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**THE EFFECT OF SERVICE MARKETING MIX ON
HOTEL PREFERENCE BY CONSUMER.**

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**MASTER OF SCIENCE MANAGEMENT
UNIVERSITI UTARA MALAYSIA
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**THE EFFECT OF SERVICE MARKETING MIX ON HOTEL
PREFERENCE BY CONSUMER**

By

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**Pusat Pengajian Pengurusan
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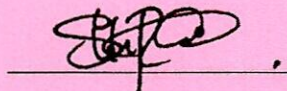
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Abstrak

Selama beberapa tahun sejak Covid 19 menyerang dunia, penghunian dan permintaan hotel telah berkurangan secara drastik. Gelagat pembelian nampaknya berubah akibat pandemik dan secara tidak langsung mengubah pilihan pengguna. Oleh itu, kajian ini bertujuan untuk menentukan hubungan antara campuran pemasaran perkhidmatan dan keutamaan hotel pengguna. Kajian ini juga bertujuan untuk menganalisis pengaruh campuran pemasaran perkhidmatan terhadap keutamaan hotel pengguna. Dalam kajian ini, 7 tunjang campuran pemasaran perkhidmatan digunakan untuk lebih memahami keutamaan dalam industri perkhidmatan hotel: produk, harga, promosi, tempat, proses, bukti fizikal, dan orang. Kaedah kajian kuantitatif melalui borang soal selidik Google telah digunakan sebagai instrumen kajian untuk mengumpul data. Seramai 421 orang responden telah dipilih secara rawak menggunakan teknik persampelan kemudahan. Analisis deskriptif, analisis regresi berganda, dan analisis korelasi digunakan untuk menganalisis data bagi mencapai objektif dan menjalankan penyelidikan. Hasil kajian menunjukkan hubungan yang positif antara semua pembolehubah bersandar dan keutamaan hotel. Hasil kajian menunjukkan bahawa campuran pemasaran perkhidmatan mempunyai pekali penentuan sebanyak 32.6%, yang menunjukkan bahawa campuran pemasaran perkhidmatan mempunyai pengaruh terhadap pilihan hotel pelanggan. Berdasarkan keputusan, kami membuat kesimpulan bahawa bukti fizikal dan kesan produk mempengaruhi keutamaan hotel. Kajian ini membantu memberikan cadangan berdasarkan penemuan penyelidikan bagi meningkatkan kualiti produk dan meningkatkan standard bukti fizikal bagi meningkatkan pengaruh hotel terhadap pilihan pengguna dan penggunaan kemudahannya. Walaupun kesan faktor lain terhadap keutamaan hotel adalah minimum, ia mesti dikekalkan dan dipertingkatkan untuk mengoptimumkan prestasinya..

KATA KUNCI: Campuran pemasaran perkhidmatan, Pilihan hotel, Produk, Bukti fizikal,

Abstract

For the past few years since Covid 19 strike world globe the hotel occupancy and demand had reduce drastically. The purchasing behaviors seem to change due the pandemic and indirectly change the consumer preferences. Therefore, this research aims to determine the relationship between service marketing mix and consumer hotel preference. This study also aims to analyze the influence of service marketing mix on consumer hotel preference. In this study, the 7 pillars of the service marketing mix were used to better understand preferences in the hotel service industry: product, price, promotion, place, process, physical evidence, and people. The quantitative research method via Google form questionnaire was used as the research instrument to collect data. A total of 421 respondents were selected randomly using the convenience sampling technique. Descriptive analysis, multiple regression analysis, and correlation analysis were used to analyses the data in order to achieve the objective and conduct the research. The results of the study show a positive relationship between all the dependent variables and hotel preferences. The results indicated that the services marketing mix has a coefficient of determination of 32.6%, which indicates that the services marketing mix has an influence on the customer's hotel preference. Based on the results, we conclude that physical evidence and product effects affect hotel preference. This study helps to provide recommendations based on the findings of the research in order to enhance product quality and raise the standard of physical evidence in order to increase the hotel's influence on consumer preferences and use of its facilities. Although the impact of the other factors on the hotel's preferences is minimal, they must be maintained and enhanced to optimize its performance.

KEYWORD: Service marketing mix, Hotel preference, Product, Physical evident

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List of Abbreviations

CIM	The Chartered Institute of. Marketing
COVID-19	Coronavirus Disease 2019
SPSS	Statistical Package of Social Science
GDP	Gross domestic product
WHO	World Health Organization
TQM	Total Quality Management



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CHAPTER 1

INTRODUCTION

1.1 Introduction

It has been the most difficult year in recent years. Several companies are battling to survive this year of crisis, which began in mid-March 2020 with a pandemic epidemic that affected the whole globe and caused an economic collapse. As a consequence of the crisis, many firms are having difficulty maintaining their performance, which may eventually lead to bankruptcy. The tourist sector, which includes businesses like hotels and airlines, has been impacted particularly hard by this epidemic. The Development Bank expected a drop in tourist revenue. A recession is predicted to occur if the gross domestic product (GDP) falls by -0.086%, or about USD 11.7 million.

Consumer preferences and purchasing behavior altered dramatically during the COVID-19 crisis. According to Kantar (2020), the decline of the world's major economies has been a significant factor in increasing the competitiveness of businesses and industries; as a result, workers, who are also consumers, spend fewer hours at work earning money to spend on products and services, and consumer behavior has changed. Consumer behavior is defined as individuals making life decisions and trading money for goods and services (Serirat et al., 2000). Investigating buying, consumption, and use behaviors at both the organizational and individual levels is what consumer behavior analysis comprises. Understanding consumer behavior is critical for comprehending the fundamental factors of demand,

selection, purchase, and consumption, as well as investigating the antecedents of consumer satisfaction tactics that emerge from customer behavior inquiries, which assist advertisers in satisfying customers. Although the COVID-19 outbreak paralyzed the worldwide hotel industry, there are early signs of a resurgence. To ensure the long-term revival of this business, it is vital to research changing customer preference. Hotels, which are a significant part of the tourist business, have also been affected.

According to Bloomberg data, the worldwide hotel occupancy rate fell considerably between February 1 and February 23. Rates fell by 85.3%, 73.6%, 48.7%, 33.5%, and 31.5% in China, Hong Kong, Singapore, South Korea, and Thailand, respectively (Iswara Ma, 2020). When the epidemic subsided, regional travel returned in numerous countries and areas, as did the need for hotel rooms (Saunokonoko M., 2021). While the pandemic is far from ended, it is critical to evaluate how to promote accommodations to travelers. Marketing transformed the global economy many decades ago, and it has been continually changing since then, with all organisations throughout the globe depending heavily on marketing and marketing practises for success (Kotler and Armstrong, 2010).

Marketing is the management process that identifies, anticipates, and prepares items to fulfil lucrative consumer requirements (CIM, 2009). According to The Chartered Institute of Marketing (CIM), marketing assures the happiness of both the consumer and the firm when marketing choices are implemented. This indicates that an organization's vitality, longevity, and continuity should be maintained throughout time via marketing, which is the major goal of every firm. According to Mahmood and Khan (2014), firms use a range of regulated marketing mix components to form

consumers' opinions of them in order to influence their purchase choices. It was thought that the service marketing mix may impact consumer perceptions. It was a part of traditional marketing methods. McCarthy(1960) approached the subject from the standpoint of product promotion, while Mahmood and Khan (2014) approached it from the standpoint of service marketing.

Further investigation has already been conducted on the relationship between the 7Ps and consumer perception (Roy and Kan, 2015), perception (Mahmood and Khan, 2014), customer loyalty (Al-Debi and Mustafa, 2014), competitive advantage (Al-Mual and Al-Qurnch, 2012), and customer satisfaction (Al-Mual and Al-Qurnch, 2012). Consumer behaviour in numerous service sectors, including banking, tourism, restaurants, cooperation, and so on (Sarker et al., 2012; Kombenjamas and Lertrattananon, 2011). Researchers have traditionally considered the factors that influence travellers' hotel preferences (Li, G., 2015). Due of the topic's importance, many studies have been undertaken over the last two years that have focused on the aspects impacting consumers' preferences or expectations of their hotel during the COVID-19 and post-COVID-19 periods. Additional studies have looked at hotel rates (Wang, M.; Jin, Z.; Fan, S.; Ju, X.; Xiao, X., 2020), environmental and sanitary features like cleanliness, and associated topics like technology advancements for social separation and less human interaction (Shin, H.; Kang, J., 2020). There is presently no fresh research that examines the relationship between the whole service marketing mix and consumer preferences.

1.2 Background of the Study

COVID-19 is a novel coronavirus that causes lethal pneumonia. Wuhan, a city in China's Hubei province, was the first to be mentioned. The virus began in China and spread to over a dozen nations. The spread of COVID-19 was one of the most serious risks to the world economy at the time. The COVID-19 epidemic in Malaysia prompted the Malaysian government to impose travel bans and restrictions. Additionally, as mentioned at a news conference, foreigners were not permitted to pass Malaysian borders at during the epidemic of COVID-19 invaded the country. Notwithstanding, it has given a direct impact on Malaysia's tourist economy, resulting in numerous cancelled flights for the local airline. COVID-19 has had a negative influence on the financial, physical, and mental well-being of citizens all over the globe. Travel and tourism are commonly recognized as the world's economic and financial backbone. Without the industry, the global economy would suffer tremendously in the next years in terms of financial, social, and emotional ramifications (WTTC,2020) The influence of COVID-19 has hindered Malaysia's Visit Malaysia Year 2020 campaign. Statistically, 64% of Malaysia's visitors came from China, Singapore, and Indonesia, all of which were severely impacted by the epidemic, a considerable number of tourism excursions to Malaysia were decreased or cancelled (Foo et al., 2020; Ganesan, 2020). The issues of the epidemic invaded and with the statistics proven have opined to this study to be conducted.

In due, this study will concentrate on consumer preferences during pandemics in Penang Island, which is one of the most popular destinations with stunning beaches that attract visitors and travelers. The island and its beaches are Malaysia's most

popular tourist destinations. Penang is a popular local and international tourism destinations. It is a metropolitan island equipped with arrays of hotel options ranging from budget to five star hotels and resorts. The opening of hotels keeps growing and until June 2020, the total number of hotels and resorts in Penang has grown to 3,423 hotels and resorts. The growing number has also opined the idea to this study. This study will focus into the preferences of consumers who choose to stay at any Penang hotel as their holiday destination. Penang Island is an island situated in the northern part of Peninsular Malaysia. It is one of the most popular tourist destinations in the country. This island is popular for its magnificent ocean, dynamic metropolises, and lovely culture. As a consequence, it plays an important role in providing tourist potential, which has resulted in extensive building, including hotels and villas, to accommodate visitors.

The hotel industry is always striving to satisfy the demands of its consumers, and positive feedback from consumers is a solid indicator that consumers are satisfied. As a result, management attempts to ascertain these inclinations. The marketing mix for services is a collection of factors that assist determine what consumers desire. This study examined the present condition of the hotel sector, emphasizing its current capacity, strength, and hazards in the post-pandemic era.

1.3 Problem Statement

Globally, it is acknowledged that the coronavirus started its first cluster in Hubei Province, the capital of China, and then expanded to more than 150 countries. The World Health Organization (WHO), which is notorious for tolling the global economy, such as Malaysia, then proclaims it as a pandemic. Malaysia's Health

Ministry acknowledged the country's first coronavirus epidemic in March 2020. The epidemic has impacted many major industries in the country and one the most impacted industry is the hotel and tourism industry. Tourism industry is rated as the third most significant contributor to Malaysia's Growth Domestic Productivity (GDP). In year 2018 alone, this sector has generated around 5.9% of total GDP. In fact, generally the Southeast Asian tourism industry business has expanded rapidly in recent years, and Malaysia is keen to capitalise on this trend. The "Visit Truly Asia Malaysia 2020" campaign was established to achieve the lofty targets of 30 million tourists and \$100 billion in Malaysian tourism earnings by 2020. However, due to the invasion of COVID-19 epidemic, this effort was cancelled (Hirschman, 2020). There is a negative correlation between COVID-19 epidemic and tourism industry in the nations. A previous research showed that the tourist industry was impacted by both long-term and short-term difficulties. As for example, referring to the year 2014 to 2015, Ebola virus epidemic in countries such as Guinea, Liberia, and Sierra Leone affected tourism and hospitality, notably in Sierra Leone (Kongoley-MIH, 2015). Understanding the situation, the Chinese government discloses the instances of a new virus in late 2019, which is subsequently dubbed coronavirus disease 2019, or COVID-19. The virus is a novel strain of the SARS-CoV-2 group that travels over the globe and becomes a worldwide pandemic (Davahli et al., 2020). Due to its irrepressible spreading nature and lack of definite treatment options, the pandemic has unexpectedly impacted the way people live their lives (Lotfi et al., 2020). In the absence of a clear therapy, governments and local authorities have implemented strategies to curb the spread of this unique illness, such as travel restrictions, keeping social distance, and constructing quarantine centers for isolating suspected patients, among other things. Several nations throughout the globe are also experiencing

complete lockdown due to the severe of the COVID-19, travel restrictions or bans, and border closures (Smriti Mallapaty, 2021). The travel ecosystem's limitations and prohibitions have had a significant impact on the connected professions, with the hotel sector bearing the brunt of the wrath (Alan et al., 2020). The widespread media coverage of the pandemic, which shows the continual growth in the number of sick persons and the territory it engulfs, along with the WHO's proclamation of a pandemic, causes mayhem among the population (Lee et al., 2020). The effect of the emergence of this terrible illness varies every country, as do the measures taken to tackle the issue (Hall, 2010; Lee et al., 2020).

Consumer behavior is volatile and impacted by several factors. The consumer behavior is influenced by the consumer's assessment, comparison of products and services in order to acquire the best offers that will meet the consumer's preferences, needs, and satisfaction (Hogg, 2003). Several elements affect the consumer's ultimate behavior and proclivity to purchase a certain item or service, and these impacts differ depending on the consumer's temperament, culture, and social background, as well as the market (Mittal et al., 2008). Environmental uncertainty, on the other hand, such as natural catastrophes, earthquakes, volcanoes, and pandemics, is the most significant factor (Jameel et al., 2021). Given that the COVID-19 problem has resulted in a considerable number of cancelled travel plans over the last two years, this study examines the possibilities for the post-COVID-19 future, during which we predict a strong resurgence in tourism.

The pandemic's influence on people's attitudes towards tourism, particularly their touristic inclinations, seems to be a substantial impediment to post-COVID-19

worldwide tourism growth. Nothing is known about travellers' accommodation preferences in the years after the COVID-19 epidemic. The present research, which has a long and laborious history of lockdowns, stress, and disease anxiety, intends to analyse people's preferences for hotel attributes in the post-COVID-19 period. In addition, the present studies focus on the factors that impact people's preference for biophilic hotels designs. However, after the COVID-19 outbreak interrupted the worldwide hotel industry, there are early signs of a recovery to the industry. Due to this, the changing interests of visitors must be studied for the long-term revival of this industry. Moreover, given the range of tourist types, a more nuanced and thorough study of each visitor's preferences is deemed vital. Furthermore, the worldwide lockdown imposed in response to the COVID-19 epidemic has been lifted, and more individuals are considering travelling inside their own nation.

On the other hand, offering suitable hotel to travelers during the COVID-19 pandemic is a logistical difficulty. Yet, it is a tough assignment since the factors influencing hotel preference during the COVID-19 pandemic may vary from those generally addressed. Hence, numerous significant elements impact consumers' hotel preferences. On top of that, the pandemic coronavirus (COVID-19) has had a significant impact on everyday life and has been vulnerable to the hotel industry (Baig and Batavia 2014). There are numerous studies on COVID-19, and researchers are increasingly focused on the present circumstance, since COVID-19 continues to disrupt many businesses. Nevertheless, a gap in the study was discovered, since there is no current study based on a Scopus database search that shows the relationship between service marketing mix and hotel preferences.

There is no standard marketing mix that fits the expectations of consumers for all organisations and enterprises, even they belong to the same industry (Akroush, 2006). Moreover, Akroush, 2006 has suggested that the aspects of the marketing mix which work for one company may not work for another. This is a disadvantage for marketing activities. Marketing operations should begin with a thorough knowledge of the elements that influence consumer demand and the development of a suitable marketing mix to outperform competitors (Dixit, 2004). With this study, hotel owners will be able to attract and retain customers, as well as to anticipate prospective client programmers and opportunities. It has been suggested that marketing mix factors may influence a company's competitive performance (Goi, 2009; Roy and Khan, 2015). Notwithstanding, it is found that the hotel operators facing problems with the issue of creating an attractive marketing mix that may impact consumer preferences studies is at scarce. This has granted this study to assist to this knowledge. Hence, Roy et al. (2015) found a significant degree of disillusionment with the traditional marketing mix (4Ps), indicating a mismatch in the marketing mix. As a result, this study is deemed to investigate the 7Ps, also known as service marketing mix emphasis, in the hotel industry.

1.4 Research Questions

The study will address the following research question based on the problem:

- 1) Is there a positive and significant relationship between service marketing mix and hotel preference?
- 2) Which dimension of the service marketing mix influences hotel preference?

1.5 Research Objectives

This study intends to determine how the service marketing mix affects hotels preferences in Penang. This study investigates the marketing mix relationship at the hotel in Penang.

- 1) Analyzing the relationship between service marketing mix and hotel preference.
- 2) Analyzing the influence of marketing mix and hotel preference.

1.6 Scope and Limitations of the Study

Tourism is a vast sector that includes various businesses such as hotels and airlines. This study will concentrate on consumers' hotel preferences in Penang State because it is one of the most popular islands that attract visitors and travelers. The island and its beaches are Malaysia's most popular tourist destination. Penang is popular among the local and international tourists as a destination of choice. It is a city island with various hotel options in a varieties star rating to be chosen. This study will focus to the domestic tourist who have chosen Penang hotel as their destination of choice.

The study investigates the consumer's perception of the marketing mix. This study did not include management or owner reactions to the property. The study theoretically considered the seven pillars of the service marketing mix, which are product, price, place, promotion, people, procedures, and physical evidence, and how they relate to consumer hotel preference during the previous COVID-19 pandemic.

1.7 Significant of The Study

The analysis clearly defines the different elements of the service marketing mix relevant to the hotel industry. The research would further improve the relationship between the different elements of the service marketing mix and hotel preference. This initiative should provide details on the preference of consumers, hotel operators can use it as a reference to keep the best practices in and outside Penang Island that will help the tourism industry bounce back from the crisis. For many, 2020 will be a year of struggle. This study will allow the industry to change the strategy of the marketing mix that will influence consumer hotel preference.

This study is supposed to act as a reference material to open up more knowledge opportunities for students and researchers. This study will contribute to the business marketing literature and improve consumer hotel preference.

In addition, this study will allow investors to understand the service element of marketing mix that is critical for hotel consumers to invest in to achieve their marketing and corporate objectives in that aspect. Hence, it'll will also help industry regulators align their rules. Service marketing mix elements that are essential to consumer enforcement on the owners of the hotel. Furthermore, the study is deemed to enable hotel operators to improve their conception of the service marketing mix to concentrate on client preference requirements and efficient distribution of capital. This may help business owners adjust consumer hotel preferences with the service marketing mix and business strategy.

Finally, information on Malaysian preferences in the hotel industry is deemed valuable to the hotel practitioners will be provided through this study. Additionally, the hotel practitioners will consider the service marketing mix in strategizing hotels' operational plan.

1.8 Definition of Key Terms

There is a term in this study. The operational definition is as follows:

The service marketing mix is referred to as combining marketing activities to promote non-physical products, consisting of products, prices, promotions, places, physical evidence, processes, and people.

Consumers' preferences are indicative of their convenience and give instant gratification, which is important to consumers.

1.9 Organization of the Thesis

The research is divided into five components. The introduction includes the research backdrop, problem statement, research purpose for readers, analytical questions and theories, research relevance, study scope, and a method overview in the first chapter.

The theoretical research framework is presented in the second chapter, which discusses the study of literature. The third chapter describes the study process used to acquire research findings. This study made good use of quantitative research tools.

The study and discussion of the research data are presented in Chapter Four. Furthermore, chapter five summarised the substantial research's results, findings, and suggestions for consumers.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The study review is a crucial point of discussion since it allows researchers to analyses current literature and gather relevant information for the thesis. The literature review includes claims, facts, hypotheses, viewpoints, evaluations, and analytical reports related to the title chosen by the researcher based on writings or resources. In addition to gaining a better understanding of the information gleaned from primary and secondary sources, such as papers, articles, and research conducted on consumer preferences in the hotel industry, the review of relevant literature improved our understanding of the data gleaned from primary and secondary sources. These tools are very useful as supplemental guides for researchers, ensuring that each thesis and analysis is backed up by strong data.

2.2 Pandemic and endemic

COVID-19 is a novel coronavirus that may induce a potentially fatal type of pneumonia. The virus began in China and spread to over a dozen countries, including Europe, North America, and South America. The spread of COVID-19 was one of the most serious risks to the world economy at the time. To far, the virus has infected over one million individuals in over 212 countries and territories. Malaysia's government has imposed travel restrictions and prohibitions because to the COVID-19 pandemic. Moreover, as mentioned at a news conference, foreigners were not

authorized to enter Malaysian territory at one time. This had a direct effect on the Malaysian tourist economy, since it resulted in several cancelled flights for the local airline. Worldwide, there is a dramatic decline in demand for tourist and business travel.

In addition to the tourist sector, company operations are greatly impacted since customers are less frightened to purchase in person. It compels businesses to become digital, such as going online, accepting payments without cash, and providing delivery services.

As the population avoids going out as much as the Ministry of Health has advised, demand for online delivery services is expected to skyrocket. The COVID-19 situation is having a severe impact on the global economy and threatening the survival of businesses all around the globe. This natural disaster has wreaked havoc on the world economy, causing a major issue for enterprises whose client spending patterns have shifted.

2.2.1 Hotel preference

The Chinese government proclaimed the development of a new virus in late 2019, which would be known as coronavirus disease 2019, or COVID-19 for short. The virus is a new strain of the SARS-CoV-2 group that spreads internationally and becomes a global pandemic (Davahli et al., 2020). The epidemic has unexpectedly changed the way people live their lives due to its uncontrolled contagiousness and lack of effective therapy (Lotfi et al., 2020). In the lack of a definite therapy, governments and local authorities have established strategies to control the spread of this rare illness, such as travel restrictions, social distance, and the establishment of quarantine centres for isolating suspected patients, among others. einsteineruploading

up to get together with (Smriti Mallapaty, 2021). The travel ecosystem's limits and bans have had a considerable influence on the associated professions, with the hotel sector suffering the brunt of the wrath (Alan et al., 2020). The widespread media coverage of the epidemic, indicating the ongoing increase in the number of sick people and the geographic region affected, as well as the WHO's declaration of a pandemic, wreaks havoc on the populace (Lee et al., 2020). The effect of this horrible disease's emergence varies by nation, as do the actions adopted to address it (Hall, 2010; Lee et al., 2020).

The hotel business has historically struggled to attract clients, especially during natural disasters, terrorist attacks, pandemics, and other major events (Delafontaine, 2017; Hung & Yuen, 2018; Paraskevas, 2013). Various forms of catastrophes urge the hotel industry to take action in response to the economic crisis's challenges. There is ample evidence that hotels emerged from the crisis by acting aggressively. Every time the hotel industry responds to a crisis, whether it's hoteliers in Hong Kong tightening security and upgrading CCTV surveillance in the aftermath of the 9/11 attack (Delafontaine, 2017), the Korean industry installing upgraded hygiene equipment and educating the workforce on health measures in the aftermath of the SARS outbreak (Kim et al., 2005), or hoteliers in Japan providing housing for refugees in the aftermath of the Tsunami (Kim et al., 2005). (Nguyen et al., 2017), The early SARS outbreak in China led in several changes, including increased cleanliness measures, a ban on public spitting, temperature control in different institutions, and improvements to hospital facilities and health services (Dombey, 2004). Hong Kong has also adhered to the severe framework suggested by the Pacific Asia Travel Association (PATA) for battling SARS, which includes detecting warning indications, preparing

for any urgent health concerns, reacting to new sorts of infections, and restoring normality (Kaushal & Srivastava, 2021). Alonso et al. (2020) analyse the concerns of small hotel owners in the context of the COVID-19 outbreak and provide an acceptable theoretical framework for dealing with the problem. There are nine aspects in this framework relating to the actions and responses of hospitality sector actors for crisis management action. Given of the health risks, the pandemic has had a considerable impact on people's travel patterns (Mao et al., 2009). It is critical for hotel owners to recognise the change in consumer travel behaviour, needs, and expectations in the post-COVID-19 climate, as this will ultimately contribute in repairing and recovering customer trust. Because the pandemic has had an unprecedented impact on the hotel business on a worldwide basis, researchers must discover effective techniques to aid industry players in overcoming the hurdles. Efforts were undertaken in this research to discover changes in consumer expectations about hotel quality or the features that would motivate consumers to return to hotels after the introduction of COVID.

The hotel business in India is now suffering an unprecedented crisis as a consequence of the COVID-19 epidemic. Because of the lockdown effect, there has been a widespread suspension of mobility or a considerable decline in movement since the initial occurrences of COVID-19. Because of the regular reinstallation of lockdown, the scenario has been repeated many times, contributing to the increase in instances. The government has imposed rigorous controls on the spread of the illness. Maintaining social distance and taking preventative procedures, such as wearing a face mask and using hand sanitizers on a regular basis, have been suggested, and individuals are required to strictly follow the instructions. Hoteliers must follow these

standards throughout their operations to ensure the safety and security of their guests. Notwithstanding the high expenses of reorganizing hotel assets, a survival strategy must be developed in parallel with capacity growth. Cleanliness and sanitary standards must be maintained in compliance with government rules. Since the number of regular visitors is decreasing, hotels must work with hospitals or medical officials to offer quarantine facilities that will assist in their nutrition during tough times (Kaushal & Srivastava, 2021). The sector must learn from the past, when hotels overcome comparable challenges by using confidence-building measures that minimized uncertainty (M. H. Chen et al., 2007). In response to the growing number of COVID-19 cases in India, the government has implemented a multi-pronged approach, including enacting the National Disaster Management Act and establishing state disaster response funds (Kaushal & Srivastava, 2021). The purpose of this study was to look at the progression of hotel guests' requirements and expectations in terms of facilities.

People from all over the globe visit northern Malaysia, particularly in Penang Island because the beauty of the view of the sea attracting a considerable number of business travellers. This research looks at the hotel characteristics that customers pick regardless of how they travel. During and after the outbreak, this may offer travelers with a thorough grasp of the hotel features that are most important to them.

Consumer preferences have a greater influence, as seen by their behavioral compatibility with a product, service, or company. To stay competitive in today's volatile market, many businesses must improve the quality of their goods and services. The provision of superior services to consumers is increasingly recognized as a vital factor impacting the firm's success in a variety of sectors, including travel,

hospitality, catering, and banking (Atilgan et al., 2003). Each consumer has an own set of interests and values that are not determined by economics. Without a doubt, they are influenced by culture, education, personal preferences, and so on. This age has seen a considerable transition away from agricultural markets and towards service markets. All service providers, particularly those in the hotel industry, are working hard to improve their service quality in order to assure customer pleasure. Hoteliers nowadays lay a higher focus on quality standards in order to satisfy the essential demands and expectations of clients. Hoteliers are more likely to anticipate and satisfy their guests' wants and aspirations if they recognize and grasp their clients' expectations (Juwaheer & Ross, 2003). It is not enough to recruit new customers to flourish in the marketplace. Hoteliers must priorities client retention by implementing effective customer satisfaction and loyalty program. Consumer satisfaction in the hotel sector is primarily reliant on service quality (Gandolfo and Rosa, 2010). Clients who are happier with a hotel are more likely to return or prolong their stay (Choi & Chu, 2001). In the hotel industry, Wi-Fi, flat-screen TVs, and high thread counts are no longer considered luxury. These forces provide both a challenge and an opportunity for luxury hotels. On the one hand, they must contend with innovative rivals and growing service, design, and amenity requirements. On the other hand, they encourage innovation, bravery, and the formation of new quality standards (G. Roger Hill, 2012).

Consumers examine numerous option features concurrently to maximize the advantages of their selections (Victorino, Verma, Plaschka, & Dev, 2005). Customers in the hotel industry assess cognitive (such as pricing, service quality, and brand) and emotional (such as comfortable and enjoyable) as well as sensory (such as room

quality and atmosphere) characteristics (Kim & Perdue, 2013). Considering the hotel industry's complexity and competitiveness, hotel managers must understand the trade-offs in consumer preferences and discover the distinguishing aspects of client groups in order to build efficient marketing strategies.

2.2.2 Service marketing mix (IV)

Service marketing seems to be something new, and many businesses are attempting to meet the demand as effectively as possible. Marketing mix is the most important marketing management theory you need to know if you want to make a good marketing plan. Studies (Andotra & Pooja, 2007; Lembang, 2010) have shown that parts of the marketing mix like product, price, place, and promotion have a big effect on what people buy. Kotler (1995) says that the evaluation of marketing combination variables for customers is a process that affects their decisions about what to buy.

The marketing mix consists of controllable elements that a firm can use in the short and long term to profitably meet consumer demand (McCarthy, 1964). The components of the marketing mix should be updated holistically.

On the other hand, there are a number of reasons why the severity of the coronavirus pandemic is equivalent to the September 11 attacks and the 2008 financial crisis. In a permanent way, society will shift, from how we move and purchase homes to the level of security and surveillance we have become accustomed to and even the language we use (Politico, 2020). Regarding the possibility of evolving consumer preferences, whether caused by or in response to changes in retail, hospitality, and those places that proved to be the most vulnerable or indispensable during the retail age,

So, the marketing mix is a set of levers that a business can use to reach goals like making money, getting a bigger share of the market, making customers happy, and staying in business (Pouretal, 2013). Ziethaml et al., 2006 say that the marketing mix is one of the most important marketing elements that every marketing plan needs. This study intends to investigate the connection between marketing mix and hotel preference.

2.3 Theoretical and research framework

Kotler (1997) used a theoretical framework to compile systematically interrelated variables and theories used by academics in developing a theoretical framework adapted from previous research to establish theories used to quantify the relationship between the marketing mix factor and hotel preference.

Marketing management, according to Kotler (1997), is the context of continuous execution and includes the marketing mix, which is the process of planning and executing the goods, pricing, promotion, and place.

To achieve the metric, an organization's ideas, products, and services must satisfy consumers while also achieving the organization's aims. As a result, the researchers discovered that marketing mix management might successfully affect client preferences in the hotel business.

Service Marketing mix

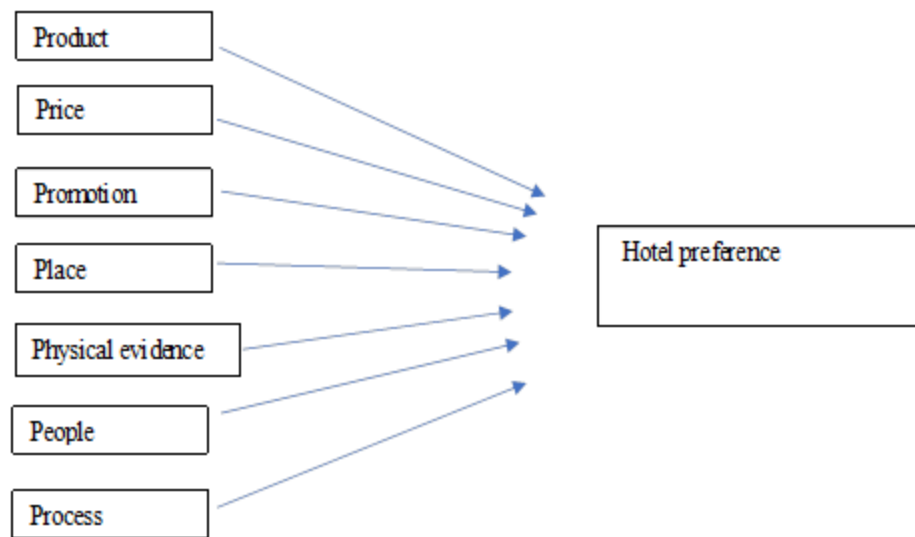


Figure 2. 1

Framework service marketing mix and hotel preference.

2.4 Relationship between service marketing mix and hotel preference

Marketers must first understand the major factors driving market preference in order to understand why customers pick one product over another (Muniady, Al-Mamu, Permarupan, & Zainol, 2014). According to Solomon, Marshal, and Stuart (2008), in order to improve customer loyalty with a large variety, a critical assessment of alternatives based on objective characteristics is required. Consumer buying is a psychological activity that dictates how individuals choose the goods they want to buy, where they want to buy it, and when they want to buy it (Muniady et al., 2014). The marketing mix is the collection of strategies and methods used by a company to reach its target market.

A corporation should concentrate on the individuals who will buy the product to establish the best product qualities, price and distribution channels, and selling conditions and processes. The company's sole source of strength is the trust and devotion of its clients. Consumer preference analysis is an essential topic for a brand strategist because it gives insight into a variety of external elements that impact revenue and interactions. Management is in charge of the marketing mix. The marketing mix helps the marketer to most effectively appeal to the established target market; the marketer may "build" the marketing mix components around the target market depending on the target market's attributes (Shahram, Mohammad, and Nadia, 2013). The 4Ps (product, placement, price, and promotion) have shown to have superior impacts on sales acceleration, market growth, and market rivalry over time (Muniady, Al-Mamu, Permarupan, & Zainol, 2014). Marketers must first grasp the major factors that impact client decision. According to Solomon, Marshal, and Stuart (2008), in order to build customer loyalty to a broad range of goods, a critical analysis of alternatives based on objective reasons is required. Psychological activity influences consumer buying patterns, as well as the time and place of their purchases (consumer choice) (Muniady et al., 2014).

The concept of preference, which Kotler and Fox (1995) refer to as "consumer buyer behaviour," explores how consumers choose, acquire, use, and dispose of products to meet their needs, as well as the factors that impact this behaviour (Kotler and Armstrong, 2008). Despite this, there is little research on consumer buying behaviour. Cabrera and Nasa (2000) and Vrontis et al. (2007) are two consumer buying behaviour models that have been applied to the issue of customer preference (2007).

Furthermore, strong competition in the hotel sector, as well as comparable facilities offered by hotels, have made it critical for hotel owners to understand the components of the marketing mix that affect client preferences. The buyer's black box contains the buyer's characteristics and decision-making process, which characterise the buyer's reaction to marketing factors (Belch and Belch, 2007).

A customer may go through a variety of processes that are personalised to his or her requirements before selecting a hotel to make a reservation. The customer first has a desire to buy. The customer then seeks product and service information that satisfies this demand. Consumers, according to Belch and Belch (2007), do both internal and exterior scans.

Personal sources, industry sources, media sources, and personal experience all contribute to knowledge. The important internal psychological process associated with evidence search is perception. Perception is the process through which a person collects, organises, analyses, and interprets information in order to create a coherent representation of an object (Kotler et al., 2010). The client then assesses and evaluates the items and labels included in the bundle. Price, place, cost, staff, possible danger, and other factors may be included in the requirements. The marketing approach of a corporation may raise the probability that a customer would choose a certain hotel. Buyers then choose solutions that meet their emotional and practical needs. A consumer's repurchase choice is ultimately determined by a post-purchase evaluation.

Nonetheless, it is crucial for marketing managers to acknowledge the advantages of clients looking up key factors of their choice and to adapt marketing efforts in line with this (Kotler et al., 2010). According to Maringe (2006), the best method to gain

business acumen is to understand potential consumer selection and decision-making processes.

Personal characteristics, attitudes, and values, as well as subculture, inspiration, race, families, social position, comparative classes, lifestyle, and comprehension, all affect consumer choosing (Kotler et al., 2010). Age, income, and gender all impact customer buying behaviour, according to Korgaokar (1999) in his research of consumer demographic variables. According to Lijun Wu (2001), internal factors on consumer preference include age, ethnicity, education level, and income.

2.5 Theoretical background

McGuire's concept of psychological motivation served as the basis for this study. This method is more exact than Maslow's, allowing marketers to comprehend the motives underpinning specific consumer preferences. Motives are classified into four types:

Cognitive preservation motives: the need for consistency, or motivations focused on ensuring that all parts of an individual's identity are consistent with one another. Marketers use this in a number of ways. For starters, it emphasises the need of a proper marketing mix (a product positioned as a luxury product, with expensive packaging, etc., should not be priced as an average product; this may cause consumers to reject the product). Buyers may have sentiments of inconsistency after completing a large purchase and seek information to ease these feelings. Consistency will help to generate favourable post-purchase dissonance. The motives in this list are related to the quest to determine what or who causes things to happen to us (cause), whether an individual's dispositional characteristics have a positive or negative influence on them (internal attribution), or if a situation exists outside of an individual's control (external

attribution), also known as the attribution theory (an approach to understanding why consumers see certain things about a person's behaviour and whether it is due to internal factors). Ability to categorise and organise knowledge and experiences in meaningful and plain ways is required. Our desire for visible cues in order to make inferences about what we know and feel drives these impulses. By monitoring our own and others' activities and extrapolating what we think and feel, we may alter our attitudes and emotions.

2.5.1 Concept of Product

A product is any real or intangible commodity that meets a consumer's interest and acquisition demands, according to Kotler and Armstrong (2010). They further claimed that the product had both concrete and intangible advantages. The physical advantages are frequently referred to as the product, whilst the intangible benefits are commonly referred to as services. Services are a product category that includes acts, activities, or benefits.

Offering purely subjective pleasures that may or may not lead to ownership of anything (Kotler et al., 2010). A firm, on the other hand, that finds it easier to measure efficiency and ownership advantages may present its goods as tangible benefits for sale. In the service industry, goods and services are interchangeable (Preko 2014). According to Khan and Mahmood (2014), an item is characterised by its content, style, qualities, brand name, breadth, and length.

A service product was also described as a collection of experiences and results aimed to surpass the expectations of consumers and competitors (Akroush, 2011). As compared to Kotler and Armstrong's larger definition, this idea is confined to such a service agency, but there is no generalisation that should not be extended to the sale of

goods (2010). The product is at the centre of the marketing mix strategy (Ferrell and Hartline, 2005). This is due to the fact that promotion, marketing, and delivery are all pointless without a product. Organizations, on the other hand, may distinguish themselves from competitors by emphasize the advantages of their offerings, such as helpful and polite workers (Khan and Mahmood, 2014). Goods or services are made up of three parts and provide various benefits to customers. The basic product, the real product, and the upgraded product are all included (Kotler and Armstrong, 2010).

Consumers will determine the placement of various hotel brands based on the attributes of their goods, such as excellent value for money, rapid availability while travelling, and a basic level of hotel. Based on their unique requirements, different customers look for different traits in low-cost hotels. For example, some people may merely demand a requirement (e.g., a sleeping room), but others may require certain functional aspects from a hotel (e.g., room/hotel design, pool, food included, or service quality).

2.5.2 Price

Service pricing are created when service suppliers develop techniques and rules for evaluating exchange value (Akroush, 2011). The price of a product indicates the monetary worth of its direct and indirect expenditures, as well as its income (Tan et al., 2009). For example, if the pricing does not represent the cost of producing the items, losses will occur, and the company will likely collapse if it continues; if the price is too high for customers to pay, the business would most likely fail (Tan et al., 2009). According to Kotler (2003), pricing is still more of a science than an art. There is no set pricing strategy, according to him; the optimal approach is dependent on the

price aim and other key elements. Moreover, he emphasizes the need of changing rates as needed. The unreliability of hotel amenities indicates that hotel operators must go to tremendous lengths to get them.

To improve revenue, full occupancy, or utilization, must be achieved. According to Peter and Donnelly (2007)'s study, shoppers in developed countries such as Ghana priorities price above any other characteristic when making purchase selections. Mahmood et al. (2014) observed that before a client repeats a service provider's purchase, the customer examines earlier experiences in terms of cost-effectiveness. This is consistent with the results of Kotler et al. (2010), who said that repeat sales are heavily reliant on previous experience. This demonstrates the importance of pricing alternatives when building a marketing mix for a service agency. Bowie et al. (2004) stated in their research that price is a key quality indicator, especially in the service business, where there are no physical quality assessment indicators. Consumers would be misled if a gourmet hotel consistently provided inexpensive rooms or advertised itself as a budget hotel, accusing the hotel of lacking authenticity in terms of the quality it provides. According to Bowie et al. (2004), the simplest component of the marketing mix to modify but the most difficult to implement is pricing. Price, according to Kotler et al. (2009), is one of the most adjustable aspects and may be changed quickly in reaction to changes in product specifications, distribution networks, and advertising campaigns. According to Bowie et al. (2004), the price includes both financial and non-financial sacrifices such as time, resources, and devotion. He believes that monetary prices are not the sole pricing mechanism in the service business.

2.5.2.1 Price and hotel preference

Price is a critical approach for achieving a competitive edge for hospitality firms, notably hotels. A number of hotel brands have expanded their presence in the area in recent years, boosting competition in the hotel business (Mintel, 2008). The hotel business has grown by 43 percent since 2001, reaching over 85,000 rooms (Mintel, 2008). Due to the plethora of hotel alternatives, clients always judge the quality of each hotel primarily mainly on price. Consumers choose a hotel offer based on its availability.

Conform with their specifications. According to many writers, the majority of consumers choose whether or not they are pleased with the price and value of a product or service (Bowie and Butter, 2004; Swarbrooke and Horner, 2005; Walker, 2009).

2.5.3 Promotion

Bitner (1992), Amis et al. (1999), and Ennew, Banerjee, and Li (2000) The extent to which a service agency employs marketing communications and components to initiate a dialogue with a market group is referred to as service promotion. (2000). If customers are ignorant of it, an organization's product or service is useless. Consumers buy what they believe in; so, businesses may influence client preferences via trustworthy and persuasive involvement. Successful advertising tactics may influence the behaviour and preferences of service sector customers (Bowie, 2007). Marketing, according to Kotler and Armstrong (2010), is the process of educating customers about goods or services and what can be done to assist them. Advertising, personal sales, sales promotion, public relations, and direct marketing instruments are

all part of the promotional mix. (2014) Mahmood et al. According to Cannon et al. (2008), the aims of promotion and marketing communications are to distinguish, remind, educate, and convince, which is similar with Kurt et al. (2006), who said that promotion tries to educate, persuade, and influence the customer's purchase preference.

2.5.3.1 Promotion and hotel preference

The advertising tool is intended to entice both current and potential consumers to buy the goods. Imrie and Fyall (2001) focused on loyalty cards in their study. According to their study, hotel visitors are often loyal to the hotel's incentives rather than the company's goods or services. Loyalty programmers may be an excellent tool for hotels and their guests to create relationships. More than half of guests do not consider loyalty cards, yet the majority of customers (66.5 percent) are influenced by a well-known brand name when choosing a cheap hotel. Moreover, these studies revealed that the availability of loyalty cards had a greater impact on customers with lower socioeconomic status. Moreover, regular contact with the hotel has a lower impact on repeat guests and business customers than it does on leisure clients. At the purchase decision stage, purchasers are influenced not just by online advertising, but also by previous experience and word-of-mouth from friends and family who have been in low-cost hotels (Colbu and Scutariu, 2008). This illustrates that while looking for hotels, clients often depend on online research, past experiences, and word of mouth.

2.5.4 Place

This is when a corporation determines where to place its product or service so that its target clients may easily access it. The terms "place, venue, and place" are often used in the hotel industry since they are critical to the success of the company (Tan et al., 2009). Place is an important aspect in determining client preference in the hotel sector. A distribution channel (or place) is described by Kotler and Keller (2009) as a collection of organizational actions related to the transmission of products or services to the ultimate client. Delivery systems, according to Kotler and Armstrong (2010), are simply a set of processes that facilitate the transfer of commodities from the supplier to the customer.

2.5.4.1 Place and hotel preference

Consumers are very concerned about a company's location (Colbu and Scutariu, 2008). Place may refer to both a distribution route and a specific place (Morrison, 2002). In terms of the distribution route, purchasers will purchase the item if it is easily obtained; nevertheless, no sales will occur if the items are inaccessible to consumers. As a result, supply chain intermediates are an important marketing tool with a significant influence on consumer hotel reservations. According to Wilensky and Buttle's (1998) empirical research, consumers rated the convenience of a hotel's place as the highest, which is supported by a prior study. Moreover, Bull (1994) contends that place impacts customers' hotel preferences. However, if there is high competition, suggesting that there are many hotels in a certain place, this aspect will have less impact on consumer preferences, and they will examine other variables, such as the product, price, and advertising of the hotels in that region.

2.5. 5 Physical evidence

According to Akroush (2011), physical evidence is anything that can be seen that makes the service area feel good. He stated that many service groups largely disregard this. Due to the intangible nature of services, there is more ambiguity in their procurement. However, if there are concrete variables that make the intangible tangible, the uncertainty will be reduced (Kotler, 2003). The mixture of physical evidence comprises the cleanliness of the premises and interior design, the orderliness of the walls and floors, the cleanliness of the floor space and signs, the temperature, and the presence of personal items to enhance the client experience.

Mahmood and Khan (2014) said that a service provider's physical environment sets them apart from competitors and affects how customers choose between them. It comprises all the physical indications that support service delivery. It relates to the real environment in which the impression of service occurs.

2.5.6 People

People are the most important "P" that differentiates product and service marketing (Ergen, 2011). In the case of a hotel, customer interface workers, such as bellmen who give customer service assistance, may be separated from non-customer contact staff, such as chefs, managers, cashiers, and others. Although Ivy and Naude (2004) argue that individuals are unimportant in terms of future customers, this is clearly not the case. According to Hollensen (2010) and Brassington (2006), utilities depend on their workers since they are personally involved in their consumer pleasure. There was disagreement. Keeping a customer happy, according to Bowie et al. (2004), necessitates happy personnel. According to Armando (2005), customer loyalty is

mostly determined by service efficiency, the pleasure of having a provider greet a client with a nice smile, friendliness, politeness, and understanding customers' concerns, among other aspects (Mahmood and Khan, 2014). Jones and Dent (1994) observed that customer preference has a considerable influence on a smiling face, proving their point. Education, incentive, and empowerment are also important strategies for attracting and retaining staff who can boost customer loyalty.

2.5.7 Process

The technique was implemented quickly and efficiently. Despite its enormous influence on service sector preference, independent study has been undertaken on this issue (Akroush, 2011; Preko et al., 2014). It is also critical in analysing customer preferences. Akroush (2011) defined the service phase as a set of interconnected trends aimed at maximising ease and efficiency in service delivery. These theories are based on a service management approach that maximises customer involvement. According to Mahmood et al. (2014), a service plan and training are essential to assure operation continuity and quality. The value chain determines the relevance of the marketing campaign technique (Preko et al., 2014). The value chain emphasises all of the interconnected actions that go into creating value.

According to Mahmood et al. (2014), the buyer's technology has a significant effect on how services are offered nowadays. They also said that new consumer technologies had resulted in lower pricing, more value, and differentiated goods. While procedures may be unimportant to consumers of finished goods (Akroush, 2011), they are critical to utilities. According to Brassington (2006), monitoring

methods such as Total Quality Management (TQM) are required to enhance service efficiency and continuity.

2.6 Hypotheses/Propositions Development

In this analysis, the research hypotheses are formulated based on the theoretical context. As a result, the following assumptions are formed implicitly and are assumed to be true. A hypothesis is an early assumption formed based on a study of the literature, research questions, and theory that is used to test particular facts or findings (Hair, Samouel, and Page, 2007). The questions in the research questionnaire would seek to validate all of the hypotheses listed below:

Hypothesis 1

H1: There is a significant relationship between product and hotel preference.

Hypothesis 2

H2: There is a significant relationship between price and hotel preference.

Hypothesis 3

H3: There is a significant relationship between promotion and hotel preference.

Hypothesis 4

H4: There is a significant relationship between place and hotel preference.

Hypothesis 5

H5: There is a significant relationship between people and hotel preference.

Hypothesis 6

H6: There is a significant relationship between the process and hotel preference.

Hypothesis 7

H7: There is a significant relationship between physical evidence and hotel preference.

2.7 Conclusion

According to the vast majority of earlier studies, one ingredient and the marketing mix are significantly related. Researchers will look at the deeper relationship between marketing mix and hotel preference in this study.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter goes through the research methodology and tools used in this study. The research topics for this study necessitated the acquisition of quantitative data. This study's quantitative research approach will be examined and discussed. The chapter explains the quantitative study design after explaining the research strategy.

3.2 Research Method

This section will specifically examine how the study design relates to the researcher's plan. Any methods used to get understanding and solutions to study aims and questions. Simply said, analysis is the process of addressing a problem by inquiry and assessment of the situation's aspects (Sekaran, 2005). This section explains the research methods that will be used. The study design, sample and data collecting, research tools, evaluation and scales, and data analysis methodologies will all be covered. The research process, according to Sekaran (2003), supports the researcher in creating, identifying, analysing, and interpreting data in order to generate a research solution. Moreover, according to Zikmund (2003), it is critical for the researcher to establish and choose an appropriate research technique in order to keep total control over the factors that impact the validity of the study's conclusions. The quantitative design was chosen since it was deemed appropriate for this field of study. In this study, quantitative research was carried out to give a conceptual framework for analyzing the outcomes of the field inquiry. As a consequence, it provides a more

complete knowledge of the analyzed data and enables the results to be comprehended throughout time. Quantitative methodologies, according to Creswell (2013), are commonly used to reaffirm the relevance and confirm the results of a research. Quantitative research focuses on generalizing data to groups of individuals or revealing a particular problem based on numerical data acquired. Quantitative research focuses on goal estimates and the factual, scientific, or numerical assessment of data acquired via questionnaires, surveys, and polls, or by the use of computational tools to modify existing quantifiable data (Babbie, 2015). A quantitative strategy was used in this case to examine the influence of the marketing mix on hotel preference. As a result, this research used a questionnaire method and a questionnaire form. The components of the marketing mix have been designated as independent variables, whereas client preferences have been designated as dependent factors.

3.3 Quantitative study

This section talks about the research method, which includes the design of the study, the sample frame, the research measures, the way data is collected, and the procedure. In addition, this section concludes with data analysis techniques. One of the aims of the study was to identify the marketing mix that affected hotel preference. As a result, quantitative research is employed. Thus, quantitative research focuses mostly on accumulating numerical data to explain a particular event and address problems that appeared instantly susceptible to quantitative analysis (Creswell, 2013). The method will facilitate the statistical determination of which variable in the marketing mix influences hotel preference.

3.4 Research design

It is the strategy for gathering, analyzing, and interpreting data. (De . A research methodology may refer to the complete approach that the researcher prefers by using a systematic and consistent strategy and process for obtaining and analyzing data in order to unite the many components of the study. The design's goal is to validate that all gathered information is suitable for or that the issue highlighted by the analysis can be fixed. The study design, according to Sekaran, will address six critical areas (2007).

This section discusses Gillham's (2000) data analysis approach. It is vital to note that the study design incorporates one of the researchers' methodologies, which might be qualitative or interpretative depending on the data analysis. A quantitative technique was used in this study. According to Punch (2013), quantitative design allows the researcher to collect numerical data from respondents, make objective decisions, and attain a high degree of dependability and accuracy. Moreover, when data is gathered from sufficiently large random samples, the quantitative approach enables researchers to generalize their findings. People serve as the unit of analysis, and the main data for this research was collected via questionnaire distribution. Since the research focuses on the marketing mix characteristics that impact hotel preference, "Travel Penang" Facebook page likers are considered persons in this study.

3.5 Population and Sampling

It is critical to categories the correct population in order to prevent incorrect findings and to restrict how broadly research results may be utilized. Researchers focus their attention on the people. Sekaran (2003) defines "population" as the complete set of

people, activities, or objects that academics desire to research. The practise of picking a group of individuals or a research project that is representative of a large population is known as sampling. Sampling is also the process by which researchers choose a group of individuals, organizations, places, or events to study. Sampling is a technique for gathering information from a population (Sekaran, 2003). The next part will go through the demographic and sample methodologies used in this research.

3.5.1 Population

Due to the study focusing solely on preference for Penang hotels, the researcher picked the Facebook page Travel Penang for the population for this analysis. This medium was chosen because they are showing interest in visiting Penang and are most likely to stay in a hotel in Penang. Choosing this population will allow researchers to study which marketing mix variables affect the preference for hotels in Penang. There are more than 28,000 participants on the Travel Penang Tips Facebook page. This is the official Facebook group for Penang Travel Tips, one of Malaysia's most popular destination information websites. Penang Travel Tips, founded in 2008, provides travel advice for Penang.

3.5.2 Sampling Size and Technique

The population subset, which is a subset of the persons that constitute a population, is discussed in the survey. A sampling methodology is a strategy or method for examining the features of a population by removing a predetermined number of dependable portions from it. According to Sekaran and Bougie (2010), there are two types of sampling: probability sampling and non-probability sampling. When items in the population have a certain chance of being picked as survey participants,

probability sampling is used. To accomplish this probability, the researcher will use randomly selected samples that are less biased and more diverse. There are four types of probability sampling designs: basic random sampling, random cluster sampling, stratified random sampling, and systematic sampling. Proportionate random stratified sampling, disproportionate random stratified sampling, and double sampling are other categories (Sekaran, 2003).

Non-probability sampling entails choosing items based on assumptions about the population of interest that act as selection criteria. Non-probability sampling does not allow for the estimate of sampling errors due to the non-random nature of element selection. Non-probability sampling is a non-random and subjective sampling approach in which the sampler's own judgement or discretion is used to choose aspects of the population composing the sample. Quota sampling, judgmental, subjective, or deliberate sampling, and snowball sampling are examples of non-probability sampling.

Since it is impractical to gather data from the complete population, a sampling procedure must be used to establish the sample size. This is done to ensure that the analysis component of the data is representative. The sample size for this research study was determined using Krejcie and Morgan's method (1970). This method assists researchers in gathering the bare minimum of information needed for data analysis. This strategy aids in the prevention of misleading or problematic outcomes as a consequence of the analysis process's utilisation of unequal data. According to Krejcie and Morgan (1970), giving a table simplifies the sample size selection that produces a

reasonable decision model. The table depicts a generic scientific technique for determining sample sizes.

Although the total population in this research was 28,000, the number of respondents was rounded to 30,000. According to Krejcie and Morgan (1970), the sample size for a population of 30,000 is 379 respondents. According to Roscoe's rule of thumb, a sample size of 30 to 500 is sufficient to advance research ahead. The sample size is as follows.

Table 3. 1

Table determining sample size

Table for Determining Sample Size from a Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.
S is sample size.

Source : Krejcie and morgan (1970)

Convenience/accidental sampling also known as grab, convenience, or opportunity sampling is a kind of non-probability sampling in which the sample is selected from a readily available segment of the population. That is, a sample population selected for its accessibility and ease.

This research makes use of easy sampling. A convenient sample is a sample drawn at random from a larger population. This is the simplest and least time-consuming sampling method.

3.6 Instrument

The research obtained pertinent data from the study areas using questionnaires. A questionnaire is a kind of survey that is meant to elicit replies to specified questions (Creswell, 2013). A questionnaire, according to Kumar (2005), is "a printed set of questions to which respondents record their replies." Participants in questionnaires read the questions, comprehend what is expected of them, and then construct their replies. A questionnaire was used in the research because it is time-efficient, convenient, and easy to assess (Grey, 2009). Considering the high number of data assessed in analyzing the study subjects, questionnaires are seen to be the appropriate approach, allowing the researcher to swiftly analyses these big data sets using closed-ended questions. Consumers who join Facebook pages like 'travel Penang' are given surveys because they have demonstrated interest in the researcher's selected place and are likely to buy a hotel there.

3.6.1 Questionnaire Development

This section provides a summary and further information on the online survey created in response to previous research. The survey materials were created in both English and Malay. A 14-page questionnaire was given to each participant (along with a cover letter). Appendix A contains the questionnaire items from the inquiry. The questionnaire is fourteen pages long and broken into three sections.

There were three parts to the questionnaire. Section I included four (4) areas of personal information, including gender, age, race, marital status, income level, and educational level. Personal information was necessary since it assisted in determining the demographic characteristics of customers, which would serve as the foundation for the study's discussion.

The questionnaire's Section II had five (5) questions on customer preferences. The questionnaire contains five questions designed to assess respondents' understanding of the factors for preference against hotel service. To have respondents rate the measuring item, the researcher used Likert scales.

Part III discussed the service marketing mix. We examined six (6) aspects of the product, six (6) aspects of the pricing, six (6) aspects of the place, six (6) aspects of the promotion, five (5) aspects of the people, three (3) aspects of the process, and five (5) aspects of the physical evidence. Section III featured a total of 38 questions. The survey's questions were all closed-ended. Closed-ended questions enabled

respondents to choose the best answer from a set of options. The replies were on a Likert scale.

3.6.2 Measurement Instrument Development

This section covers the technology that was developed for and used in this inquiry. This section is separated into two subsections: one for the dependent variable and one for the independent variables.

3.6.2.1 Hotel preference

In this study, the items in the dependent variable came from Anantha (2012), Doroodgar (2012), Nazari (2012), Emami (2012), and Akgam (2013).

The questionnaire comprises five questions to gauge the respondents' comprehension of the criteria for preference versus hotel service. The researcher utilised Likert scales to have respondents score the measurement item as "1" (strongly disagree), "2" (disagree), "3" (fair), "4" (agree), and "5" (strongly agree).

Table 3. 2

Operational definition and measure used in the study

Dimensions	Operational definition	Measures used in the study
Preference	Specific traits that customers desire in hotel service to make it more appealing	Service Quality is one of the factors that influence my decisions when choosing hotel The brand of a hotel is my concerns when I am choosing a hotel I prefer Muslim friendly hotel compare to conventional hotel

Table 3. 3 (continued)

	I will take some time to view the facilities in order to know more about the hotel services
	My lifestyle preferences will affect my purchase of hotel (leisure , business, family , budget trip)

3.6.2.2 Marketing Mix

The marketing mix was evaluated in this study on seven strategies, including product, promotion, price, place, people, process, and physical evidence, by constructing 42 items adapted from a previous study. Respondents were given five possible responses due to the Likert scale format of the questions. The response is denoted by the following codes: "1=strongly disagree," "2=disagree," "3=fair," "4=agree," and "5=strongly agree." The dimensions of the marketing mix employed in this study are listed in Table 3.3.

Table 3. 4

Operational definition and measure used in the marketing mix

Dimensions	Operational definition	Measures used in the study
Product	The items of product seen to be as measurement for customer to perceive a hotel.	The hotel rooms are spacious and comfortable. The hotel delivers services of the highest quality.

Table 3. 5 (continued)

		The hotel provides numerous services. satisfy the needs of the guests I feel secure in the hotel The hotel provides food and drink, amusement, recreation activities, and additional complimentary services. The hotel provides numerous event services.
Place	The items of Place seen to be as measurement for customer to perceive a hotel.	The hotel intends to use current technology to facilitate booking, payment, and information delivery. The hotel has strong relationships with travel agencies in order to ease bookings. The hotel is affiliated with a global reservation system that includes chain hotels. The hotel features an efficient electronic booking system. The pricing is proportional to the level of the hotel services you receive throughout your stay.
Price	The items of Price seen to be as measurement for customer to perceive a hotel.	The price of hotel services is reasonable. The hotel provides outstanding pricing for food, beverages, entertainment, and recreation. The hotel has a seasonal pricing strategy The hotel's rates are competitive in contrast to those of competing hotels.
Promotion	The items of Promotion seen to be as measurement for customer to perceive a hotel	The hotel uses effective promotional and advertising methods. The Hotel emphasizes personal selling as an efficient form of advertising. A promotional budget is allocated by the hotel to support the promotional activity. The hotel has a distinct brand in comparison to its rivals. The Internet provides a wealth of information regarding the hotel.

Table 3. 6 (continued)

		I receive discounted rates from the hotel in contrast to other hotels.
People	The items of People seen to be as measurement for for customer to perceive a hotel	The hotel's workers are qualified and capable of offering services to visitors. The staff seeks to cultivate positive relationships with the guests based on friendship and esteem. I believe that service providers strive to meet my wants and desires with outstanding services. I believe that the hotel staff understands service culture. Personnel strive to resolve problems in an efficient manner.
Process	The items of Process seen to be as measurement for for customer to perceive a hotel	The hotel offers easy check in and check out process. Hotel delivered service as promise The operation systems used by hotel is convenient.
Physical evidence	The items of Physical evidence seen to be as measurement for for customer to perceive a hotel	The hotel's rooms, lounges, and furnishings provide guests with psychological comfort. The hotel is furnished with contemporary furnishings and other conveniences. I believe the hotel's material furnishings convey a communal nature. The hotel meets safety and security standards

3.7. Pilot Test

A scientific research collects data from respondents who are equivalent to those who will be employed in the study during a pilot test. The major goal of the pilot analysis is to establish if respondents can perceive the components successfully using the instrument. A pilot research was conducted to verify the accuracy of the measuring instruments and to confirm the study's acceptance. As a result, possible flaws may be

discovered and addressed before the study begins. A trial study is required before gathering real data. The data was acquired in order to improve the equipment or processes as needed.

This pilot study included 30 Penang residents who are members of travel-related Facebook groups. The researcher selects a participant since it is critical to understand their preferences when choosing a hotel based on the marketing mix components. The findings of the pilot study, as shown in Table 3.8, will assist the researcher in amending and, eventually, deleting items judged confusing by the participants. The question will be changed and modified to ensure that responders comprehend it correctly,

Table 3. 7

The Cronbach Alpha for Pilot Test.

Variables	Pilot Test (n=30)
Section II: hotel preference	0.679
Section III: Marketing Mix	
Product	0.693
Price	0.913
Promotion	0.878
Place	0.920
Physical evidence	0.776
Process	0.849
People	0.861

3.8 Data Collection Procedures

In this study, data are obtained from two primary and two secondary sources.

3.8.1 Primary Data

The important data will be collected using an online questionnaire with a preset framework, which respondents will complete on their own since it is fast and effective. When responders have questions regarding the response, they will be answered through messenger. This exam consists of closed-ended questions and use the Likert scale. 421 Penang travel tips participant was choose to answer the questionnaire . A growing number of travelers like sharing their hotel experiences on social media, resulting in a large number of online hotel reviews (Jing Zhang, 2021). The user-generated comments include their preferences for a variety of hotel features, which hoteliers may utilize to improve their services. The key to understanding consumer preferences from online hotel reviews is to uncover specific sentiment about hotel aspects. Other from the fact that travel Penang pages have the most active followers, this is the key reason I picked Facebook pages as the medium for my study.

3.8.2 Secondary Data

The following analysis would use two distinct types of test data: internal and external. The external secondary data is derived from one primary source, which is the library. The studies in this thesis would use data from UUM's archive, internet papers, posts, web publications, and internal data to emphasize the findings and theory of this research.

3.9 Data Analysis Technique

This data will be processed and then analyzed using IBM Statistical (SPSS) version 22. In this experiment, the test validity will be utilized to determine the Crobach Alpha value for each element. Moreover, a variety of statistical approaches were used, including descriptive statistics, which contain data on the distribution of different variables such as the mean, median, mode, standard deviation, and variance. Although the other approach investigates the dependability of findings via correlation and regression, SPSS may aid researchers in more precisely analyzing the data and providing better explanations of the surveys.

3.9.1 Descriptive Analysis

In general, the descriptive analysis outlined the key components of the sample profile, such as age, gender, income, and social position. To characterize the characteristics of the researched respondents, descriptive statistics, principally means and standard deviations, were used in this study. The descriptive statistics in this research comprised percentage, maximum, range, mean, and standard deviation, as recommended by Tabachnick and Fidell (2007).

3.9.3 Reliability Test

Reliability is an acknowledgement of how dependably a measurement instrument is able to calculate the definition it is measuring. Cronbach's alpha (or alpha coefficient) was used to indicate the questionnaire's inherent accuracy. According to Sekaran (2009), when the reliability coefficient is near to 1.00, better dependability may be projected. The acceptable

alpha coefficient should be larger than 0.7 on average, and it is also acceptable if the Cronbach Alpha coefficient is less than 0.6.

Table 3. 5

Explanation of Cronbach Alpha (α)

Cronbach Alpha (α)	Explanation
<0.6	Weak
0.6 to <0.7	Medium
0.7 to <0.8	Good
0.8 to <0.9	Very Good
>0.9	Excellent

Source: Hair et al., (2007)

3.9.5 Pearson's Correlation Analysis

The relationship between marketing mix (independent factors) and hotel preference (dependent variables) will be studied utilizing a hitherto unexplored Pearson's correlation analysis. To begin, the Pearson correlation coefficient is employed to show the size of the linear connection between the independent and dependent variables. The correlation coefficient sign is "r," and its range is -1.00 to +1.00.

Table 3. 6*Strength Relationship for Correlation*

R Value	Strength Relationship
(-1.0 to 0.5) or (0.5 to 1.0)	Strong
(-0.5 To -0.3) or (0.3 to 0.5)	Medium
(-0.3 To -0.1) or (0.1 to 0.3)	Weak
(-0.1 To 0.1)	Very Weak/ No Relationship

Source: Choudhary (2009) & Pallant (2013)

3.9.6 Multiple Regression Analysis

Multiple regression analysis was used in this study to determine the greatest predictor of hotel preference. Multiple regressions were used to examine the marketing mix dimensions (independent variables) of product, promotion, price, place, people, process, and physical evidence to achieve the second purpose of this study. According to Gliner, Morgan, and Leech (2011), independent variables have an effect on dependent variables in multiple regression analysis if their value is less than the significant level of $p0.05$. If the value is greater than the sign value, there is no influence between the independent and dependent variables.

3.10 Conclusion

This chapter has described the research model's development in this study. The structure and theories have been identified following the methodology and design. Related variables and independent variables will be analysed by various statistical approaches, including data screening, descriptive analysis, and inferential analysis.



CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter summarises and analyses the previous research's results and analyses using the statistical techniques described in the methodology section. The study's first purpose is to demonstrate a relationship between service marketing mix and hotel preference. Data analysis methods employed include descriptive analysis, factor analysis, reliability analysis, Pearson's correlation analysis, and multiple regression analysis. Additionally, the analyses were only based on information supplied by survey respondents.

4.2 Overview of data collected.

As described in Chapter 3, 380 respondents were chosen as a sizeable sample, but the study will analyses the data using 421 respondents to obtain a more viable solution. 421 participants participated in the Travel Penang tip provided and cooperated with these questions via online distribution.

4.3 Data presentation

In the table below, you can find information about the respondents, such as their gender, age, race, marital status, level of education, and monthly income. Table 4.1 summarises the frequency and demographic distribution of the data obtained.

Table 4. 1*Demographic Data Collected*

Variables	Categories	Frequencies	Percentage (%)
Gender	Female	267	63.4
	Male	154	36.6
Age	18-28	251	59.6
	29-39	89	21.1
	40 And Above	78	18.5
	Below 18	3	0.7
Race	Chinese	7	1.7
	Indian	3	.7
	Others	7	1.7
	Malay	404	96.0
Marital Status	Divorce	6	1.4
	Married	179	42.5
	Single	236	56.1
Education Level	Diploma	182	43.2
	Bachelor's degree	127	30.2
	Phd	3	.7
	Master	33	7.8
	SPM	76	18.1

Table 4. 1 (continued)

Monthly Income	Below RM 1200	193	45.8
	RM 1200- 4000	139	33.0
	RM 4,001 And 89		21.1
	Above		

4.3.1 Gender

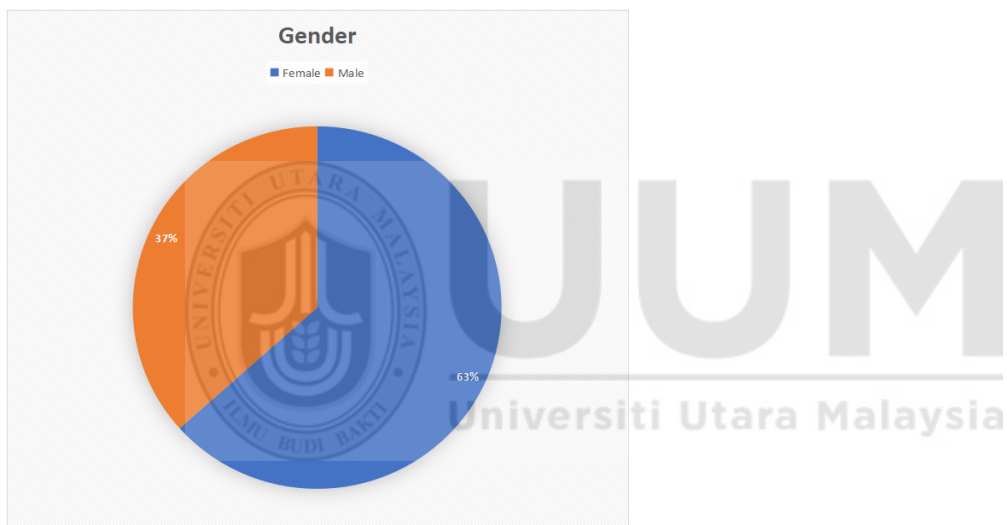


Figure 4. 1

Gender

Figure 4.1 shows how the 421 people who filled out the surveys were split up by gender. There were 154 male respondents (36.6 percent), whereas there were 267 female respondents (63.4 percent). As a result, the majority of respondents to this questionnaire were female.

4.3.2 Age

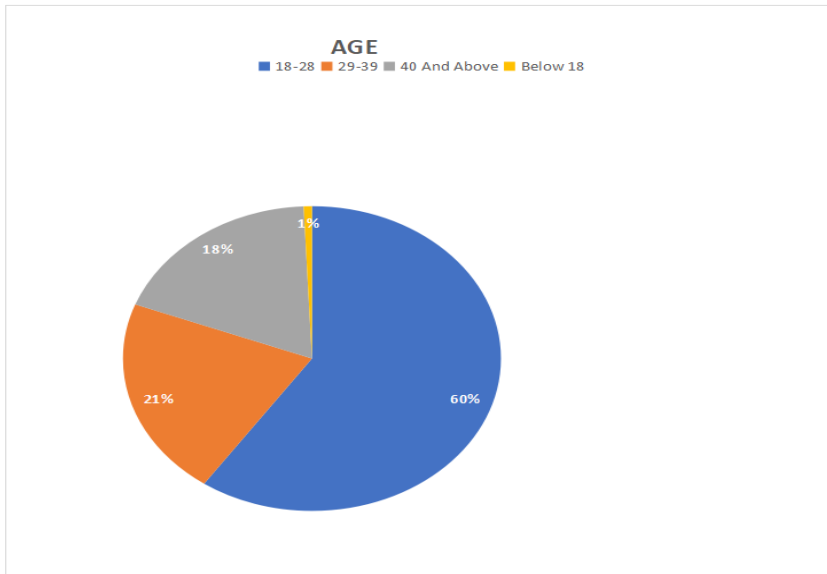


Figure 4. 2

Age

There are 0.7 percent of respondents in this questionnaire who range in age below 18; 21.1 percent of the 421 respondents were between the ages of 29 and 39; 18.5 percent were ages 40 and above; and most of the respondents were between the ages of 18 and 28.

4.3.3 Race

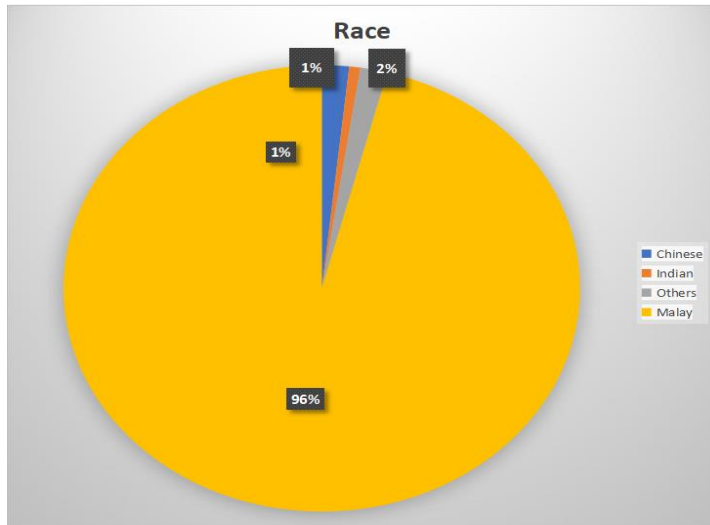


Figure 4. 3

Race

According to the survey, 96 percent of respondents are Malay, 1.7 percent are Chinese and others, and 0.7 percent are Indian (see Figure 4.3). Malay is the race having the most survey responses.

4.3.4 Martial status

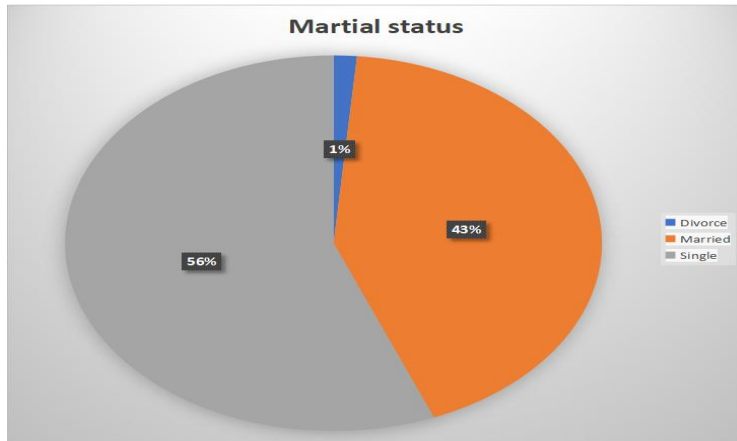


Figure 4. 4

Martial status

The highest percentage of respondents in this survey are single people, with a value of 56.1% out of 421 respondents, followed by the second highest group of married people.

4.3.5 Education level

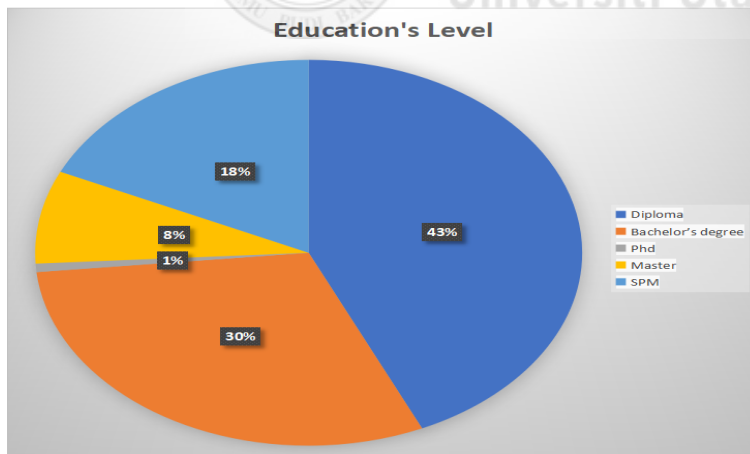


Figure 4. 5

Level of education

When it comes to educational background, 43.2 percent of respondents have a diploma, 30.2% have a bachelor's degree, 18.1% have a SPM, 7.8% have a master's, and the least one is 0.7%. That is to say, the vast majority of those who answered the survey questions are diploma holders.

4.3.6 Monthly income

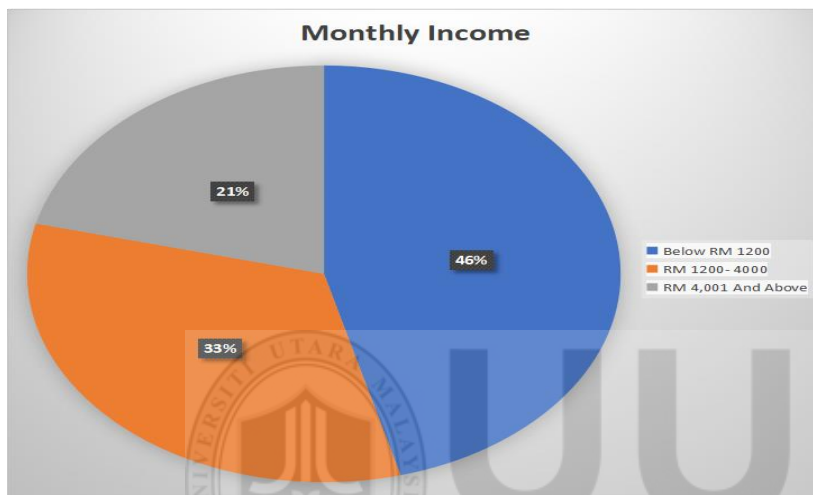


Figure 4. 6

Monthly income

In this study, we can see that most of the respondent's monthly income is below RM 1200, holding 45.8 percent of the sample, followed by 33 percent of the sample monthly income, which is around RM 1200 to RM 4000. while the highest income sample, those who earn around RM 4001 and above, only make up 21.1 percent of the sample.

4.4 Descriptive analysis

According to Table 4.2, this research looks at eight variables: Hotel preference is the dependent variable, while the following are the independent variables: marketing of product price and place. They consider tangible evidence such as product, pricing, place, and advertising. Physical evidence is processed by people. The standard deviation for physical evidence is 0.66178, the greatest among all variables, while the standard deviation for hotel preference is 0.544484, the lowest.

Table 4. 2

Descriptive analysis

Descriptive Statistics			
	N	Mean	Std. Deviation
Hotel preference	421	4.2033	.54484
Product	421	4.3282	.62162
Price	421	4.3971	.63535
Place	421	4.3949	.65631
Promotion	421	4.2415	.63705
People	421	4.3572	.64563
Physical evidence	421	4.3211	.66178
Process	421	4.4727	.64987

4.5 Reliability Test

In this investigation, reliability analysis was utilized to determine the dependability of the measurement scales derived from factor analysis. The reliability test was performed to determine the quality of the data, i.e. how stable and consistent the variables were. Cronbach's alpha is the most often used approach in dependability analysis for assessing

data consistency. Cronbach's alpha reliability coefficient was utilized to assess each element's predictability, stability, and consistency. According to Sekaran (2003), in social science research, a factor is typically deemed reliable if the Cronbach's alpha value is 0.6 or more. Additionally, Cronbach Alpha values less than 0.60 are regarded as untrustworthy, but values between 0.60 and 0.80 are regarded as higher and have strong internal consistency (Hair, 74 Black, Babin, Anderson, and Tatham, 2006). Appendix B has the whole SPSS output, whereas Table 4.5 contains the reliability coefficients for the measures. Table 4.5 displays Cronbach's alpha values for dependent variables with dimensions and independent variables with dimensions. Cronbach's alpha values for hotel preference are 0.604. However, Cronbach's Alpha values in this reliability inquiry varied from 0.839 to 0.900 for the factors of product, price, site, promotion, people, and process, showing that these values satisfy the established standard of dependability as indicated by Sekaran (2003) and Hair et al (2006). Additionally, the reliability research found that all variables and components were internally consistent, dependable, and stable

Table 4. 3

The Result of the Reliability Test

Variables	Dimensions	Cronbach's Alpha
Dependent variable	Hotel preference	0.604
Independent variables	Product	0.839
	Price	0.884
	Place	0.869
	Promotion	0.861
	People	0.900
	Physical evidence	0.870
	Process	0.880

4.6. Pearson correlation coefficient

The product has a r of 0.491 with hotel preference, according to the data in Table 4.4. The coefficient value of 0.491 ($r = 0.491$) falls within the range of 0.41 to 0.70. As a result, the product-hotel preference relationship is modest. Since the product's p -value is less than 0.001, this indicates a relationship between product and hotel preference. Based on the findings, the relationship between product and hotel preference is positive due to the positive correlation coefficient value.

The price correlates with hotel preference by 0.440 ($r = 0.440$). The price is 0.440 ($r = 0.440$), which falls within the 0.41 to 0.70 coefficient range. As a result, the relationship between price and hotel preference is minimal. Since the p -value of the price is 0.000, which is less than 0.001, there is a relationship between price and hotel preference.

Additionally, the place's correlation coefficient with the Hotel preference is 0.453 ($r = 0.453$), which falls within the coefficient range of 0.41 to 0.70. As a result, the relationship between place and hotel preference is modest. Since the correlation coefficient is positive, there is a positive relationship between where a person wishes to stay and the hotel they choose. As a result of the p -value of 0.0000, which is less than 0.001, there is a relationship between place and hotel preference. Moreover, since the correlation coefficient is positive, the relationship between promotion and hotel preference is positive.

Consumer preferences has a 0.466 ($r = 0.466$) relationship with the promotion. The promotion's coefficient value of 0.466 ($r = 0.466$) is within the range of 0.41 to 0.70. Additionally, given the p -value of promotion is 0.000, which is less than 0.001, there is a

relationship between promotion and hotel preference. As a result, there is a modest relationship between promotion and hotel preference.

The correlation coefficient's people's value is 0.402 ($r = 0.402$), with customer loyalty having a value of 0.402 ($r = 0.402$) that falls within the range of 0.21 to 0.40. As a result, the relationship between individuals and hotel preferences is tiny but significant. Moreover, since the correlation coefficient is positive, the relationship between individuals and hotel preference is positive. As a result of the p-value of 0.0000, which is less than 0.001, there is a relationship between individuals and hotel preference.

Since the correlation coefficient is positive, the relationship between procedure and consumer preference is positive. The process is correlated with hotel preference by 0.3622 ($r = 0.362$). The process value of 0.362 ($r = 0.362$) falls within the 0.21 to 0.40 coefficient range. Additionally, given the p-value is 0.000, less than 0.001, there is a relationship between procedure and hotel preference. As a result, the relationship between the procedure and hotel choice is tiny but significant. According to Table 4.4, physical evidence shows a 0.494% ($r = 0.325$) relationship with hotel preference. The coefficient value of 0.494 ($r = 0.494$) falls within the range of 0.41 to 0.70. As a result, modest rectification requires physical proof and hotel preference. Since the p-value of the physical evidence is 0.000, which is less than 0.001, this demonstrates a relationship between physical evidence and hotel preference.

4.6.1 Pearson's Correlation Coefficient

Table 4. 4

Pearson Correlation of Study

Correlations								
	Hotel preference	Produ ct	Pric e	Plac e	Promoti on	Peop le	Physical evidence	Proce ss
Hotel preference	1							
Product	.491**	1						
Price	.440**	.650**	1					
Place	.453**	.573**	.664**	1				
Promotion	.466**	.602**	.712**	.748**	1			
People	.402**	.526**	.710**	.681**	.765**	1		
Physical evidence	.494**	.560**	.698**	.717**	.736**	.816*	1	
Process	.362**	.478**	.685**	.648**	.650**	.805*	.779**	1

** . Correlation is significant at the 0.01 level (2-tailed).

4.7 Multiple Regression Analysis

According to Gliner, Morgan, and Leech (2011), the independent factors will have an influence on the dependent variables if the results of the multiple regression analysis are less than the $p < 0.05$ threshold. When the independent variable's value is larger than the sign's value, the independent and dependent variables have no impact on one another.

Table 4. 5 Multiple Regression Analysis

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	F	Sig.
1	.571 ^a	.326	.315	.45106	28.542	.000 ^b

a. Predictors: (Constant), process, product, place, price, promotion,

Physical evidence, people

b. Dependent Variable: hotel preference

Model	Standardized Coefficients Beta	T	Sig.
(Constant)		10.380	.000
Product	.261	4.669	.000
Price	.040	.573	.567
Place	.085	1.263	.207
Promotion	.110	1.461	.145
People	-.104	-1.204	.229
Physical evidence	.339	4.183	.000
Process	-.097	-1.302	.194

According to the table, only two elements of the service marketing mix were statistically significant ($p < 0.05$). Product ($p = 0.000$) and physical evidence ($p = 0.000$) are the two dimensions. Physical evidence also had the greatest beta value of 0.339, which corresponded to a t-statistic of 4.183. Next, by-product, with beta 0.261 and a t-statistic of 4.669.

As a result, when all other predictor dimensions contribute equally to explaining the model's variance, this provides the most significant and distinct contribution to explaining the dependent variables. According to the premise, product and physical evidence had a substantial impact on hotel preference. Nevertheless, since the significant value was more than 0.05, the other five dimensions—price, site, promotion, people, and the process—did not have significant relationships. As a result, those parameters had little influence on hotel preference and were not the key predictors. However, the service marketing mix's product and physical evidence aspects all contributed to hotel preference. R-squared measures how well independent factors may be used to characterize dependent ones. A high R-square value suggests that the independent variable can be accurately described. The R-square value of 0.326, as indicated in Table, properly captures just 32.6 percent of the dependent changes. As a consequence, this model cannot explain 67.4 percent of the variance, showing that additional factors may contribute to Penang hotel preference. The hypothesis conclusion based on multiple regression analysis is shown in the table below, and the SPSS output is included in Appendix.

Table 4. 6

Summary of all Hypotheses

Hypothesis	Hypothesis statement	Remark
Hypothesis 1	H1: There is significant relationship between product and hotel preference.	Supported
Hypothesis 2	H2: There is significant relationship between price and. hotel preference	Not supported
Hypothesis 3	H3: There is significant relationship between promotion and hotel preference.	Not supported
Hypothesis 4	H4: There is significant relationship between place and hotel preference.	Not supported
Hypothesis 5	H5: There is significant relationship between people and hotel preference	Not supported

Table 4. 6 (*continued*)

Hypothesis 6	H6: There is significant relationship between process and hotel preference.	Not supported
Hypothesis 7	H7: There is significant relationship between physical evidence and hotel preference.	Supported

4.8 Conclusion

This chapter analyses and interprets the data analysis outcomes. A descriptive test based on all variables in the research is administered immediately after a data presentation that summarises respondents' data, including gender, age, race, education level, and demographic percentages. After assessing the dependability of the data, it was concluded that all variables were consistent, dependable, and stable. Correlation and multiple regression tests were utilised to answer the study questions and attain the research goals. The last chapter will expand on and end the debate from the previous chapter.

CHAPTER 5

DISCUSSION AND ANALYSIS

5.1 Introduction

This chapter provides a summary of the study's findings in respect to the stated research objectives in the preceding chapter. It finishes with a discussion of the found ramifications, limits, and recommendations for future study. The conclusion of the chapter is a discussion of the study's findings.

5.2 Recapitulation of the study

According to the outcomes of this study, there is a correlation between the seven components of the service marketing mix and the Penang Hotels' preference. To estimate future preferences in Malaysia's hotel business, a study of the seven elements of the service marketing mix was performed. In determining these dimensions, the product, its pricing, its location, its promotion, its staff, its method, and its physical evidence were evaluated. A total of 421 google form questionnaire were sent via Facebook messenger respondents designated as, yielding a total of 421 responses.

Utilizing Pearson's correlation analysis, the major objective was determined. Each independent variable was found to have a statistically significant connection with hotel preference. In addition, multiple regression analysis was utilized to evaluate which aspects had the most influence on consumer preference and which did not. It was established that the most statistically significant component of the service marketing

mix would be identified by analyzed the components (product, price, location, promotion, people, process, and physical evidence). The findings of this study found the crucial relevance of employing the service marketing mix to secure a hotel's preference.

5.3 Discussion of Major Findings

The analysis of the study was led by the objective in the first chapter. Through data analysis, it has been discovered that some characteristics of service marketing are connected with the hotel preference. Moreover, this investigation determines the link between the independent and dependent variables. Consequently, the findings have been discussed in the following paragraphs in accordance to the research objectives.

5.3.1 Analyzing the relationship between service marketing mix and hotel preference.

The first purpose of this study is to establish the connection between the service marketing mix and hotel preference. This study aims to determine whether a significant link exists between the characteristics of the service marketing mix (product, process, place, pricing, promotion, physical evidence, and people) and the dimensions of the dependent variable (hotel preference in Penang). On the basis of an SPSS analysis of the data, it was determined that there were important service marketing dimensions. In fact, the service marketing mix dimensions have a beneficial impact on hotel preference.

Physical evidence became the most influential component in identifying the association between aspects of service marketing and hotel preference. This is due to

the fact that the physical evidence of a hotel influences the impression of the client, resulting in consumer hotel preferences. In addition, it is essential for hotels to embrace the physical evidence of the hotel's value marketing, such as current furnishings, physiology comfort, security and safety. Moreover, the green environment award may have a favorable effect on the physical evidence of a hotel. The perception of a hotel by the traveler may be more favorable. For instance, the consumer might choose a hotel with a green atmosphere because majority of travelers come to Penang Island for vacation or leisure trip. The more attractive a hotel's surroundings, the more likely it will be preferred by travelers.

Consequently, the study indicated that the product, pricing, and promotion dimensions of service marketing have a moderate association with hotel preference. This is due to the fact that by utilizing this dimension, a hotel would have to continue to enhance their fundamental marketing mix in order to effectively reach consumer preferences when selecting a hotel. It is a crucial aspect in all types of businesses, whether they are service-based or a tangible product-based. These essential elements can be utilized by hotels to establish distinctiveness and strengthen their competitive edge in attracting consumers. This demonstrates that by competing in this fundamental marketing mix, the hotel can create and maintain a strong position in the hotel industry.

This study also indicated that there is a weak correlation between the people and process components of the service marketing mix and hotel preference. This is due to the fact that these elements are continually changing, and staff and personnel will

always be in flux due to the environment's rapid change. The process can also have a limited impact on hotel preference due to the consumers would prioritize other factors, such as location and price, over the process. This is because not everyone prefers high-end, complex technology, as there is a wide variety of demographics that may be resistant to technology. If the hotel management is successful in implementing human and process elements, there may be competitive benefits, although these elements have little impact on hotel selection. Therefore, the hotel administration might save money by utilizing the process and personnel parts of the service marketing mix. This budget can be allocated to other purposes in order to improve hotel selection.

The results were reinforced by Gatot Wijayanto (2015), who describes a substantial association between the characteristics of the service marketing mix and hotel selection decisions. There is a relationship between the independent factors, which are the product, price, place, promotion, people, and process, whilst for dependent variable it was found that consumer's decision do not utilize hotel services. Compliance with the consumer behavior models black box, as stated by Kotler & Armstrong (2010), causes the marketing mix to have a simulative influence on product or service utilization decisions. As a result, this study predicted that physical evidence would be the most influential component on hotel choosing in Penang. In contrast, the procedure element was the least influential aspect in determining hotel preference. The hotel should produce their physical proof to attract and retain their consumers' preference. In addition, it is essential for the hotel to concentrate on its primary marketing mix, which consists of its product, price, and promotion toward the

consumer, in order to increase the consumer's interest in their hotel and make it more desirable in terms of consumer preference. Therefore, in order for a hotel to obtain the most successful service marketing mix, it is essential for the hotel to deliver a strong and effective 7Ps with the aid of tangible evidence so that guests can recognize and select the hotel.

5.3.2 Analyzing the influence of marketing mix and hotel preference.

The second objective of this study is to investigate the impact of the service marketing mix on hotel preference. This study aims to collect information about the elements that influence hotel preference the most. The dimensions of independent variables, including product, process, place, pricing, promotion, Physical evidence, and people, were examined to determine whether there is a significant relationship between the components and the dimensions of the dependent variable, hotel choice. Physical evidence and the product were discovered to strongly affect preference. Although the factors process, place, price, promotion, and people were found to be positively connected with hotel preference, these three elements do not have a substantial impact on the hotel preference. This study stresses that physical evidence and product are the most significant and influential indicators of hotel preference. Consequently, all seven characteristics of the service marketing mix are positively connected with hotel preference, but not all of the dimensions predict the hotel preference with statistical significance. This is due to the fact that there are additional elements that may explain the hotel preference for Penang hotels that are not included in this study. The aspects of physical evidence and product appear to be compatible with a hotel institution's service marketing mix, however the factors are not the process, place, pricing,

promotion, and people are not compatible with modern hotel preferences. According to a study conducted by Djatmiko and Pradana in 2016, a product's influence on a consumer's purchasing decision is substantial. Stefano and Filho (2015) defined product quality as the compliance of a product's demands and wishes to the created product specification. This is consistent with Chun Liu's (2021) findings that business travelers and solitary travelers pay varied attention to the hotel's environment, but are the least satisfied with it. This study demonstrates that two groups of guests proved to have more stringent criteria for the hotel environment. The results also indicated that businesses pay greater attention to the environment and organizational context, whereas individuals are more likely to emphasize consumer differences. This finding supports previous research. Xu and Li (2016) for instance, demonstrated that the facilities, including ageing furniture, filthy restrooms, noisy swimming pools, and so on, determines consumer discontent. Gu and Ryan (2008) argued that some hotel facility characteristics are required for consumer satisfaction, however insufficient on their own. Yet, their absence may result in consumer discontent.

Intriguing prior research has investigated two innovative techniques to influencing desire for an eco-friendly hotel. Initially, how decisions were made by travelers while considering hotel booking options. In a rejection decision mode, for instance, a tourist spends more time comparing the elements that promote sustainability and those that do not, resulting in more deliberative processing to justify selecting a pro-environmental hotel (Kim et al., 2020). Then, the field of "nudging," in which subtle psychological mechanisms impact decisions, examines how travelers can be indirectly persuaded to

modify their preference for eco-friendly hotels (Cui et al., 2019; Tanford et al., 2020). In a controlled experiment, Cui et al. (2019) had participants wash their hands to produce the experience of physical 'cleanliness' which made them feel more virtuous and increased their self-esteem for moral decisions. The physical act of cleaning indirectly influenced participants to raise their preference for eco-friendly hotels, as they developed a higher appreciation for morally favored booking. In response to the growing demand for eco-friendly efforts, hotels now provide "green" features and environmental certifications (Ecolabels, ISO 14001) (Buckley, 2002; Font, 2002).

Ecolabels are qualified certifications that convey to tourists effective environmental management through an easily recognizable emblem (Preziosi et al., 2019). Theoretically, if tourists can identify better environmental management, it'll resulted in more informed purchasing decisions (Preziosi et al., 2019). It has been suggested that travelers may associate their own environmental viewpoint with the 'green' identities of hotel providers (Steg & Vlek, 2009). As for example, if a visitor stays at a "Eco hotel," their perspective will be associated with a positive improvement in an environment, as opposed to if they had been at a hotel that may have produced more garbage. Beginning research indicated that environmental certifications are positively connected with environmental awareness (Rex 2& Baumann, 2007). Although research suggests that Ecolabels provide businesses with an effective means of communicating their environmental management features (Bjrner et al., 2004), little is known about the factors that influence hotel guests' preference for environmental certifications.

The corporation must pay more attention to a range of factors, including the quality of its offered items, if it aimed to succeed in the marketplace. Previous study demonstrated that items impact purchasing decisions; consumers will not purchase a product if it does not satisfy their expectations. This indicated that products influence purchasing decisions. According to Oesman (2010), the physical evidence offered can reflect the quality of the company's services. Therefore, the firm must handle this physical evidence with care because it can influence the consumer's perception of the company. This viewpoint is reinforced by Gatot Wijayanto's (2015) assertion that place, promotion, and procedure do not have a substantial impact. Therefore, the hotel's management might develop a cost-budgeting strategy by sustaining and enhancing the product's physical evidence and identity to increase hotel preference. As the other elements do not significantly alter simultaneous marketing mix, they must be maintained and increased in maximizing the impact.

5.4 Implication of Findings

Discussion revolves around the study's implication, which is predicated primarily on theoretical and practical implications. The findings of this study have provided both theoretical and practical implications for the future improvement for the hotel industry.

5.4.1 Theoretical

According to Kotler in Buchory and Saladin (2010) "marketing management is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to exchanges that creates individual and organization

goals. A service is any action or performance offered by one party to the other party that are intangible principles and does not lead to the transfer of ownership (Kotler & Keller in Buchory & Saladin, 2010). On the other hand, according to Zeithalm and Bitner in Daryanto (2011), the notion of service is the entire economic activity with output in addition to the physical product, in the sense of the physical is tangible, services consumed and produced at the same time, provide added value and in principle the intangible for consumers. Mix for service or service marketing mix according to Kotler & Keller in Oesman (2010), which is defined as a series of marketing tools used to achieve the company objectives. Hence, according to Daryanto (2011), the marketing mix is the set of tactical marketing tools that can be controlled by the combined company to produce the response it wants in the target market. Based on the definition above it can be concluded that the marketing mix is the marketing elements are intertwined and combined to achieve the desired goals of the company. Kotler and Keller, Zeithaml, et al., in Oesman (2010), put forward the concept of the marketing mix traditionally consists of four "P"s; product, the price, place, and promotion. However, the services marketing mix needs to add an element of people, process and physical evidence. Zeithaml, Bitner and Gremler; Lovelock and Wirtz in Oesman (2010), suggested that the marketing mix service is modified by adding three elements which are people, process and physical evidence. So, the seven elements of the marketing mix for the field of product, the price, place, promotion, processes, people and physical evidence. Usage decision process service according to Lovelock and Wirtz (2011) "service consumption can be divided into three principal stages: prepurchase, service encounter and post-encounter". In terms of consumption

of this stage was to use and evaluate. In the process of production services, production services and consumed in the same time frame. Zeithaml, Bitner and Gremler revealed that the service is marketing mix elements of marketing in which companies must incorporate these marketing elements in performing its application to consumers to produce the response it wants in the intended market. Therefore, the decrease in the number of consumers is one of the indicators are not effective as the marketing mix that made by a company. Zeithaml, at all., Lovelock and Wirtz in Oesman (2010), explains that in service companies the application of marketing mix variables need to be added which is floating from the concept of the marketing mix is the people, processes, and physical evidence. So there are seven marketing mix for the service is a product, price, place, promotion, process, people and physical evidence. (7P) for achieving company goals service providers in this respect is the Penang hotel.

According to Tjiptono (2015), there are 4 stages in the process of doing the introduction of decision problems or needs, information retrieval, evaluation and use of decision alternatives. According to Kotler and Armstrong (2010: 196) in the model of consumer decision process black box use of consumers affected by stimulus marketing mix. Based on the review of the theory can be filed the first hypothesis, there is a positive and significant relationship between marketing mix decisions against services consumers in preference; Second, there influence marketing mix toward services consumers in preference a hotel.

5.4.2 Practical

The results indicated that physical evidence was found to have the most vital relationship with Hotel Preference among the service marketing mix dimensions. Notwithstanding to that, hotel service providers must place a premium on physical evidence in order to retain consumers. It is critical to improve the physical evidence dimension by using an appropriate policy so that consumers can visit and make purchases from the same provider while not jeopardizing the hotel service provider's profitability. Consumers expect the value they spend to meet the expectations or feel that they receive are fair. As a result, providers require an effective strategy and information how to build effective physical evidence in their service product. The management of the hotel in Penang should consider enhancing the physical environment in order to attract more consumers; things such as the hotel's cleanliness, proper lighting, parking space, and security and safety requirements will be met if the hotel can provide a green environment, psychological comfort for the guests, modern amenities and furniture.

5.5 Limitation of The Study

This analysis has several drawbacks, including the following:

- i. The sample size of this study is limited. One limitation is that the focus is exclusively Facebook page travel Penang Tips. The study demonstrates the study's limitations in terms of sample size and geography. The study could produce more accurate results with a larger sample size if it included consumers of the hotel service

provider in additional geographic areas and better understand preference to the hotel service provider.

ii. When collecting data from the respondent, the researchers' various limitations were lack of cooperation because they did not cooperate fully with the researchers, and the results were limited to the researcher.

iii. This study examined a dimension of the independent variables (service marketing mix) to determine hotel preference. Numerous additional variables may be worth investigating in future research to ensure that the hotel service provider meets consumer needs and desires.

5.6 Recommendation for Future study

This analysis reveals a lot of intriguing areas for future study. This comprises:

- i) In addition to the characteristics addressed in this study, additional variables can influence hotel preference toward the hotel service provider. To uncover these crucial concerns for the hotel business, researchers can perform studies on hotel preference to hotel service providers forever. In addition, researchers can include intermediary variables like consumer constraint to the newly proposed service marketing mix dimension and hotel choice model. Hence, it is anticipated that subsequent study will investigate additional elements that influence hotel preference.

ii) A comparative study is strongly recommended if this study is to be replicated.

Comparisons should be made between different years because different consumer results and opinions may exist in order to highlight their preference for hotel service provider on a timely basis. Moreover, the comparative study may disclose additional insights that support the research's conclusions.

iii) Researchers may also include numerous question categories in their open-ended surveys. As a result, researchers are better able to comprehend respondents' thinking, while respondents are able to articulate their emotions with greater clarity. On top of that, researchers can collect data in other ways to acquire a deeper comprehension of respondents' thought processes.

5.7 Conclusion

In summary, this study discovered that seven hypotheses were derived and two were accepted, namely that product (H1), and physical evidence (H7) both correlate positively with hotel preference toward Penang Hotel service providers. However, it was discovered that Price (H2) , Place (H3) ,promotion (H4), people (H5), and process (H6) have no significant effect on hotel preference. Hotel preference is in fact importance, and it is also crucial that the marketing mix factor also helps business providers learn what clients are looking for when selecting hotel services. This study effort aimed to observe Penang hotel service provider's relationship between hotel preference and marketing mix. Therefore, it is critical that hotel industries recognize marketing demands and lure consumers to their businesses and concentrate on holding them. The independent variables acted as a vital role

in influencing hotel preference to a hotel service provider. Thus, this study provided the researcher with a more valuable understanding of future studies. As a result, future and ongoing research should concentrate on additional factors affecting preference to a hotel service provider. In conclusion, the framework used in this study is both reliable and applicable for developing a comprehensive understanding of the service marketing dimensions that influence preference toward a Penang hotel service provider.



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APPENDIX A

QUESTIONNAIRE

THE EFFECT OF SERVICE MARKETING MIX ON HOTEL PREFERENCE BY CONSUMER

Responden yang dihormati,

Saya merupakan seorang pelajar Sarjana (Sains) Pengurusan di Universiti Utara Malaysia. Borang soal selidik ini mengandungi TIGA (3) bahagian iaitu bahagian I, II dan III. Tujuan borang soal selidik ini dibuat adalah untuk mengenalpasti faktor yang mempengaruhi cita rasa pengguna dalam pemilihan hotel di Pulau Pinang. Semua maklumat yang diberikan adalah RAHSIA dan hanya digunakan bagi tujuan akademik sahaja. Kami tidak akan menerbitkan sebarang maklumat yang akan melibatkan sebarang individu atau organisasi bagi tujuan lain. Terima kasih atas masa dan kerjasama anda dalam menjayakan usaha penyelidikan ini.

Dear respondent,

I am a student of Master (Science) Management in Universiti Utara Malaysia. The questionnaire contains THREE (3) parts, I,II and III. The purpose of this questionnaire is to identify the factors that effect the hotel preferences . All information provided is CONFIDENTIAL and only used for academic purposes only. We will not publish any information that would involve any individual or organization for other purposes. Thank you for your time and cooperation in the success of this research.

Penyelidik: Nur Rushaida Bt Abd rahman

Sarjana Muda (Sains) Pengurusan.

Universiti Utara Malaysia Email:

rushaidarahman@gmail.com

BAHAGIAN I / PART I :

LATAR BELAKANG RESPONDEN/ BACKGROUND OF RESPONDENT

Seksyen ini bertujuan untuk mendapatkan maklumat tentang latar belakang responden. Responden dikehendaki tandakan [✓] pada pilihan yang berkenaan. Hanya satu pilihan sahaja yang diperlukan untuk setiap soalan.

This section is intended to obtain information about the background of the respondents. Respondents are required to tick [✓] in the appropriate selection. Only one option is only necessary for each question.

1. Jantina / Gender

- Lelaki/ Male
- Perempuan/ Female

2. Umur/Age

- Below 18
- 18-28
- 29-39
- 40 and above

3. Taraf Perkhawinan/ Marital Status

- Bujang/Single
- Berkhawin/ Married
- Berceraai/ Divorce

4. Tahap Pendidikan/ Education

- Diploma/ Asasi
- Ijazah Sarjana Muda / bachelor
- Sarjana /Master
- PHD

5. Pendapatan Bulanan/ Monthly Income

- <RM 2,000
- ≥ RM 2,000 – RM 4,000
- ≥ RM 4,000

BAHAGIAN II/ PART II: SOAL SELIDIK BERKENAAN

Kenyataan berikut merupakan faktor pemilihan pengguna terhadap servis hotel . / *The following is a selection factor for customer preference against hotel services.*

Sila (tanda) jawapan di ruang yang disediakan mengikut skala penilaian berikut./*Please (tick) answer in the space provided in accordance with the following rating scale.*

Skala Penilaian/ Rating scale

Sangat tidak setuju/ Strongly Disagree:

1- Tidak Setuju/ Disagree:

2- Biasa/ Neutral:

3- Bersetuju/ Agree:

4- Sangat Bersetuju/ Strongly Agree.

No	Item /Soalan	1	2	3	4	5
1	Kualiti servis adalah salah satu faktor yang mempengaruhi keputusan pembelian saya terhadap pemilihan hotel . Service Quality is one of the factors that influence my decisions when choosing hotel					
2	Jenama hotel menjadi kebimbangan saya apabila saya menempah hotel The brand of a hotel is my concerns when I choosing a hotel					

3	Saya mengemari hotel yang mengamalkan konsep mesra muslim berbanding hotel konvensional I prefer Muslim friendly hotel compare to conventional hotel					
4	Saya akan mengambil masa untuk membandingkan fasiliti di tawarkan untuk mengetahui mengenai servis hotel I will take some time to view the facilities in order to know more about the hotel services					
5	Gaya hidup saya akan mempengaruhi pilihan pembelian saya terhadap hotel My lifestyle choices will affect my purchase of hotel (leisure , business, family , budget trip)					



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BAHAGIAN III/ PART III: SOAL SELIDIK BERKENAAN CAMPURAN

PEMASARAN

Kenyataan berikut merupakan kesan campuran pemasaran kepada pemilihan pengguna. / *The following is the marketing mix impact on consumer preference.*

Sila (/) jawapan di ruang yang disediakan mengikut skala penilaian berikut./*Please (/) answer in the space provided in accordance with the following rating scale.*

Skala Penilaian/ Rating scale

1- Sangat tidak setuju/ Strongly Disagree:

2- Tidak Setuju/ Disagree:

3- Biasa/ Neutral

4- Bersetuju/ Agree:

5- Sangat Bersetuju/ Strongly Agree.

Product	1	2	3	4	5
● The hotel rooms are spacious and comfortable.					
● The hotel offers high-class quality services					
● The hotel offers a variety of services meet the wishes of the guests					
● I feel safe in the hotel					
● The hotel offers food and beverage, entertainment, recreation services and other complementary services					
● The hotel offers various events services					
Price					

● The price equals the quality of hotel services that you receive during your stay in hotel					
● The price equal the benefits that you get during your stay in hotel					
● Hotel services prices are reasonable					
● The hotel offers excellent prices for the services of food, beverage , entertainment, recreation					
● The hotel offers seasonal prices strategy					
● The hotel offers competitive prices in comparison with other competitor hotels					
Place					
● Hotel seeks to apply modern technology in the booking, payment and delivery of information easily.					
● Hotel has good relations with travel agencies to facilitate the booking.					
● The hotel is linked to a global reservation system with chain hotels.					
● The hotel has an effective system of electronic booking.					
Promotion					
● The hotel uses effective means of promotion and advertising.					

● The Hotel focuses on personal selling as an effective mean of promotion.					
● The Hotel allocates a promotional budget to support the promotional activity.					
● The hotel has a distinctive brand compared to competitors.					
● I can get rich information about the hotel from the Internet.					
● I get promotional prices from the hotel in comparison with the competition hotels					
People (Service Providers)					
● The hotel has a skilled and competent personnel and capable of providing services to guests.					
● Personnel seek to build good relations with the guests based on friendship and respect.					
● I feel that service providers seek to provide excellent services to meet my needs and desires.					
● I feel that the Personnel at the hotel understand service culture.					
● Personnel seek to resolve the problems that I encounter efficiently.					

Physical Evidence					
● The rooms, lounges and furniture of the hotel have psychological comfort for the guests.					
● The hotel is equipped with modern, furniture and other amenities.					
● I feel that the material accessories in the hotel reflect a social nature					
● The hotel has security and safety requirements					
● I contribute in keeping up with the green environment of the hotel sharing with the staff to enhance, improve this modern concept.					
Process					
● The hotel offers easy check in and check out process.					
● Hotel delivered service as promise					
● The operation systems used by hotel is convenient.					

APPENDIX B

SPSS OUTPUT

Frequency Table

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female/ Perempuan	267	63.4	63.4	63.4
	Male/ lelaki	154	36.6	36.6	100.0
	Total	421	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28	251	59.6	59.6	59.6
	29-39	89	21.1	21.1	80.8
	40 and above	78	18.5	18.5	99.3
	below 18	3	.7	.7	100.0
	Total	421	100.0	100.0	

Race					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cina/ Chinese	7	1.7	1.7	1.7
	India/ Indian	3	.7	.7	2.4
	Lain-lain/ Others	7	1.7	1.7	4.0
	Melayu/Malay	404	96.0	96.0	100.0
	Total	421	100.0	100.0	

MaritalStatus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bercerai/ Divorce	6	1.4	1.4	1.4
	Berkhawin/ Married	179	42.5	42.5	43.9
	Bujang/Single	236	56.1	56.1	100.0
	Total	421	100.0	100.0	

Education_Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma/ Asasi	182	43.2	43.2	43.2
	Ijazah Sarjana Muda /Bachelor Degree	127	30.2	30.2	73.4
	Phd	3	.7	.7	74.1
	Sarjana /Master	33	7.8	7.8	81.9
	SPM	76	18.1	18.1	100.0
	Total	421	100.0	100.0	

Monthly_Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below RM 1200	193	45.8	45.8	45.8
	RM 1200- 4000	139	33.0	33.0	78.9
	RM 4,001 and above	89	21.1	21.1	100.0
	Total	421	100.0	100.0	

Descriptive statistic

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
hotel_preference	421	1.60	5.00	4.2033	.54484
product	421	1.33	5.00	4.3282	.62162
price	421	1.17	5.00	4.3971	.63535
place	421	1.25	5.00	4.3949	.65631
promotion	421	1.00	5.00	4.2415	.63705
people	421	1.20	5.00	4.3572	.64563
Physical_evidence	421	1.20	5.00	4.3211	.66178
process	421	1.33	5.00	4.4727	.64987
Valid N (listwise)	421				

Scale: hotel preference

Reliability Statistics	
Cronbach's Alpha	N of Items
.604	5

Scale: product

Reliability Statistics	
Cronbach's Alpha	N of Items
.839	6

Scale: price

Reliability Statistics	
Cronbach's Alpha	N of Items
.884	6

Scale: Place

Reliability Statistics	
Cronbach's Alpha	N of Items
.869	4

Scale: Promotion

Reliability Statistics	
Cronbach's Alpha	N of Items
.861	6

Scale: People

Reliability Statistics	
Cronbach's Alpha	N of Items
.900	5

Scale: Physical evidence

Reliability Statistics	
Cronbach's Alpha	N of Items
.870	5

Scale: Process

Reliability Statistics	
Cronbach's Alpha	N of Items
.880	3

Correlations

Correlations									
		hotel_preference	product	price	place	promotion	people	Physical_evidence	process
hotel_preference	Pearson Correlation	1	.491**	.440**	.453**	.466**	.402**	.494**	.362**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	421	421	421	421	421	421	421	421
product	Pearson Correlation	.491**	1	.650**	.573**	.602**	.526**	.560**	.478**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	421	421	421	421	421	421	421	421
price	Pearson Correlation	.440**	.650**	1	.664**	.712**	.710**	.698**	.685**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	421	421	421	421	421	421	421	421
place	Pearson Correlation	.453**	.573**	.664**	1	.748**	.681**	.717**	.648**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	421	421	421	421	421	421	421	421
promotion	Pearson Correlation	.466**	.602**	.712**	.748**	1	.765**	.736**	.650**

	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	421	421	421	421	421	421	421	421
people	Pearson Correlation	.402**	.526**	.710**	.681**	.765**	1	.816**	.805**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	421	421	421	421	421	421	421	421
Physical_evidence	Pearson Correlation	.494**	.560**	.698**	.717**	.736**	.816**	1	.779**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	421	421	421	421	421	421	421	421
process	Pearson Correlation	.362**	.478**	.685**	.648**	.650**	.805**	.779**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	421	421	421	421	421	421	421	421
**. Correlation is significant at the 0.01 level (2-tailed).									

Multiple regression analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571 ^a	.326	.315	.45106
a. Predictors: (Constant), process, product, place, price, promotion, Physical_evidence, people				

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.571 ^a	.326	.315	.45106	2.047
a. Predictors: (Constant), process, product, place, price, promotion, Physical_evidence, people					
b. Dependent Variable: hotel_preference					

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.649	7	5.807	28.542	.000 ^b
	Residual	84.026	413	.203		
	Total	124.675	420			
a. Dependent Variable: hotel_preference						
b. Predictors: (Constant), process, product, place, price, promotion, Physical_evidence, people						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.894	.183		10.380	.000
	product	.229	.049	.261	4.669	.000
	price	.034	.059	.040	.573	.567
	place	.071	.056	.085	1.263	.207
	promotion	.094	.065	.110	1.461	.145
	people	-.088	.073	-.104	-1.204	.229

	Physical_evidence	.279	.067	.339	4.183	.000
	process	-.082	.063	-.097	-1.302	.194
a. Dependent Variable: hotel_preference						

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.5180	4.6091	4.2033	.31110	421
Residual	-1.58187	1.01417	.00000	.44728	421
Std. Predicted Value	-5.417	1.304	.000	1.000	421
Std. Residual	-3.507	2.248	.000	.992	421
a. Dependent Variable: hotel_preference					

