceremonial occasions such as the reunification of the dinners, weddings and wedding receptions association to launch new products. The hoteliers are expected to be responsive and

choose a quick response to these changes. Many things can affect the progress of the hotel business, one of which is how the hotel can attract customers and retain them by providing quality service quality in competition. Now in this business, service is the most important thing for the company for a different strategy when they sell the same products. The good service will saves the food unpalatable. Otherwise the dish main dishes and cannot guarantee bad service rescues (Orilio, 2005). It is proved that service quality is a very important aspect to keep in mind the hotel industry.

The facility is one attributes that will be selected by users when choosing their hotel. Most of the hotel provides the same price for the product and also the services. The facility is one factor that will be selected by users when choosing their hotel and become the loyal customer to the hotel. However, some hotels do not take the serious of this attributes will be and let their facilities is not up to date. Due to that, the hotel facilities is one of the attributes that has be chosen in the guest selecting their hotel choices.

Security is an aspect that should be emphasized in the tourism industry as it is the basic guarantee to tourists or visitors to a destination. The importance of safety is also an asset in attracting many tourists, so can increase the country's economic resources. Women in back then used to travel with their families, accompanied by the male members in their family and / or their children. Today, more women are more bold and emerged out on their own and more women are traveling alone, either for work or leisure (Varare and Zagade, 2015). This condition causes the guests to be more careful when selecting a hotel. In addition, we can not expect an accident will happen around us. This is because accidents can be going on anywhere else intentionally or not, we are aware or not. such as earthquakes, floods, accidents, robbery etc. This condition causes the guests to be more careful when selecting a hotel.

In the promenade and comfortable attributes of the hotel, the comfortable of customer during their stay in a hotel should be taken into account. For example, the location of the hotel is very important to attract the attention of customers. According to Heizer (2001), it has the advantage of their location to get success or destroy the company's strategy. The majority of the guest of the hotel is those who come from outside the area that are both near the hotel it is good for tourism, business or just as a place of transit while to then continue their journey.

In addition, the food and beverage is one of the attributes used in this study. Many hotels have been providing these services in their hotel. It is because of these attributes is one attraction that causes guests to select a property. According to Ching and Teng (2005), by providing the food that is fresh, clean and lots of variety is one of the means used by the hotel to attract their guests. However, in the research done by Saleh and Ryan (1992), they find that there has some stress on food and beverage availability as one of the hotel attribute that will lead to decision making process.

1.2 Problem Statement

According to Albayrak, Caber and Bideci (2016), the introduction of the characteristics of the hotel committed to the satisfaction of tourists' has become an area of consideration for practitioners and researchers for the last couple of decades. To succeed in hotel business, researchers have found significant differences between the expected and the guest experience (Mohsin and Lockyer, 2010). Meaning, a change in behavior that is influenced by changes in the socioeconomic development is difficult to learn. Therefore, it is a challenge for hoteliers to understand their potential guests' needs and wants when come to the selection criteria/attribute of choosing or staying in a hotel.

1.3 Research Question

This study aims to answer the following research question:

1. Do the security and safety affect the hotel guest to choose or stay in a hotel?
2. Do the hotel staff and services affect the hotel guest to choose or stay in a hotel?
3. Does the promenade and comfortable affect the hotel guest to choose or stay in a hotel?
4. Does room affect the hotel guest to choose or stay in a hotel?
5. Do the hotel facilities affect the hotel guest to choose or stay in a hotel?
6. Does the food and beverage affect the hotel guest to choose or stay in a hotel?

7. Does the empirical test in the measurement model of the hotel selection attributes that can be available alternatives reference for future researches?

1.4 Research Objective

Based on the mention above, there are the research questions:

- 1) To examine and analyze the security and safety of hotel attributes when a hotel guest choosing or intend to stay in a hotel.
- 2) To examine and analyze promenade and comfortable of hotel attributes when a hotel guest choosing or intend to stay in a hotel.
- 3) To examine and analyze the room of hotel attributes when a hotel guest choosing or intend to stay in a hotel.
- 4) To examine and analyze the hotel facilities of hotel attributes when a hotel guest choosing or intend to stay in a hotel.
- 5) To examine and analyze food and beverage of hotel attributes when a hotel guest choosing or intend to stay in a hotel.
- 6) To examine and analyze the hotel staff when a hotel guest choosing or intend to stay in a hotel.
- 7) Finally, to empirically test the measurement model of the hotel selection attributes that can be available alternatives reference for future researches in a field alike.

1.5 Scope of the Study

This research is about theory building on the hotel selection attributes that remain exclusively in hospitality management research. In literature, the following attributes such as food and beverage, hotel facilities, staff, room, safety and promenade and comfortable as well as value are important attribute for the hotel guest in their selection attributes. However, such notion of the mentioned attribute have not been totally embraced in empirical research setting. Therefore, this scope of this study attempts to build a theoretical model on the hotel selection attributes. The

researchers conducted and focus in Kota Kinabalu which particularly represents Sabah and used the random convenient sampling method. Therefore, this research collected the primary data from Kota Kinabalu, Sabah.

1.6 Significance of the Study

Most importantly, the focus of this research is to study the consumer choice in selecting the most suitable hotels by guest. The significant of this study emphasized on:

1.6.1 Theory building

Theory-building is important because it provides a framework for analysis, facilitates the efficient development of the field, and is needed for the applicability to practical real world problems. The finding and results of this study will contribute to a refinement of the current theories and the future theorizations of the phenomenon that incorporate the perspectives on and what it mean to be literate.

1.6.2 To the Hotel Company

This research finding shall be a key in assessing the hotel company to identify Sabah for improve sales and profits and may know what the factor that satisfied the hotel's guest. In addition, there is also another interconnected business such as the travel, Spa, food and shopping that can be beneficial from the guest who travels in Sabah. Whereby they would know what actually to provide to their customers. This finding may also give information to hotel in regard to which attributes may influence consumer choices which may assist the hotel to adapt the input and attract more consumers to choose their hotel. The management would be able to segment and target their consumer properly with appropriate marketing strategies. Moreover, the result will enable the hotel manager to improve and upgrade their services and facilities to suit the consumer choice of services required.

This research is from the perspective of marketers and advertiser to gain knowledge about the hotel selection. The result of this study will provide marketers and advertisers as well as the business people with the practical information.

Therefore, they can get more information and understand the needs and wants of guests during choosing a hotel they intend to stay.

1.6.3 Future Work

For the future researcher, they can gain new information from this research that will become the basis to explore something new in the future. This will further help them in their research.

1.7 Organization Of Study

Sequences of this study have done to better understand the entire thesis at preliminary stage. Each part of this sequence has different in meaning and contribution for any thesis.

This thesis is structured in a five chapter format. Chapter one presents the backgrounds of the study, issues and research problem as well research objectives for the thesis.

Chapter II provides the concepts and theories regarding services, consumer behavior, the decision to stay. This examines previous researcher's decision and the type of model, theory and concepts that have been used by previous researcher as well as arguments and discussion that have been done before. By this, it will give readers more information in this particular field.

Chapter III of this study describes the operational definition of the variables used in the study, data collection methods and data analysis techniques achieve the research objectives.

Chapter IV of this chapter is analysis the raw data collected and convert into data. This data is able to respond and support the hypothesis in the chapter three by using the SPSS and also AMOS software.

Chapter V summarizes the study and discuss the findings. Finally the Chapter includes with the discussion of the limitation of the study with some recommendation for the future.

CHAPTER 2

LITERATURE REVIEW

2.1 Hotel Definition

According American Hotel and Motel Associations (AHMA), the hotel is a place where it provided the accommodation, food, and beverages, as well as other services, for rental to guests or those staying for a while. According to Parisiwata (1998) cited in Widyarini and Kartini (2014), the hotel is a type of accommodation that use some or part of the building to provide service for accommodation, food and beverage and other commercial services that are managed. The hotel is an establishment that provides the lodging and, meals, entertainment, and several personal services for the public and also to their guest. Besides that, It is a place where it provides rooms in which people can stay or during their traveling at a place that provides food, place, and other services for the paying guests.

2.2 Hotel Attributes

According to Lockyer (2005) cited in Masiero, Heo and Pan (2015), the attributes that affecting the guests' choice of a hotel are complicate. However, it is recognizing the hotel attributes that influence the hotel choice and also the features that are perceived as being important by guests helps to help hoteliers to make optimal decisions for hotel development.

According to the Kivela (1996) cited in Ahmed (2011), it viewed that "consumer products and services and bundle of attributes, or features, and benefit; and it stated that these attributes that directly influence customers choice are termed

'determinants' attributes". All these attributes which could be different from those 'competitors' that are offering may be the key factors in determining consumers intentions for the future purchases. In this study, the researcher are study the hotel attributes such as the security and safety, hotel's staffs and services, comfortable and promenade, room, hotel facilities and food and beverage.

Table 2.1: Comparison of Previous Researches on Hotel Attributes.

Previous Researcher	Hotel attributes
Sohrabi., Vanani, tahmasebipur and Fazli, 2012	Promenade and comfort Security and protection Network services Pleasure Hotel staff and services News and recreation information Cleanliness and room comfort Expenditure Room facilities Car parking
Chu. and Choi (2000)	Services quality Business facilities Value Room and front desk Food and recreation security
Marzuki, Chin, and Razak (2012)	Core services Convenience

	Additional services
	Comfort
	Price and reputation

There are research done in area of understanding the attributes that influences the hotel guest to select a hotel. According to the finding by Dolnicar and Otter, they reveals that there are 173 attributes that involves the decision making by the guest when choosing a hotel, while Callan (1996, 1998) identified there are 166 hotel attributes that contributes to the attributes that influences the decision by the hotel guest. The conclusion drawn from the literature review on hotel attributes whereby this research adapted the attributes from many past researcher such as, Ghazi (2015), Chu and Choi (2000), Juwaheer and Ros (2003), Sohrabi (2012) and Ung (2013).

2.2.1 Hospitality

Hospitality can be define as the efficient front desk and mostly on the staff intangible service such as friendly, communicative, pleasant, courteous, language proficiency and prompt to attend services toward their customer(Ching and Teng, 2005). according to the Atkinson (1988) cited in Chu and Choi(2005), helpfulness and courtesy of staff where it is one of the attributes for a customer in a hotel choice of selection.

2.2.2 Security and Safety

Security can be define as the state of being free from danger or injury. Safety and security play a big role in this industry. Everyone is concerned about their safety and security when they stay at the hotel during their vacation and holidays. In the hotel industry worldwide, the management also concerns about the security issues relating to their guests and also employees. According to the Ghazi (2015) the terms of safety and security is depending on the context in which it is being used and the researcher's discipline, leading to potential ambiguities.