

E-PROCEEDING HOTWEC 4.0
RESEARCH TOWARDS IR 5.0

**NURTURING
HOSPITALITY,
TOURISM AND
WELLNESS WORLD**



FHPK, UMK

E-PROCEEDING

RESEARCH TOWARDS IR 4.0

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Determinants of Customer Satisfaction Towards Homestay in Malaysia

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ABSTRACT

The aim of this study is to examine the determinants of customer satisfaction towards homestay in Malaysia. The quantitative research method was selected, and structured questionnaire was used in this study. A total of 374 respondents were chosen for this study. The data collected was analysed using Statistical Packages for Social Science Version 24 (SPSS Version 24) software based on descriptive statistic, reliability analysis, and correlation analysis. As for the result, all of the independent variables (service quality, price and emotional) that had been studied in this research had significant relationships towards dependent variable (customer satisfaction). Through this study, a better understanding on the factors that influence homestay users can found. In addition, this study contributes in better understanding the knowledge that influence homestay user behaviour in Malaysia.

Keywords: services quality, price, emotional, customer satisfaction

INTRODUCTION

Hospitality industry is a broad category that includes lodging, transportation, entertainment, and additional fields within the tourism industry (Peter Novak, 2017). The tourism sector is one of the highest generated income produces and major source of contribution to the economy in Malaysia. Nation's tourism industry recorded, there is +4.8% growth of tourist arrivals in Malaysia (My Tourism Data, 2019). Tourism has been an essential sector to both the developed and the developing economies. Tourism sector contributes to government revenues, national income, foreign exchange and the development in Growth Domestic Product (GDP) (Sivalingam, 2007). Tourism can be defined can be define as the act of travel for predominantly recreational or leisure purposes. Tourist voluntarily leave their normal surroundings where they reside to visit another environment for some purpose, and it includes all the things they do during their travel. It includes travel bookings, transportation, accommodations, food, and destination visits. It usually engages in different activities regardless of how close or how far the destination they visited (Hall, 2008; Holloway & Taylor, 2006; Jafari, 2002). They were classified as temporary visitor staying at least 24 hours in a destination.

Hospitality industry is big and diverse. It has traditionally claimed some of the closer relationship with global consumer of any sector. The hospitality industry is the combination of the accommodation and food and beverage groupings, collectively making up the largest segment of the industry. Most of all, hospitality should be a "place" where people can experience different lifestyle and build own personality (Hogan, 2008).

One of the categories in hospitality industry is accommodation such as homestay. The concept of homestay programme begin in 1995 in Malaysia and initiated by the Ministry of Tourism. The concept of homestay is to provide a better understanding of various aspects and

culture of Malaysian kampung (village) style. Hospitality was essentially a connection between hosts and guests (Laskley, 2000). Cultural stay and host families is a concept of interaction between host families and tourist in developing of cultural exchange (Jamilah et.al, 2007). The homestay needs to play a role in creating values with guest to accomplish their expectations. In essence, homestay style not only a form of accommodation but one of the concepts in delivering lifestyle experience, local culture and economic activities (Kalsom & Nor Ashikin, 2005).

In Malaysia, homestay program grows rapidly. President of Sabah Homestay Association (SHA) reported the number of tourist arrivals for the homestay in 2017 has increased to 70,083 as compared to 2016 which is only 47,291 tourists. Homestay accommodation is primarily managed by the Kampung people (village) (Clammer, 1996; Kennedy, 1993). Homestay program provides tourists to gather experiences in multi-ethnic life conditions with the local people that includes the changing of socio-cultural, differentiation of home cooked food and discovering other lifestyles (Liu, 2006). The tourist experiences village style activities such as jungle trekking, fishing, rubber tapping, and handicraft making. Homestay programme not only focus on tourists but to local people from different states. All the activities are outlined by the Ministry of Tourism and Culture Malaysia which include culture and lifestyle, recreational, economic activities, environmental protection.

The aim of the study is to analyse the determinants of customer satisfaction towards homestay in Malaysia. There are three objectives of this research:

1. To determine the relationship between services quality and customer satisfaction towards homestay in Malaysia.
2. To determine the relationship between price and customer satisfaction towards homestay in Malaysia.
3. To determine the relationship between emotional and customer satisfaction towards homestay in Malaysia.

Significance of The Study

Society

This research will contribute on society or community. This study will provide information to other researchers in the future to assess customer satisfaction for the hospitality industry. The future may different in terms of factors affecting customer satisfaction. Therefore, customers can make this study a reference when traveling to Malaysia and choosing the right homestay and meeting the needs of the consumers.

Economy

This study will benefit the hospitality industry in term of economic benefits. Homestay businesses could provide not only cheaper alternative accommodations to tourists but also supplementary income to operators. Homestay tourism not only creates employment opportunities but also improves infrastructure and generates investment.

LITERATURE REVIEW

Service Quality

In this scenario, the provision of high-quality services and the increase of customer satisfaction are generally recognized as fundamental factors boosting the success of hotel and tourism industry. Furthermore, quality of service is becoming a big part of business practice as many businesses are faced with growing rivalry and rapid deregulation. This is important in order to gain competitive advantage and productivity, high quality service need to be successfully delivered (Wong Ooi Mei et al., (1999). According to Oh & Parks (1997), hotels with good quality of service would ultimately boost their profitability. Thus, in a competitive hospitality industry which offers homogeneous services, individual hoteliers must be able to satisfy customers better than their counterparts (Choi & Chou, 2001).

Price

In order to gain loyalty and to compensate other rivals, individual hoteliers must be able to obtain a high degree of customer satisfaction with the service rendered. Price and quality are essential qualities for creating customer loyalty that are important for all forms of product and service industry (Bojanic, 1996). Chan (2017) has stated that research shows that as prices rise, so does the consumer's view of the quality of the products and services being sold, and the use of very low prices for the products and services, may also make the customer more conscious of their quality. Thus, pricing products and services on the spot between "too expensive" and "too cheap" is a safe way to keep consumers happy.

Emotional

It is now generally recognized that the degree of customer satisfaction and long-term behavioural intention are affected by emotions during the pre-actual and post-consumption phases of the service encounter. According to Zorfas & Leemon (2017) by attaching emotional elements to customers, customer will be purchasing more products and services, and, visiting more frequently, showing less price sensitivity, paying more attention to emails, following advice, and suggesting more.

Customer Satisfaction

Generally, customer satisfaction is the starting point to build customer which eventually leads to in building long term relationship. This generates a loyalty stock in an industry that boosts the corporate image. According to Hongxiu Li, Yong Liu, Chee-Wee Tan, Feng Hu (2020), since customer satisfaction is a vital barometer for evaluating hotel efficiency, an in-depth understanding of the factors that lead to both pleased and dissatisfied customers is of utmost importance to hotel management. The obvious need to please the industry's customers is to invest the company to attain a higher market share and to acquire a repeat and referral business, all of which will lead to improved profitability (Kandampully & Suhartanto, 2000).

Research Hypothesis

In this study, the three hypotheses tested are:

- H1: There is significant relationship between service quality and customer satisfaction towards homestay in Malaysia.
- H2: There is significant relationship between price and customer satisfaction towards homestay in Malaysia.
- H3: There is significant relationship between emotional and customer satisfaction towards homestay in Malaysia.

Research Framework

The research model used for this study is to examine the determinants of customer satisfaction towards homestay in Malaysia.

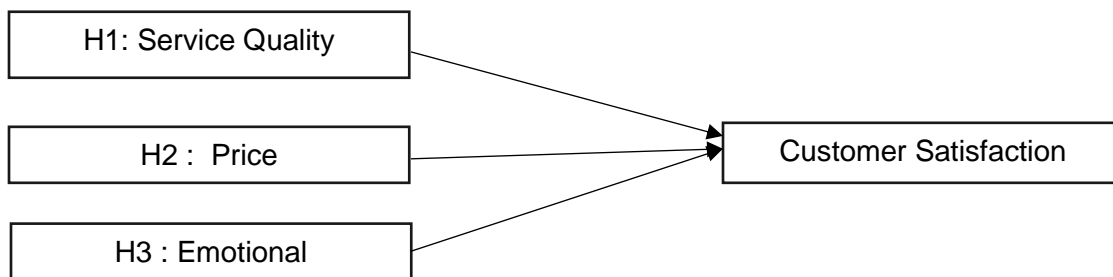


Figure 1: Research framework for Customer Satisfaction Towards Homestay in Malaysia

Source: Customer Perceived Value in Creating Customer Satisfaction and Revisit Intention in Sharia Hotel (Adirestuty, 2019)

METHODOLOGY

Research design

This study used the quantitative method to gain data through questionnaire. The questionnaire consisted of 3 sections, total of 26 items. The first section which is demographic profile included six multiple choice questions. The second and third section is independent variable and dependent variables included 20 items with five-point Likert-Scale ranging from 1=Strongly disagree till 5=strongly agree. The questions were adopted from (Eid & El-Gohary, 2015)(Biswakarma, 2015)(Kunjuraman & Hussin, 2013) and measured customer satisfaction towards homestay in Malaysia which include service quality, price and emotional.

Data Collection

Pilot test with 10 respondents were conducted in order to test the reliability of the study prior to conducting fieldwork. Once the pilot test was done, the fieldwork was conducted. A set of questionnaires were distributed to the population randomly to 384 respondents who were the

homestay guest in Malaysia. The data collection process took 3 months and a total of 97.4% response rate with 374 usable questionnaires were able to be collected.

Sampling

The sampling method used in this study was the simple random. This sampling method is the simplest form and can be carried out without any biasness.(Fithian et al., 2015). The purpose of simple random sampling is to select the individual sample as the representative of the population. In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size.

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed using Statistical Package of the Social Science (SPSS). Descriptive analysis was conducted to identify and examine the relationship between customer satisfaction towards homestay. Pearson's Correlation was adopted examines the relationship between service quality, price and emotional towards homestay in Malaysia.

FINDINGS

Profile Sample

Table 1 Demographic Profile (n= 374)

| Respondent Profile | Classification | Frequency | Percentage (%) |
|--------------------|------------------|-----------|----------------|
| Gender | Male | 143 | 38 |
| | Female | 231 | 62 |
| Religion | Malay | 277 | 74 |
| | Indian | 39 | 10 |
| | Chinese | 58 | 16 |
| Status | Single | 199 | 53 |
| | Married | 139 | 37 |
| | Divorced | 36 | 10 |
| Education | Primary school | 13 | 3 |
| | Secondary school | 32 | 9 |
| | Diploma | 86 | 23 |
| | Degree | 187 | 50 |
| | Master | 51 | 14 |
| | PHD | 5 | 1 |

| | | |
|------------------------------------|-----|----|
| Why you stay in vacation homestay? | 182 | 48 |
| Family day | 71 | 19 |
| Vacation, family day | 104 | 28 |
| Vacation, family days, others | 7 | 2 |
| Others | 10 | 3 |

Table 1 shows the characterization of respondents. 143 out of 374 respondents are male represented 38%, while 231 respondents are female represented 62%. 74% of the respondents are Malays, 10% of the respondents are Indians and 16% of the respondents are Chinese. The highest percentage is 53% of the respondents are single, 50% out of total the respondents form the degree education, 48% of the respondents stay in homestay because of vacation.

Analysis on customer satisfaction towards Homestay in Malaysia

Table 2 Mean, standard deviation (SD) of items and variables (n= 374)

| Variables | Statements | Mean | SD |
|-----------------|---|------|-------|
| Service quality | When I am staying at homestay already has a good service | 4.31 | 0.652 |
| | Quality of services of the homestay is guarded well | 4.34 | 0.676 |
| | Homestay have a good quality services at front desk | 4.14 | 0.873 |
| | The homestay that I am staying is comfortable | | |
| | Accommodation provided at homestay are clean and hygienic | 4.38 | 0.660 |
| | | 4.34 | 0.678 |
| Price | The homestay where I stayed is cheap | | |
| | I feel that I have saved more money | 4.20 | 0.840 |
| | I stay at homestay when they have special promotion | 4.25 | 0.777 |
| | Suitability of pricing package | 4.12 | 0.982 |
| | Pay on low deposit | 4.32 | 0.721 |
| | | 4.20 | 0.810 |
| Emotional | I am comfortable with my room | | |
| | I feel relax with the homestay I was staying in | 4.63 | 0.602 |
| | The homestay I stayed in gave a positive feeling | 4.33 | 0.707 |
| | Homestay I stayed give a sense of pleasure | 4.33 | 0.718 |

| | | | |
|-----------------------|---|------|-------|
| Customer satisfaction | I felt personally safe at the homestay | 4.35 | 0.709 |
| | | 4.36 | 0.736 |
| | I am satisfied with the services provided by this homestay | 4.38 | 0.707 |
| | I am satisfied with responsive homestay employees | 4.35 | 0.720 |
| | I am satisfied with the level of quality of services provided by the homestay | 4.36 | 0.714 |
| | I am satisfied with cleanliness around homestay | 4.42 | 0.689 |
| | I am overall satisfied with the homestay at the destination | 4.43 | 0.707 |

“Service quality” scores showed (mean =4.302, SD =0.0929) indicating that service quality determined customer satisfaction since respondents agreed with most of the items. Respondents agreed the front desk of the homestay gave good quality service (mean =4.14, SD =0.873). Respondents agreed that homestay provides good service (mean = 4.31, SD = 0.652). In addition, respondents agreed that homestay are well guarded (mean = 4.34, SD = 0.676) and very comfortable (mean = 4.38, SD = 0.660). The homestay is very clean and hygienic (mean = 4.34, SD = 0.678). Ali et al., (2017) stated that service quality mainly assesses the perceived quality and is referred to as consumer’s judgment of overall distinction and supremacy of the services provided.

“Price” scored the lowest among the variables (mean = 4.218, SD = 0.0977). Respondents agreed that the price is low (mean = 4.20, SD = 0.840). Respondents also agreed they can save more money (mean = 4.25, SD = 0.777) and stay when the homestay is having promotion (mean = 4.12, SD = 0.982). Respondents agreed that the price offered suitable to the package. (mean = 4.32, SD = 0.721) and the deposit they paid were low (mean = 4.20, SD = 0.810). Triatmanto, (2020) defined price as something that can be measured which consists of several indicators such as the affordable price, discounted price and suitability price.

The emotional scored a mean of 4.38 and standard deviation of 0.0529. Specifically, respondents slightly agreed that comfortable with their room (mean = 4.63, SD = 0.602) and feel relax when staying at homestay (mean = 4.33, SD = 0.707). Next, the respondents commented that the homestay gave a positive feeling (mean = 4.33, SD = 0.718) and sense of pleasure (mean = 4.35, SD = 0.709). The feel staying at the homestay (mean = 4.20, SD = 0.810).

The dependent variable – customer satisfaction scored (mean = 4.388 (SD = 0.0116). Literally, respondents strongly agreed that they were satisfied with the services provided by homestay (mean = 4.38, SD = 0.707) and stated that the employees of the homestay were responsive (mean = 4.35, SD = 0.720). Respondents feel satisfied with the level of quality of services provided by the homestay (mean = 4.36, SD = 0.714) and with cleanliness around homestay (mean = 4.42, SD = 0.689). Overall, respondents were satisfied with the destination of the homestay (mean = 4.43, SD = 0.709).

Relationship between service quality, price and emotional on customers satisfaction towards homestay in Malaysia.

Table 3 Pearson's Correlation between Service Quality, Price and Emotional on Customer Satisfaction.

| | | Customer satisfaction |
|-----------------|--------------------|-----------------------|
| Service quality | Person correlation | .688 |
| | Sig. (2-tailed) | .000 |
| | N | 374 |
| Price | Person correlation | .688 |
| | Sig. (2-tailed) | .000 |
| | N | 374 |
| Emotional | Person correlation | .741 |
| | Sig. (2-tailed) | .000 |
| | N | 374 |

The result in Table 3 indicates that service quality and customer satisfaction .688, which indicated moderate linear relationship. Following price and customer satisfaction showed .688 indicating moderate linear relationship. Meanwhile, emotional and customer satisfaction showed .741, indicating high positive linear relationship. All three variables positively correlated with customer satisfaction and the relationship is significant ($p < 0.05$).

H1: There is significant relationship between service quality and customer satisfaction towards homestay in Malaysia.

The present study shows similarity with the past research that the service quality dimensions were found to be significant and influenced the visitor satisfaction at homestay (Ismail et al., 2016). Guest are more comfortable in evaluating functional quality of the performance of the service and how the homestay delivered their service (Manaf et al., 2015)

H2: There is significant relationship between price and customer satisfaction towards homestay in Malaysia.

In addition, the statement is proven by past studies from Ali Qalati et al.,(2019) found the positive influence of price along with satisfaction and trust towards consumer purchases. Kaura et al., (2015) stated that price is an important antecedent of customers' satisfaction as consumers depend on price because it is a signal of quality.

H3: There is significant relationship between emotional and customer satisfaction towards homestay in Malaysia.

The finding is in line with past studies and found emotional support from other customers exerts a significant positive effect on customer satisfaction (Chun-Fang Chiang & SooCheong Jang, 2006). Zhu et al., (2016) stated that emotions from another guest will influence customer satisfaction.

DISCUSSION & RECOMMENDATION

This study its own limitations that give the researchers challenges in completing the study. For future research purposes, some challenges need to be highlighted. Future research needs to create another method to get superior results such as interview method or create some open-ended questions for respondents to get high response rate, good explanation and better understanding. Next, the researchers only focused on three determinants without knowing other determinants may play an important role in determining customer satisfaction. The scope of study will be more comprehensive, and more information can be attained.

CONCLUSION

The main purpose of this research is to examine the relationship among the variables of service quality, price and emotional that determinants of customer satisfaction towards homestay in Malaysia. Overall, the results obtained indicated that emotional have high positive relationship on customer satisfaction towards Homestay in Malaysia. From the result of the reliability analysis, the overall variables resulted as excellent and accepted in this study. Both variables were analysed by Pearson Correlation Coefficient. In conclusion, the finding of this study proven that there is significant between service quality, price and emotional of customer satisfaction towards homestay in Malaysia.

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