

Factors that Affecting Customer Satisfaction among Local Tourists toward Budget Hotels in Malaysia

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Abstract

The number of the budget inn in Malaysia is expanding these days. Budget lodging that gives basic rooms and suppers at lower fetched has ended up an elective for the client who fair needs to have a room with a bed and shower. Even though there are inquiries about look at the relationship between the SERVQUAL demonstrate and client fulfillment in the lodging industry Malaysia. In any case, client fulfillment in budget lodging is rarely inspected by analysts. Hence, the objective of this inquire is to decide the variables that influence the influencing the client fulfillment in budget lodging Malaysia. In this investigation, the SERVQUAL show is utilized to recognize the five measurements that impact client fulfillment in the budget inn. Other than, another figure specifically cost will be included in this thing about to look at the client fulfillment in budget lodging. Besides, this ponder will contribute altogether to the neighborliness industry as the result can be utilized to move forward the benefit execution of budget lodgings in budget lodging. Besides, this think about will contribute altogether to the neighborliness industry as the result can be utilized to move forward the benefit execution of budget inns in Malaysia.

Keywords

Financial Agglomeration, Industrial Structural Upgrade, Space Measurement, Space spillover effect.

1. INTRODUCTION

Substance included will be the rundown of investigating extend. Comprise of six parts which included inquire about the foundation, issue explanation, inquire about destinations, inquire about questions, speculations of considering and importance of the inquire about consider.

1.1. Research Background

Malaysia could be a league comprising of Sabah and Sarawak, known as East Malaysia and the southern portion of the Malay Promontory, once in the past Malaya which is additionally known as West Malaysia (Cheah, 2002). Differing qualities are one of the key attractions of Malaysia with the extraordinary contrasts within the nation (The Tourist Development Organization of Malaysia, 2013). Concurring to Malaysia Tourism Disciple Account (2013) detailed that there's expanding 15.5 million number of residential traveler from 115.5 million in 2010 to 131.0 million in 2011.

Based on Saaid, Official Chief of Malaysian highlighted that the lodging industry is developing possibly due to the commitment of tourism (Jaafar, Toh & Sukarno, 2011). Agreeing to Trade Word reference (n.d.), lodging is characterized as a commercial foundation which gives the visitor administrations, suppers, and lodging whereas the slightest necessity of a hotel is the institution is required to have at slightest 6 rooms and the slightest 3 rooms with lavatory offices?

Based on the level of benefit given by inn, the inn can be classified into economy or extravagance inn whereas economy lodging too known as budget in which meets the premise require of the client by advertising clean and clean rooms (Abhijeet, 2013).

1.2. Problem Statement

President of Malaysia Budget Inn Affiliation (MBHA) uncovered that the sum of budget inns in Malaysia is expanding and household sightseers are the larger part number to supporter the budget lodgings (Mybajet, 2013). In this manner, this was adrift within the tourism division, uncovering that budget lodgings played a vital part inside the inn industry (Abdullah, Ishak, & Farah, 2012).

The number of customers that turn into web destinations and other related destinations to form audits and complaints around lodging administrations has expanded (Tyrrell & Woods, 2004). Utilizing web communication is considered as a source of mass and interpersonal communication (Ohiagu, 2011). A client complaint that the lodging room is messy, moreover no towel was given within the bathroom. The issue uncertain due to housekeeping benefit isn't accessible at night (TripAdvisor, 2013). Agreeing to J.D Control (2012) expressed, an uncertain issue will lower client fulfillment score to 573 out of 1,000 (as cited in Drinking spree, 2012).

1.3. Research Objective

1.3.1 General Research Objective

The main objective of this research is to examine the factors that affecting customer satisfaction among local tourists toward budget hotels in Malaysia.

1.3.2 Specific Research Objective

1. To examine the relationship between reliability and customer satisfaction among local tourists toward budget hotels in Malaysia.
2. To examine the relationship between assurance and customer satisfaction among local tourists toward budget hotels in Malaysia.
3. To examine the relationship between tangibles and customer satisfaction among local tourists toward budget hotels in Malaysia.
4. To examine the relationship between empathy and customer satisfaction among local tourists toward budget hotels in Malaysia.

1.4. Research Question

Based on our research objectives, questions constructed as below that have to be answered after completion of research study:

1. Does reliability affect customer satisfaction among local tourists toward budget hotels in Malaysia?
2. Does assurance affect customer satisfaction among local tourists toward budget hotels in Malaysia?
3. Do tangibles affect customer satisfaction among local tourists toward budget hotels in Malaysia?
4. Does empathy affect customer satisfaction among local tourists toward budget hotels in Malaysia?

1.5. Hypotheses of Study

H1: Reliability has positive relationship with the customer satisfaction among local tourists toward budget hotels in Malaysia.

H2: Assurance has positive relationship with customer satisfaction among local tourists toward budget hotels in Malaysia.

H3: Tangibles has positive relationship with the customer satisfaction among local tourists toward budget hotels in Malaysia.

H4: Empathy has positive relationship with the customer satisfaction among local tourists toward budget hotels in Malaysia.

1.6. Significance of the Study

This inquire about can give to the budget hoteliers that they may have distant better; a much better; a higher; a stronger; an improved" >an improved understanding of what the impacting components are nearby visitors emphasize. Other than, they have an in-depth understanding of inn customer's need concern in budget inns businesses. Subsequently, they can create an appropriate and extraordinary promoting technique or offering relational words that can maximize nearby tourist's esteem and give great administrations to them. In expansion, they may end up an exceptional hotelier and gain the competitive preferences that separate from competitors in arrange to extend the commerce benefit, notoriety, and notoriety. Other than, it may give a springboard to victory in inn commerce and work the trade in a right and victory way.

2. LITERATURE REVIEW

The conceptual system and the six center determinants related to the components that influence client fulfillment among nearby sightseers toward budget lodgings in Malaysia, unwavering quality, confirmation, tangibles, sympathy, responsiveness and cost utilized in the proposed conceptual system will be talked about in points of interest in this chapter. At last, I will incorporate with all speculations shaped to test the relationship between these variables and client fulfillment among neighborhood visitors toward budget inns.

2.1. Review of Literature

2.1.1 Customer Satisfaction

Satisfaction was defined as whole performance evaluation based on all prior experiences with the firm (Jones et al., 2000). Satisfaction can be influenced by objective factors such as product and service features, and also determined by subjective factors such as emotions and customer needs (Markovic et al., 2010). In fact, satisfaction holds an essential role in creating value for customers (Tanackovic, 2013).

In arrange to victory in any commerce, client fulfillment unquestionably is the basic calculate (Gronoos, 1990). The fulfillment level is the result of the disparity between anticipated and real execution. For illustration, positive disconfirmation as known as fulfillment will happen when item or benefit performs superior to anticipated (Oliver, 1980). Besides, client fulfillment is additionally a result of customer's recognition of the esteem picked up in a relationship or exchange, comparing to competitors (Blanchard & Galloway, 1994). Other than that, client fulfillment considered as a beginning point to make and reinforce client dependability, thus long-term relationships with clients can be created (Gandolfo, 2010). In arrange to move forward client dependability, the administration approach centered on client fulfillment was successful, at the same time improved the great picture of touristic put (Gandolfo, 2010). A fulfilled client spreads positive Word Of Mouth, the impact was better than conventional advertising (Villanueva et al., 2008).

2.1.2 Reliability

Reliability in SERVQUAL model is the capability to carry out the service accurately and dependably as a guarantee (Van Iwaarden & Van der Wiele, 2002). Dependably is characterized

as the benefits supplier can give what is required and to be trusted whereas precisely is characterized as benefit supplier can attain the yields that redress. Tall benefit unwavering quality alludes to the error-free execution given by the benefits supplier. For case, charity support is disseminated legitimately, the car is well-tuned after support and prepare is arriving on schedule (Meriam Webster, n.d.).

In handling customer complaint, satisfaction of the customer can be increased if the representative is competent to unravel the issue and is competent (Bitner et al., 1990). The fulfillment of complaint implies the fulfillment of the client to the benefit provider's reaction to the customer's complaint (Stauss, 2002). Other than, clients compare the desire and the recognition of the company's conveyance execution in arrange to assess their adequacy (Demoulin & Djelassi, 2013).

2.1.3 Assurance

According to Merriam Webster (n.d.), assurance is defined as the confidence of manner. Validity, competence, security, affability, and properties of communication are the components in benefit affirmation (Parasuramen & Zeithaml, 1985). The capacity of company representatives utilize their kindness and information to motivate certainty and believe of the clients is the meaning of service assurance as well (Schneider & White, 2004).

Moreover, agreeing to Glutting, Oakland & McDermott (1989), orderly exercises that incorporate documentation in arrange to avoid the quality issue is the definition of quality affirmation. In inn setting, confirmation alludes to the issue dealing with the capacity of the lodging staffs and the ability to convey confidence to the hotel guests (Lin, 2005).

2.1.4 Tangibles

Tangibles in SERVQUAL demonstrate alludes to the appearance of the staff, hardware and physical offices. For a moment, tangibles components are "eyecatching materials", "visually appealing physical facilities" and up-to-date facilities" (Van Iwaarden & Van der Wiele, 2002). Tangibles play an imperative part in impacting the benefits quality and clients can have a superior understanding of the benefit on the off chance that the benefits supplier can control the tangible's viewpoints. For case, the cost of the benefit, the physical benefit environment and the benefits supplier appearance (Shaharudrn, Yusof, Elias & Mansor, 2009). Other than, tangibles influence straightforwardly on the seen benefit quality and influence in a roundabout way on the other four factors (Reimer & Kuehn, 2005).

The cleanliness of places such as the visitor room's lavatory, campaign, and lodging outside can influence the customer's recognition of benefit quality. Besides, another potential enhancer for benefit quality is cleanliness (Hairstylist & Scarcelli, 2010). Concurring to Silvestro & Johnston (1990), one of the basic reasons that lead to the disappointment of benefit quality involvement is the lack of hygiene.

2.1.5 Empathy

According to Meriam webster (n.d.), empathy is defined as the ability of to understand someone else's emotions and experiences. In business context, empathy is referring to the individualized attention and caring that the firm provides to its consumers (Chrestin et al., 1997). Besides, ability to know consumers' desire, behavior and feeling is the definition of empathy as well (Lin, 2005).

One of the predictor of trust is empathy (Ahearne, Jelinek & Jones 2007). At the initial phase of relationship building, empathy takes an essential role in building trust. Furthermore, listening and empathy are essential factors of customer satisfaction (Agarwal, 2005).

In hotel context, empathy dimension is referring to the ability of the employees to provide care and individual attention to the guests (Lin, 2005). According to Turner & Reisinger (2001), customers in hospitality want to be treated with empathy, friendliness and kindness.

2.1.6 Price

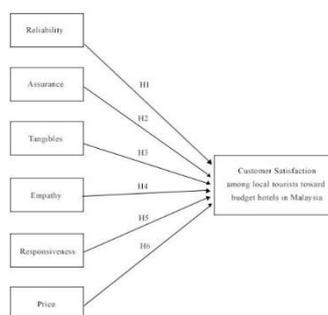
Other than benefit qualities, the cost is additionally another calculate that influencing client fulfillment toward budget inns. Concurring to Kotler & Armstrong (2010), the cost is the sum of cash inquire in installment for getting a good or benefit, and the overall of the values that clients trade for the preferences of having the products or administrations. Agreeing to Estelami & Bergstein (2006), the cost of an item or benefit may be a major choice factor for both retailers and buyers. The settlement charge is the lion's share of tourism use for visitors ("Budget Hotels", 2013). In the inn industry, the cost is the vital figure that influencing customer's quality recognitions (Lewis & Shoemaker, 1997). Agreeing to Parasuraman, Zeithaml & Berry (1991), visitors had anticipated a higher level of benefit when they paid more. Cost recognition has straightforwardly impacted client fulfillment (Matzle, Wurtele, & Renzl, 2006). Agreeing to Thompson (2005), customer discernment of having booked a room at a lower price is responsible for customer satisfaction with the hotel.

2.2. Review of Relevant Theoretical Framework

The judgement of customer towards a service overall superiority and excellence is defined as service quality (Zeithaml, 1988). Service quality is a complicated issue, the improvement of service quality requires persistent and efforts, it does not happen overnight (Garvin, 1988). SERVQUAL is a model to judge the service quality with 5 dimensions which are responsiveness, reliability, empathy, tangibles, assurance and (Parasuraman & Zeithaml, 1985). The wants of customers think that the service provider should offer is "expectation" while the customer's evaluation of service provider is "perception" (Lim & Tang, 2000). When the expectations are met means that service quality occurs (Parasuraman & Zeithaml, 1985). Guests are interacting directly with services provided in a hotel. In order to provide the required level of service quality in the hotel, hoteliers need to understand the guests' expectations (Shi & Su, 2007). According to Fernandez, Ana & Bedia (2004), SERVQUAL was considered as the most appropriate model to judge hotels' service qualities.

2.3. Proposed Conceptual Framework

Theoretical Framework of Factors That Affect Customer Satisfaction Among Local Tourists Toward Budget Hotels in Malaysia



It is essential that the service quality of a hotel need to be monitored frequently in order to sustain competitive in the hotel industry (Saghier, 2013). SERVQUAL model can be a model to measure the service quality in hotel industry base on a practical view (Markovic, 2005). The quality of a service in a hotel needs to be managed by understanding customer expectation (Shi & Su, 2007). According to the research of Fernandez, Ana & Bedia (2004), service quality of hotel can be measured by SERVQUAL model appropriately. SERVQUAL model acts as an important model to determine the hotel customer satisfaction since it was introduced in different researches (Nitin, Deshmukh & Perm, 2005). Furthermore, Markovic (2004) used SERVQUAL model to examine the perception and expectation of the hotel and proved that it is a useful tool to measure the service quality in hotel industry.

2.4. Hypotheses Development

2.4.1 Reliability

H1: Reliability has positive relationship with the customer satisfaction among local tourists toward budget hotels in Malaysia.

According to Galetzka, Verhoeven & Pruyn, (2006), customer satisfaction is affected significantly by service reliability. Besides, reliability is extremely essential in service industry, if the service provider can provide 100% what they promise to the customer, service satisfaction will be enhanced (Estepon, 2010).

2.4.2 Assurance

H2: Assurance has positive relationship with customer satisfaction among local tourists toward budget hotels in Malaysia.

When the hotel customer is able to receive service assurance from hotel, the majority of the customer will express satisfaction toward the service of the hotel (Karunaratne & Jayawardena, 2010). Besides, customer satisfaction can be achieved by providing proper quality assurance services to the customers (Aldawood & Asia, 2010). Customers will be delighted and satisfied by receiving high quality assurance service practices as well (Musa & Salleh, 2005).

2.4.3 Tangibles

H3: Tangibles has positive relationship with the customer satisfaction among local tourists toward budget hotels in Malaysia.

According to Magnusson & Sundin (2005), customer satisfaction can be reached by fulfilling the customer expectation and the tangibles components in the hotel can affect the customer greatly. Furthermore, Mukhtar, Iman, Ashiq, Amjad & Nasar (2014) revealed that tangibility has long term effect on customer satisfaction. Siriwardana (2015) stated that tangibility of a service has higher impact on customer satisfaction compare to other factors.

2.4.4 Empathy

H4: Empathy has positive relationship with the customer satisfaction among local tourists toward budget hotels in Malaysia.

According to Wieseke & Bornemann (2009), empathy enables employees can have better on customer's needs and thus result in better customer satisfaction. Besides, customers can recognize the efforts of front line employees if the employees are able to serve the customer with empathy (Gremler & Gwinner, 2000). The study conducted by Wieseke, Geigenmüller & Kraus (2012) showed empathy of front line employee act as an important role in influencing customer satisfaction.

2.5. Conclusion

Concisely, this chapter presented secondary data for review. Furthermore, this chapter provide a clear path for the later chapters to achieve research objectives set.

3. RESEARCH METHODOLOGY

Research methodology is necessary to provide a reliable and valid research study. We will discuss and deliver about the method that used to obtain related information for our research. This includes research design, data collection methods, sampling design, research instrument, constructs measurement, the processing of data and data analysis.

3.1. Research Design

Inquire about the plan is the forms and strategies utilized for information collection and investigation amid the investigation (Burns & Bush, 2009). Inquire about plan declaim that the

information required, from whom, and the way it is reaching to give reply for inquiring about the address. Fundamentally inquire about the plan will impact the level to which causal claims can be made approximately the impact of the intercession (Jalil, 2013). In this inquire about, we are applying quantitative inquire about. Concurring to Aliaga & Gunderson (2006), quantitative investigation pays consideration to gather and analyze numerical information with the utilize of numerically based strategies. Quantitative inquire about conducted by inquiring individuals for suppositions in an organized strategy to create reliable insights and actualities (The Promoting Doughnut, 2009). In this investigate, clear investigate plan is utilized to characterize the six identified variables that influencing client fulfillment among neighborhood sightseers toward budget lodgings because it depicts circumstance and not deciding causes and effects (Hale, 2011).

3.2. Data Collection Method

Only primary data will be used to answer the hypotheses and research questions are set out in this research study.

3.2.1 Primary Data

Primary data means the first hand original data that was gathered for the first time and never been published yet (Burns & Bush, 2010). Sources of primary data are survey, questionnaire, interview and observations (Manukumarkm, 2013). We will distribute questionnaire to our targeted respondents. We used primary data as it is concerned to our study and unedited, hence the outcome will be more reliable.

3.3. Sampling Design

3.3.1 Target Population

The target population of this study is the Malaysia local tourists who have travelled locally and stayed in budget hotel within 6 months from the day they participate in this study. This study set Malaysia local tourist as the target population as the number of Malaysia local tourists of year 2014 increased by 11.6% as compared to year 2013 (Department of Statistic Malaysia, 2015). The reason we set the duration within 6 months is because the experience is still remain fresh in respondents' mind and easy for them to recall the experience of staying a budget hotel. Besides that, Cherdchamadol & Sriboonjit (2013) had also chosen their target respondent who staying and/or has been experience within 6 months in hotels for their research about customer satisfaction toward budget hotels.

3.3.2 Sampling Location and Sampling Frame

The examining area for this inquire about is set at Kuala Lumpur and Penang. As a result of Euromonitor Inter-national's just-released Best 100 City Goal Positioning list, KL recorded as one among the beat 10 city goals for voyagers (The Star, 2016). KL is additionally the capital city of Malaysia (Official Entrance of Kuala Lumpur City Lobby, 2016). Penang Island is known as "Pearl of the Arrange" and appraised as a well known put for most reasonable sunny get-away (The Malaysian Insider, 2016). As recorded as a UNESCO World Social Legacy Location in 2008, Georgetown is the memorable city of the Straits of Malacca and the heart of Penang (UNESCO World Legacy Middle, 2008). Concurring to Mohamed & Yusof (2009), most of the nearby sightseers will select Kuala Lumpur and Penang as their travel goals in Malaysia. As KL and Penang are celebrated traveler goal in Malaysia for the traveler, so we select these two places to distribute our survey as we will get the adequate target respondent.

3.3.3 Sampling Elements

Target respondents vary from students, working adults, and anyone who has experience that stayed in budget hotel before. This study focuses more on young adult, whose are age from 18 years old to 36 years old (Balota & Duchek, 1988). The main reason we choose them is that their

increasing purchasing power and spending behavior has made them to be an attractive target customer for different industries (Reisinger & Mavondo, 2002). Nowadays, Malaysia young travellers are getting more travel opportunities as they can get the travel information easily via internet and social network (Chiu, Ramli, Yusof, & Ting, 2015). According to Mohn (2013), young tourists represented 20% of international tourism, and their spent is more growth than other groups of tourists. UNWTO (2008) predicted that young, affluent middle class will become the main source of the forecast growth in travel demand and reach around 500 million people by year 2025.

3.3.4 Sampling Technique

The non-probability testing procedure is utilized where the examining outline isn't accessible in this think about. Non-probability inspecting method is valuable as this ponder requires expressive comments (Measurements Canada, 2001). Judgmental inspecting strategy was utilized in this investigation when disseminating the survey to target respondents. The judgmental examination is additionally known as purposive/authoritative testing (Tongco, 2007). Quality of information collected depends on the chosen test, so, unwavering quality and competence of the test must be guaranteed (Tongco, 2007). To guarantee the respondent is a drop in target populace, we'll inquire them three questions: 1) Are they Malaysian; 2) Are they stay in the budget inn of KL or Penang sometime recently; 3) Are they drop within the age gather of 18 – 36. On the off chance that all answers are yes, will proceed to ask them to fill up the questionnaire.

3.3.5 Sample Size

As stated by MacCallum, Widaman, Zhang & Hong (1999), the sample size must at least have 100. The sample size was 200 in research about customer satisfaction conducted by Toelle (2006). Another study that focused on hotel customer satisfaction distributed 237 questionnaires to their respondent (Kandampully & Suhartanto, 2000). Cattell (1978) asserted that the minimum appropriate sample size should be 250. Thus, the sample size in this research is 250.

3.4. Research Instrument

3.4.1 Questionnaire

This research had implemented questionnaire to collect data. Marshall (2005) and Zikmund & Babin (2007) had pointed that questionnaire is an instrument that collecting data effectively especially when gather the data from a large number of the respondents in a short time as it is easy and fast. Hair, Babin, Money and Samouel (2003) and Malhotra (2012) said that questionnaire method has high response rate when gather data from great quantity of respondents. This questionnaire is designed based on six variables which are reliability, assurance, tangibles, empathy, responsiveness and price.

3.4.2 Questionnaire Design

A questionnaire design can affect the overall quality of research conclusions. A well questionnaire design is determined by the quality of data that are getting from questionnaire (Makienko & Bernard, 2012). Our questionnaire is adopted from prior research studies to guarantee the high validity of the questionnaire.

The questionnaire has Section A and B. Section A is the respondents' demographic profile with 4 questions: gender, age, occupation and monthly income level. Section A is applying nominal and ordinal scale which respondents can answer the questions by ticking the options provided.

Section B is about the independent variables and dependent variable which are reliability, assurance, tangibles, empathy, responsiveness, price and customer satisfaction among local tourists toward budget hotels in Malaysia. Three IVs consist 5 questions and another three IVs

consist 4 questions which discusses about the elements that influence local tourist satisfaction toward budget hotel by using the Likert Scale (non-comparative techniques) which is interval scale of measurement. It made up of an extent of 1-5 starting (1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=Strongly Agree). DV include 4 questions in the questionnaire. All questions are designed with closed-ended questions to compute the responses easily.

3.5. The Processing of Data

3.5.1 Data Checking

In order to ensure we can acquire high quality research data, question in terms of flow, grammar and details was checked carefully to prevent any possible errors exist in the questionnaire. The questions are modified depend on the comment during pilot test before distributing to target respondents.

3.5.2 Data Editing

Data editing can improve the accuracy, reliability and consistency for collected data (Kothari, 2013). It also can prevent questionnaire contain incomplete and ambiguous responses. Hence, it helps us to increase the quality of the questionnaire.

3.5.3 Data Coding

A procedure of allocating a code in number to each potential answer for every question from questionnaire is data coding (Kothari, 2013). Data coding helps collected data arrange in a detailed format. It also provides convenience for us during key in process.

4. ANALYSIS OF DATA

Several analyses had been carried out under our research. We employed SAS Enterprise Guide 5.1 to generate data and the outcomes generated will be further interpreted and discussed.

4.1. Descriptive Analysis of Research

4.1.1 Demographic profile of research respondents

Source: Developed from research

Gender	Frequency	Percentage (%)	Frequency	Percentage (%)
Female	139	55.60	111	44.40
Male	111	44.40	139	55.60
Total				

Table 4.1: Gender

Based on Table 4.1, it shows that it has 111 male respondents and 139 female respondents had responded our research. There are 44.40% represented by male respondents while 55.60% represented by female respondents.

Table 4.2: Age Group

Age group				
	Frequency	Percent (%)	Cumulative frequency	Cumulative percent (%)
18 – 20 years old	29	11.60	29	11.60
21 – 24 years old	117	46.80	146	58.40
25 – 28 years old	41	16.40	187	74.80
29 – 32 years old	41	16.40	228	91.20
33 – 36 years old	22	8.80	250	100.00

Source: Developed from research

Based on Table 4.2, most of the respondents are at the 21 to 24 years old age group, which have 117 respondents with 46.80%. Both age group of 25 to 28 years old and 29 to 32 years old having the same amount of 41 respondents or 16.40%. 29 respondents or 11.60% were at the age group between 18 to 20 years old. Lastly, only 8.80% of total respondents or 22 respondents are aged from 33 to 36 years old.

Table 4.3: Occupation

Occupation				
	Frequency	Percent (%)	Cumulative frequency	Cumulative percent (%)
Students	66	26.40	66	26.40
Employed	139	55.60	205	82.00
Self-employed	41	16.40	245	98.40
Unemployed	4	1.60	250	100.00

Source: Developed from research

The occupation of respondents in our questionnaire is disclosed in table 4.3. Greatest amount of our respondents are employed which is 139 with 55.60% followed by students which is 66 with 26.40%. 41 respondents or 16.40% of total respondents are self-employed while 4 respondents or 1.60% are unemployed.

Table 4.4: Monthly Income

Monthly income (RM)				
RM	Frequency	Percent (%)	Cumulative frequency	Cumulative percent (%)
Below 1,500	70	28.00	70	28.00
1,500 – 3,000	64	25.60	134	53.60
3,001 – 4,500	72	28.80	206	82.40
4,501 – 6,000	20	8.00	226	90.40
6,000 and above	24	9.60	250	100.00

Source: Developed from research

Table 4.4 indicates the respondent’s monthly income level. The highest amount, 72 respondents or 28.80% are having a monthly income of RM 3,001 to RM 4,500. 70 respondents having monthly income less than RM 1,500 which consist 28.00%. 64 respondents fall in the range of RM 1,500 to RM 3,000 (25.60%), followed by 24 of respondent’s monthly income at the range of RM 6,000 and above (9.60%). Respondent’s month income at the range of RM 4,501 to RM 6,000 consists of 20 respondents or 8.00% of total respondents.

4.1.2 Central Tendencies Measurement of Constructs

Standard deviation can measure the dispersion of the data while mean used as measure of central tendency (Saunders, Lewis, & Thornhill, 2009).

Table 4.5: Summary of Central Tendency for Reliability (R)

Variables	Items	Mean	Standard deviations	Ranks
R1	The budget hotel is able to deliver the promised services.	3.7080	0.8910	4
R2	If you have a problem, the budget hotel employees are willing to solve it right away.	3.7920	0.7476	3
R3	The budget hotel employees are able to solve customers' complaints with suitable solution	3.8400	0.7699	1
R4	The budget hotel employees can response to the complaint with confidence.	3.7960	0.8374	2
R5	I am able to check in the hotel on time.	3.1720	1.0559	5

Source: Developed from research

There are five items of Reliability (R) as presented in table 4.5. R3 has the highest mean value of 3.8400 and standard deviation value of 0.7699. On the other hand, R5 has the lowest mean value which is 3.1720 and its standard deviation value is 1.0559.

Table 4.6: Summary of Central Tendency for Assurance (A)

Variables	Items	Mean	Standard deviations	Ranks
A1	I feel safe when I stay in the budget hotel.	3.7360	0.9326	2
A2	The employees have enough knowledge to answer my questions.	3.6800	1.0028	4
A3	The budget hotel employees can perform the services without any mistake.	3.7480	0.9634	1
A4	The information provided by the budget hotel employees is accurate.	3.6840	0.9940	3
A5	I feel confident to the budget hotel employees.	3.1560	1.0469	5

Source: Developed from research

Assurance (A) has five items as presented in table 4.6. A3 marks the highest mean value at 3.7480 and having standard deviation value of 0.9634. At the same time, the lowest mean value is scored by A5 at 3.1560 and it has a standard deviation value of 1.0469.

Table 4.7: Summary of Central Tendency for Tangibles (T)

Variables	Items	Mean	Standard deviations	Ranks
T1	The budget hotel has up-to-date equipment.	3.9880	0.7630	1
T2	The appearance of the budget hotel employees is well-looking.	3.9400	0.8920	2
T3	The budget hotel is clean.	3.8360	0.7612	3
T4	The budget hotel is tidy.	3.7120	0.8293	4

Source: Developed from research

The four items of Tangibles (T) are shown in table 4.7. T1 has the highest mean value of 3.9880 and standard deviation value of 0.7630. Meanwhile, T4 recorded the lowest mean value with 3.7120 which has a standard deviation value of 0.8293.

Table 4.8: Summary of Central Tendency for Empathy (E)

Variables	Items	Mean	Standard deviations	Ranks
E1	The budget hotel employees provide me with individual attention.	3.1720	1.0558	5
E2	The budget hotel employees are good in listening customers' complaints and requests.	3.7920	0.8530	1
E3	The budget hotel employees are able to understand customers' feeling.	3.1920	1.0807	4
E4	The budget hotel employees are concern about customers' complaints and requests.	3.6120	0.8050	2
E5	I feel safe in my dealing with the budget hotel employees.	3.2000	1.0680	3

Source: Developed from research

Table 4.8 illustrates the five items of Empathy (E). E2 obtained the highest mean of 3.7920 among all five items and a standard deviation of 0.8530. While E1 obtained the lowest mean value of 3.1720 with a standard deviation of 1.0558.

Table 4.9: Summary of Central Tendency for Responsiveness (RE)

Variables	Items	Mean	Standard deviations	Ranks
RE1	The budget hotel employees are able to answer my question quickly.	3.6160	0.8094	3
RE2	The budget hotel employees can solve my problem or complaint in a short period of time.	3.6560	0.9323	2
RE3	The budget hotel employees can perform the service quickly.	3.6160	0.8807	3
RE4	The equipment in the budget hotel can be used without any delay.	3.7520	0.8931	1

Source: Developed from research

Table 4.9 indicates the four items of Responsiveness (RE). The highest ranking with highest mean of 3.7520 is scored by RE4 with standard deviation of 0.8931 while RE1 and RE3 shared the lowest ranking of mean value which is 3.6160. RE1 has a standard deviation value of 0.8094 and RE3 has a standard deviation value of 0.8807.

Table 4.10: Summary of Central Tendency for Price (P)

Variables	Items	Mean	Standard deviations	Ranks
P1	The price information of the budget hotel is correct and complete.	3.8720	0.8309	1
P2	I know what I paid and what I get when I stayed in the budget hotel.	3.8720	0.8960	1
P3	The amount I paid is reasonable and worth for the staying experience.	3.7800	0.7938	2
P4	I have paid less than what I planned for staying in budget hotel.	3.7080	0.8636	3

Source: Developed from research

Table 4.10 illustrates the four items of Price (P). P1 and P2 obtained the same highest mean of 3.8720, while P1 has 0.8309 and P2 has 0.8960 as standard deviation value. The lowest mean is scored by P4 in which the mean is 3.7080 with standard deviation of 0.8636.

Table 4.11: Summary of Central Tendency for Customer Satisfaction among Local Tourist (LCS)

Variables	Items	Mean	Standard deviations	Ranks
LCS1	I feel that my experience with this budget hotel has been enjoyable.	3.9080	0.7414	2
LCS2	I am satisfied so I will be revisit the budget hotel.	3.9120	0.8964	1
LCS3	I am satisfied so I will be loyal to the budget hotel.	3.7560	0.7918	3
LCS4	I am satisfied so I will be spreading positive Word Of Mouth.	3.9080	0.7522	2

Source: Developed from research

Table 4.11 indicates the four items of Customer Satisfaction among Local Tourist. The highest ranking with highest mean of 3.9120 is scored by LCS2 with standard deviation of 0.8964 whereas the lowest ranking is obtained LCS3 with mean value at 3.7560 and its standard deviation value is 0.7918.

4.2. Scale Measurement of Research

4.2.1 Test of internal reliability

Cronbach’s Alpha reliability test was make use to measure each of the items and to test how well the items can correlated to each other in this present study.

Table 4.12: Internal Reliability Test

Construct	Cronbach’s Alpha	Number of Items
Reliability (R)	0.8139	5
Assurance (A)	0.9003	5
Tangibles (T)	0.8149	4
Empathy (E)	0.8318	5
Responsiveness (RE)	0.8115	4
Price (P)	0.8203	4
Customer Satisfaction among Local Tourists (LCS)	0.8039	4

Source: Developed from research

According to Table 4.12, all of our IVs and DV recorded alpha coefficient value greater than 0.7. For example, Cronbach’s Alpha shows 0.8139 for the 5 items of Reliability (R), 0.9003 for the 5 items of Assurance (A), 0.8149 for the 4 items of Tangibles (T), 0.8318 for the 5 items of Empathy (E), 0.8115 for the 4 items of Responsiveness (R), and 0.8203 for the 4 items of Price (P). Furthermore, the DV, Customer Satisfaction among Local Tourist (LCS) has a Cronbach’s Alpha of 0.8039 for 4 items. As a conclusion, this has proved that all the IVs and DV are constant as well as reliable (Santos, 1999).

4.3. Inferential Analysis of Research

4.3.1 Analysis of Pearson Correlation

Table 4.13: Pearson Correlation Coefficient

	R	A	T	E	RE	P	LCS
R	1.0000	0.0050 0.9378	0.6059 <.0001	0.6892 <.0001	0.6465 <.0001	0.5228 <.0001	0.6663 <.0001
A	0.0050 0.9378	1.0000	0.1038 0.1014	-0.0042 0.9474	0.0735 0.2470	0.1264 0.0459	0.1434 0.0233
T	0.6059 <.0001	0.1038 0.1014	1.0000	0.4074 <.0001	0.5886 <.0001	0.6706 <.0001	0.7347 <.0001
E	0.6892 <.0001	-0.0042 0.9474	0.4074 <.0001	1.0000	0.6237 <.0001	0.4258 <.0001	0.5396 <.0001
RE	0.6465 <.0001	0.0735 0.2470	0.5886 <.0001	0.6237 <.0001	1.0000	0.6035 <.0001	0.6571 <.0001
P	0.5228 <.0001	0.1264 0.0459	0.6706 <.0001	0.4258 <.0001	0.6035 <.0001	1.0000	0.6294 <.0001
LCS	0.6663 <.0001	0.1434 0.0233	0.7347 <.0001	0.5396 <.0001	0.6571 <.0001	0.6294 <.0001	1.0000

Source: Developed from research

Table 4.13 indicates that Reliability and Customer Satisfaction among Local Tourist has presented a correlation of $r=0.66630$ ($p<0.0001$). Moreover, it also shows that Assurance and Customer Satisfaction among Local Tourist has a correlation of $r=0.14343$ ($p=0.0233$). While Tangibles and Customer Satisfaction among Local Tourist has a correlation of $r=0.73469$

According to Chan (2003), Reliability of 0.66630, Tangibles of 0.73469, Empathy of 0.53957, Responsiveness of 0.65714 and Price of 0.62939 are categorized into moderate coefficient range. Chan (2003) states that Assurance of 0.14343 is categorized into weak coefficient range.

5. DISCUSSION, CONCLUSION AND IMPLICATIONS

The statistical analysis from previous analyzed data will be summarized in this chapter. Furthermore, the implications of study and major findings will be included as well. Lastly, in order to support future study, recommendations and limitation will be discussed before conclusion

5.1. Summary of Statistical Analyses of Research

5.1.1 Descriptive Analysis

5.1.1.1 Research Respondent's Demographic Profile

From the investigation of respondent statistic profile in Chapter 4, we know that female respondent get a better number with a 55.60% than male respondent with as it were 44.40%. Moreover, the lion's share of the respondents is from the age of 21 to 24 a long time ancient with 46.80%. Besides, we moreover found that the most noteworthy number of respondents is utilized with 55.60% in terms of occupation. In expansion, the most elevated rate of respondent's month to month wage is RM 3,001 to RM 4,500 that has accommodated 28.80%.

5.1.1.2 Summary of Central Tendencies Measurement

On the basis of our analysis, R3, A3, T1, E2, RE4, P1/P2, and LCS2 recorded the highest mean value while R5, A5, T4, E1, RE1/RE3, P4 and LCS3 recorded the lowest mean value.

5.1.2 Scale Measurement of Research

5.1.2.1 Test of Reliability

This research implemented Cronbach's Alpha in order to test the reliability of the 31 items which includes the six IVs (R, A, T, E, RE, P) and a DV (LCS). By examine the analysis results, we found out both independent variables and dependent variable are reliable. The variable that captures the greatest value in reliability test is A, followed by E, P, T, R, RE, and LCS.

5.1.3 Inferential Analyses of Research

5.1.3.1 Pearson Correlation Coefficient

The strength of association and relationship among the seven variables was analyzed through Pearson Correlation in our research. The result reveals that all six IVs revealed positive significant correlation with DV. The strongest positive relationship with DV (LCS) is T with the value of 0.73469, following by R (0.66630), RE (0.65714), P (0.62936), E (0.53957) and lastly A (0.14343). Furthermore, all IVs recorded p-value score of below 0.0001 (R, T, E, RE, P) and 0.0233 (A) that are under 0.05. Thence, all constructs proved to show significant relationship with LCS.

5.1.3.2 Multiple Regression Analysis

Based on the multiple regression table, the F-value is 79.55 with a significant level less than 0.0001. All IVs were realized to have positive relationship with the DV except for Empathy (E) which having significant value of 0.0967 that is greater than 0.05. On the other hand, the value of R^2 is 0.6626 which indicates that 66.26% of the variation in the customer satisfaction among local tourists toward budget hotels in Malaysia has been explained by the six IVs (Reliability,

Assurance, Tangibles, Empathy, Responsiveness, and Price). Lastly, multiple regression equation is established based on multiple regression model as below:

$$LCS = 0.09574 + 0.21150(R) + 0.07263(A) + 0.39813(T) + 0.07582(E) + 0.14886(RE) + 0.10463(P)$$

5.2. Discussion of Research Major Finding

H1: Reliability has positive relationship with the customer satisfaction among local tourists toward budget hotels in Malaysia.

The result of the research showed that reliability has positive influence with customer satisfaction among local tourists toward budget hotel in Malaysia. Galetz, Verhoeven & Pruyn, (2006) also prove that customer satisfaction will be affected by service reliability significantly. In another word, high level of customer satisfaction can be achieved by providing reliable customer service. Another research also stated that customer satisfaction will be improved if service providers are able to provide what they promise to the customers (Estepon, 2010). Thus, reliability is proven as a factor that affects the customer satisfaction in budget hotel.

H2: Assurance has positive relationship with customer satisfaction among local tourists toward budget hotels in Malaysia.

Assurance shows the positive relationship with customer satisfaction among local tourists toward budget hotels in Malaysia. In the study of Karunaratne & Jayawardena (2010), most of the customer will experience satisfaction when the hotel can provide service assurance to the customer. Furthermore, customer satisfaction is enhanced significantly with service quality assurance. Musa & Salleh (2005) also found that customers will be satisfied by receiving service with high assurance. Hence, assurance is proved that it is a factor that affects the customer satisfaction in budget hotel.

H3: Tangibles has positive relationship with the customer satisfaction among local tourists toward budget hotels in Malaysia.

Our study has showed that tangibles has positive relationship with customer satisfaction among local tourists toward budget hotels in Malaysia. This has been proven by Dube & Renaghan (2000) and they stated that tangibles can influence customer satisfaction tremendously. In another, the improvement in the tangibles elements will enhance customer satisfaction at the same time. According to the research of Magnusson & Sundin (2005), customer will have higher level of satisfaction with clearer evaluation when the service is more tangibles. In this research, we can conclude that tangibles is one of the factor that affects the customer satisfaction in budget hotel.

H4: Empathy has no positive relationship with the customer satisfaction among local tourists toward budget hotels in Malaysia.

Our investigation has appeared that compassion does not have a positive relationship with client fulfillment among nearby visitors toward budget lodgings in Malaysia. Typically due to the client has lesser interaction with the lodging representative these days since the data can be gotten by the client by alluding to the company site and look motor (Inversini & Schegg 2016). "E-care" is alluding to the framework which gives digitalize client care to the client and this framework can progress client fulfillment with the computerized framework (Banfi, Gbahoue & Schneider 2013). So, sympathy has no noteworthy relationship with client fulfillment among nearby visitors toward budget inn in Malaysia. Other than, concurring to the think about of Motlagh et al. (2013), he found that compassion does not have significant relationship with hotel customer satisfaction.

5.3. Limitations of Study

Present study had associated with several limitations. First and foremost, selected target group is limited. This study only targets on one specific age group which is young adults' respondents who are local tourists as well as patron the budget hotels in Malaysia. As a result, the finding caused by the bias and absolute levels of response will be ignore (Stephen, 1976).

The second limitation of the research is we collect the data of the research was done in Penang and Kuala Lumpur only. Hence, data collection was carrying out under limited resources available and places. It is insufficient information and is impotent to signify an accurate view of satisfaction on budget hotels in Malaysia.

5.4. Recommendations for Future Studies

In arrange to attain the want discoveries and supreme level of reactions, future analysts ought to target other age bunches such as trade clients and remote visitors. Trade clients and remote travelers have a tall visit to patronize the budget inns. Analysts may have a more profound understanding of their level of fulfillment towards budget lodgings in Malaysia. Moreover, analysts seem to look at the impacting variables to their client satisfaction toward budget hotels among the different age groups.

5.5. Conclusion

In conclusion, this investigates venture points to look at the components that influencing client fulfillment among nearby visitors toward budget lodgings in Malaysia. The show actualized in this inquire about was SERVQUAL show and another autonomous variable included in the cost to test the client fulfillment among nearby sightseers toward budget inns in Malaysia. In this inquire about, unwavering quality, confirmation, tangibles, responsiveness, and cost have a positive relationship with client fulfillment among nearby visitors toward budget lodgings in Malaysia but for sympathy. This consider is useful for future analysts, business visionaries, benefit suppliers as well as government to direct their trade and working techniques more absolutely by giving fundamental understanding.

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