

**HOTEL ROOM RATES AND IT'S INFLUENCES TO BUSINESS
DECISION MAKING**

**A thesis submitted to the Graduate School in partial
fulfilment of the requirements for the degree
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ABSTRAK

Kajian ini dijalankan untuk mengkaji dan memperolehi maklumat tentang pengaruh kadar bilik hotel dalam menjamin kelangsungan industri perhotelan dengan tumpuan di negeri-negeri di Utara Semenanjung iaitu Kedah, Perlis dan Pulau Pinang. Satu perkara yang di tekankan di sini ialah bagaimana hotel-hotel menetapkan kadar sewaan bilik dalam proses menjanakan pendapatan supaya kelangsungan perniagaan akan dapat dinikmati. Dalam kajian ini, hotel-hotel yang terdapat di negeri-negeri di Utara Semenanjung telah di pilih secara rawak untuk dijadikan sampel. Pemilihan hotel yang akan dijadikan bahan kajian, tersibar dari hotel yang tidak berbintang sehingga ke hotel bertaraf lima bintang. Soalselidik diedarkan kepada responden dan data-data ini dikumpul dan seterusnya ditafsirkan. Data-data ini dianalisis dengan menggunakan satu perisian SPSS yang menggunakan statistik min, sisihan piawai, ujian-t, analisis varian (ANOVA) sehala dan statistik korelasi. Kriteria bagi menentukan hubungkait di dalam kajian ini ialah pada aras keertian 0.95 atau 5% tahap signifikan. Dapatan kajian ini ialah hotel-hotel tidak mempunyai satu garis panduan yang sekata dalam menentukan kadar sewaan bilik kepada pelanggan yang berbagai kategori. Dengan itu, satu set cadangan-cadangan dikemukakan sebagai panduan untuk amalan ahli-ahli industri ini.

ABSTRACT

This study was conducted to determine and obtain facts and resolution regarding the influence of hotel room rates on the sustainance of the hotel industry with particular emphasis on hotels in the northern states of Malaysia viz Kedah, Penang Island, Perlis and Langkawi Island. The special emphasis in this study is to see the various methods used in arriving at how room rates are pegged. In this study, hotels are randomly selected ranging from small hotels which bears no 'star' ratings to five star hotels. Questionnaires were distributed to respondents followed by interpretations. The analysis of these inputs were conducted with the SPSS software using mean statistics, standard deviation, t-tests, ANOVA (analysis of variance) and correlation ststistics. The relevance of the results will be based on the significant level. An accepted significant level will be 0.95 or 5% . The result of this study revealed that hotels do not have a common denominator in pegging room rates to the multi-varied range of customers. Further to this, a series of suggestions and recommendations have been put forward as a guideline to the industry. It is hoped that these guidelines will be a norm in the business practice.

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My late parents, my wife and my children

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CHAPTER 1

PRICE DETERMINATION IN THE HOTEL INDUSTRY

1.0 Introduction

The hotel industry has proved to be a boom for the past decade in the country's pursuit in promoting tourism and the tourism industry specifically. The hotel business compliments the tourism industry. In Malaysia, the launching of the 'Visit Malaysia Year ' mooted by the Federal Government has played a very important role in promoting the hotel sector.

As defined by Cassell (1989), a hotel is:

a usually large house run for the purposes of giving travelers food, lodging etc.

It has been further defined as:

an operation that provides accommodation and ancillary services to people away from home which includes all people who spend time away from home for whatever reason and thus includes the traditional concept of a hotel, as well as a motel, holiday camps, condominiums, hostels, hospitals and prisons.

This industry has played a key role in contributing to the national income of Malaysia . It has been the strategy of the government to ensure that

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