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**THE INFLUENCE OF PERCEIVED VALUE, SATISFACTION
AND COMMITMENT ON ELECTRONIC WORD-OF-MOUTH
OF CHINESE HOTEL GUESTS IN MALAYSIA**



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**DOCTOR OF PHILOSOPHY
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**THE INFLUENCE OF PERCEIVED VALUE, SATISFACTION
AND COMMITMENT ON ELECTRONIC WORD-OF-MOUTH
OF CHINESE HOTEL GUESTS IN MALAYSIA**



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**A Thesis Submitted to the Ghazali Shafie Graduate School of Government in
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ABSTRACT

The remarkable growth of China outbound tourism is a sign of increased opportunities to worldwide hotel industry, including Malaysia. Nonetheless, hoteliers are constantly challenged with business sustainability. Notably, sustaining a hotel business should begin with understanding the customers' behavioural responses. Therefore, hotel managers need to be receptive towards their guests' post visit behaviour. A common guests' post visit behaviour is to share their experience with others through word-of-mouth. In line with the current information technology development, the practice of experience sharing has evolved from traditional word-of-mouth (WOM) to electronic word-of-mouth (e-WOM), and this includes Chinese hotel guests in Malaysia. Hence, this research aims to investigate Chinese hotel guests experience by assessing the relationship between perceived value, satisfaction, commitment and e-WOM responses. Quantitative method was employed in this research. Questionnaires were distributed at the airports in Penang, Langkawi and Kuala Lumpur as well as on selected social-media platforms. A sum of 464 useable questionnaires were obtained and regression analyses were carried out to address the research questions and the hypotheses. The results showed that perceived value influenced the satisfaction and commitment of the customers. Satisfaction is shown to be a significant influencer of commitment. These variables in-turn significantly influenced e-WOM responses. Additionally, this research affirmed the mediation role of satisfaction and commitment. Satisfaction had a mediating effect on the relationship between perceived value and commitment. Commitment was affirmative in mediating the relationship between perceived value and e-WOM responses as well as between satisfaction and e-WOM responses. In terms of contributions, this research enriches the literature by providing the theoretical explanations for the relationship and mediating influence among the variables. It also offers a plausible research framework to study hotel guest experience. Practically, the results benefit the hotel industry by providing clear insights on the hotel guests' experience evaluation. This would assist hotel managers in terms of their marketing, human resources and strategic business decisions. Ultimately, this research shall entice the academia and the hoteliers to work collectively to enhance hotel guests' experience and to ensure business sustainability in the hospitality industry.

Keywords: Commitment, Electronic Word-of-mouth, Malaysia, Perceived Value, Satisfaction.

ABSTRAK

Pertumbuhan pelancongan keluar China yang luar biasa memberi peluang yang besar kepada industri perhotelan di seluruh dunia termasuk Malaysia. Meskipun demikian, pengusaha hotel sentiasa berhadapan dengan cabaran untuk melestarikan perniagaan mereka. Kelestarian perniagaan hotel harus dimulakan dengan memahami tindak balas perlakuan pelanggan. Oleh itu, pengurus hotel perlu peka terhadap perlakuan pelanggan selepas setiap lawatan yang dilakukan. Perlakuan biasa oleh pelanggan selepas setiap lawatan adalah berkongsi pengalaman mereka dengan orang lain melalui perkhabaran lisan. Sejajar dengan perkembangan teknologi maklumat semasa, amalan berkongsi pengalaman telah berubah dari perkhabaran lisan tradisional (WOM) kepada perkhabaran elektronik (e-WOM) dan ini termasuk pelanggan hotel dari negara China di Malaysia. Justeru itu, kajian ini bertujuan menyelidiki pengalaman pelanggan hotel dari China dengan meneliti hubungan antara nilai yang dirasakan, kepuasan, komitmen dan tindak balas perkhabaran elektronik (e-WOM). Kaedah kuantitatif digunakan dalam kajian ini. Soal selidik diedarkan di lapangan terbang di Pulau Pinang, Langkawi dan Kuala Lumpur serta di beberapa platform media sosial terpilih. Sejumlah 464 soal selidik telah diperolehi dan boleh digunakan, serta analisis regresi dilakukan untuk menjawab persoalan kajian dan hipotesis yang dibuat. Dapatan kajian menunjukkan bahawa nilai yang dirasakan mempengaruhi kepuasan dan komitmen pelanggan terhadap tindak balas perkhabaran elektronik. Kepuasan kemudiannya disahkan sebagai pengaruh penting dalam komitmen. Pemboleh ubah ini kemudiannya mempengaruhi tindak balas perkhabaran elektronik (e-WOM) secara signifikan. Selain itu, kajian ini mengesahkan peranan perantaraan bagi kepuasan dan komitmen. Kepuasan mempunyai kesan perantaraan terhadap hubungan antara nilai yang dirasakan dan komitmen. Komitmen pula mempunyai kesan perantaraan bagi hubungan antara nilai yang dirasakan dan tindak balas perkhabaran elektronik (e-WOM) serta kepuasan dan tindak balas perkhabaran elektronik (e-WOM). Kajian ini memperkayakan literatur dengan memberikan penjelasan teoritikal mengenai perhubungan dan pengaruh di antara pemboleh ubah yang digunakan. Ia juga menawarkan kerangka penyelidikan yang bernas untuk meneliti pengalaman pelanggan hotel. Secara praktikalnya, hasil kajian ini bermanfaat kepada industri hotel. Ianya memberikan pandangan yang lebih jelas mengenai penilaian pengalaman pelanggan hotel. Ini akan membantu pengurus hotel dari aspek pemasaran, sumber daya manusia dan keputusan perniagaan strategik. Pada akhirnya, penyelidikan ini diharapkan dapat menarik para akademik dan pengusaha hotel bekerjasama secara kolektif untuk meningkatkan pengalaman pelanggan hotel bagi memastikan kelangsungan perniagaan dalam industri hospitaliti.

Katakunci: Kepuasan, Komitmen, Malaysia, Nilai yang Dirasakan, Perkhabaran Elektronik

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LIST OF ABBREVIATIONS

CNTA	China National Tourism Administration
CTA	China Tourism Academy
CFA	Confirmatory Factor Analysis
e-WOM	Electronic Word-of-mouth
EDT	Expectancy-Disconfirmation Theory
NBSC	National Bureau of Statistics of the People's Republic of China
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
UNWTO	United Nations World Tourism Organization
WTO	World Tourism Organization
WOM	Word-of-mouth
WTTC	World Travel & Tourism Council



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CHAPTER ONE

INTRODUCTION

1.1 Chapter Overview

This chapter is a comprehensive introduction to the thesis and has ten sections. The second section explains the research background, and the third elaborates the background of Chinese travel to Malaysia. The problem statements, research aims and objectives, and research questions are discussed in sections four until section six. The seventh section explains the significance of the study, including academic significance, practical significance, and the operational definition. Section eight offers the scope of the study. Finally, the organisation of thesis chapters is explained, and the chapter is concluded with the conclusion.

1.2 Research Background

The hotel industry is very important in most countries, as more and more people recognise the importance of the hotel business in promoting economic development. Over the past few decades, with the development of technology, economy, and society, the hotel industry has undergone tremendous changes, and hotels are no longer the privilege of the upper classes (Mok, Sparks, & Kadampully, 2013). In the 21st century, with the change in traditional means of transport and the increase in holidays, more ordinary consumers can travel and stay in hotels. The hotel industry has thus become an extremely popular business activity, with an extraordinary growth rate worldwide.

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APPENDICES

Appendix 1: Table for Determining Sample Size from A Given Population

(Krejcie & Morgan, 1970)

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.

Appendix 2: Data Collection Letter



HAZALI SHAFIE GRADUATE SCHOOL OF GOVERNMENT
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Reference No.UUM/COLGIS/GSGSG/P-30

Date: 15 October 2019

TO WHOM IT MAY CONCERN

Sir/Madam,

DATA COLLECTION FOR PHD

This is to certify that **HAN CHAO (Matric Number: 902564)** is a full time PhD student at Universiti Utara Malaysia, Sintok, Kedah, Malaysia.

She needs to collect data for her Phd research thesis in order to fulfil the requirements of her Phd programme.

We duly hope that your organization will be able to assist her in getting the necessary information and give her permission to collect the data for her Phd research thesis.

Thank you.

"KNOWLEDGE, VIRTUE, SERVICE"

"KEDAH AMAN MAKMUR- HARAPAN BERSAMA MEMAKMURKAN RAKYAT"

Yours faithfully

(MOHD SUKRI OTHMAN)

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Appendix 3: Questionnaire: English Version

Questionnaire: Survey of Chinese hotel guest's visit experience in Malaysia



Dear Participant,

I am Han Chao, a PhD candidate. I would like to take this opportunity to invite you to participate in a research survey. The purpose of this study is to investigate the relationships between hotel guests' perceived value, satisfaction, commitment and electronic word-of-mouth. It will only take about 10 minutes of your valuable time to complete this survey.

Your participation is voluntary and your answers will remain anonymous and confidential. Only the researcher will have the right of data access. If you have any questions regarding the survey, you may contact me directly by email at cookiehanchao@gmail.com or by phone at 18609505472. I would like to thank you in advance for your participation and for spending your valuable time.

Sincerely,

Han Chao

PhD Candidate

School of Tourism, Hospitality & Event Management

Universiti Utara Malaysia, Sintok ,

Kedah, Malaysia

Part 1: Demographic Profile

Please complete this section using “√” or filling in the blank for each of the following:

1. Please indicate your gender: Male ☐ Female ☐
2. Please indicate your age group: 20 or less ☐ 21-25 ☐ 26-30 ☐ 31-35 ☐
36-40 ☐ 41-45 ☐ 46-50 ☐ 51-55 ☐ Above 55 ☐
3. Please indicate your highest educational level:
Less than high school ☐ High school ☐ Bachelor degree ☐
More than master degree or master degree ☐
4. Please indicate your **monthly** income level:
Less than ¥3000 ☐ ¥3000-¥4999 ☐ ¥5000- ¥10000 ☐ More than ¥10000 ☐
5. Please indicate your purpose of travel: Business ☐ Leisure ☐
6. Please indicate the number of days in your hotel stay:
2-3 days ☐ 4-5 days ☐ 6 days or above ☐
7. Please indicate the hotel standard you stay in Malaysia:
1 star ☐ 2 star ☐ 3star ☐ 4 star ☐ 5 star ☐
8. Please indicate your number of visits to Malaysia in the past 5 years.
None ☐ 1-2 ☐ 3 or above ☐
9. Please indicate your travel companion:
Alone ☐ With spouse ☐ With family ☐ With friends ☐

Part 2: Please complete this section by indicating the extent to which you agree or disagree with each of the following statements, using “√”.

1=Strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree

Hotel Guests’ Perceived Value

Code	Section 2.1 – Financial Value (FV)	1	2	3	4	5
FV1	The hotel is economical.					
FV2	The price of hotel is considered reasonable.					
FV3	The hotel offers value for money.					
FV4	The hotel is considered good purchase for the price.					
Code	Section 2.2 – Functional Value of Service Quality (FVSQ)	1	2	3	4	5
FVSQ1	The hotel provided me acceptable standard of service quality.					
FVSQ2	The hotel provided me with prompt service.					
FVSQ3	The hotel provided me with reliable and accurately service.					
FVSQ4	The hotel staff is kind and friendly.					
FVSQ5	The hotel provided me with consistent service quality level.					
Code	Section 2.3 – Emotional Value (EV)	1	2	3	4	5
EV1	The hotel experience gave me pleasure.					
EV2	My experience at the hotel made me feel good.					
EV3	I feel relaxed at the hotel.					
EV4	My visit to the hotel is something that I enjoyed.					
EV5	I feel comfortable at the hotel.					
Code	Section 2.4 – Aesthetic Value (AV)	1	2	3	4	5
AV1	The furnishing of the hotel (such as tables, chairs and beds) is appealing.					

AV2	The hotel architecture (the building's appearance) is impressive.					
AV3	Hotel soft decoration (such as decorative paintings, curtains and ornaments) is distinctive and reasonable.					
AV4	The hotel used pleasant odour scheme at various sections – e.g. room, lobby, public toilet etc.					
AV5	The colour scheme at all sections of the hotel is appealing.					
AV6	The lighting at all sections of the hotel is appropriate and reasonable.					

Part 3: Please complete this section by indicating the extent to which you agree or disagree with each of the following statements using “√”.

1=Extremely Dissatisfied, 2=Dissatisfied, 3= Neutral, 4=Satisfied, 5=Extremely Satisfied

Satisfaction With The Hotel Experience

Code	Section 3 – Overall Satisfaction (OS)	1	2	3	4	5
OS1	Please indicate your level of overall satisfaction with the hotel.					

Part 4: Please complete this section by indicating the extent to which you agree or disagree with each of the following statements, using “√”.

1=Strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree

	Hotel guests' Commitment					
Code	Section 4 – Affective Commitment (AC)	1	2	3	4	5

AC1	I have emotional attachment to the hotel.					
AC2	I have a strong sense of belonging to the hotel.					
AC3	The relationship between the hotel and myself has personal meaning.					

Part 5: Please complete this section by indicating the extent to which you agree or disagree with each of the following statements using “√”.

1=Strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree

Hotel Guests’ Electronic Word-of-mouth

Code	Section 5 – Electronic Word-of-mouth (EW)	1	2	3	4	5
EW1	Say positive things about this hotel to other people on WeChat, QQ or Weibo.					
EW2	Recommend this hotel to others on WeChat, QQ or Weibo.					
EW3	Tell friends and relatives about my experiences with this hotel on WeChat, QQ or Weibo.					

End of questionnaire.

Thank you very much for your time and effort in completing this questionnaire.

Appendix 4: Questionnaire: Chinese Version

调查问卷：中国自由行游客在马来西亚酒店住宿体验调查



尊敬的参与者,

您好，我是韩超，马来西亚北方大学在读博士研究生。我想借此机会邀请您参与我的研究调查。此次调查的研究目的是调查酒店顾客感知价值，满意度，承诺和电子口碑之间的关系。它只需要花费您 10 分钟的宝贵时间来完成本次的调查问卷。

本次调查问卷将保持匿名，您可以选择自愿参加。只有研究人员有权进行数据访问。如果您对于本次调查问卷有任何问题，您都可以直接与我联系，联系方式可通过电子邮件 cookiehanchao@gmail.com 或电话方式 18609505472。忠心感谢您的参与与支持。

韩超

博士研究生

马来西亚北方大学

旅游，酒店与事件管理学院

马来西亚吉打州

第一部分：基本信息

填写方法： 本节内容填写请在下列空白处使用“√”：

1. 您的性别是：男 ☐ 女 ☐

2. 您的年龄是：

20 岁或小于 20 岁 ☐ 21 岁-25 岁 ☐ 26 岁-30 岁 ☐ 31 岁-35 岁 ☐

36 岁-40 岁 ☐ 41 岁-45 岁 ☐ 46 岁-50 岁 ☐ 51 岁-55 岁 ☐

大于 55 岁 ☐

3. 您的最高学历水平是：

高中或高中以下 ☐ 大专 ☐ 本科 ☐ 研究生及以上 ☐

4. 您的月收入水平是：

低于 3000 元 ☐ 3000 元-4999 元 ☐ 5000 元-10000 元 ☐ 10000 元以上 ☐

5. 您的旅游目的是：商务 ☐ 休闲 ☐

6. 您在酒店的停留天数是：

2 天-3 天 ☐ 4 天-5 天 ☐ 6 天及以上 ☐

7. 您在马来西亚的住店标准是几星级？

1 星级 ☐ 2 星级 ☐ 3 星级 ☐ 4 星级 ☐ 5 星级 ☐

8. 您在过去 5 年内到马来西亚的旅游次数是：

无 ☐ 1 次-2 次 ☐ 3 次及以上 ☐

9. 您的旅游同伴是：独自 ☐ 与配偶 ☐ 与家人 ☐ 与朋友 ☐

第二部分：

填写说明：请使用“√”说明在何种程度上同意或不同意下列陈述：

1=强烈不同意 2=不同意 3=中立 4=同意 5=强烈同意

酒店顾客感知价值						
代码	2.1 – 财务价值 (FV)	1	2	3	4	5
FV1	这家酒店很经济实惠。					
FV2	我认为酒店的价格是合理的。					
FV3	酒店的性价比高，物有所值。					
FV4	就价格而言，我认为这家酒店是不错的选择。					
代码	2.2 – 基于服务质量的功能价值 (FVSQ)	1	2	3	4	5
FVSQ1	与其他酒店相比，这家酒店为我提供了可接受的服务质量标准。					
FVSQ2	酒店为我提供了及时的服务。					
FVSQ3	酒店为我提供的服务是可靠而准确的。					
FVSQ4	酒店工作人员对待我热情友好。					
FVSQ5	酒店为我提供的服务质量的水平能够始终保持一致。					
代码	2.3 – 情感价值 (EV)	1	2	3	4	5
EV1	在酒店的住宿体验能够让我愉悦。					
EV2	在酒店的住宿体验让我感觉良好。					
EV3	在酒店的住宿体验令我放松身心。					
EV4	我享受在酒店入住的整个过程。					
EV5	此次酒店体验让我感觉很舒服。					

代码	2.4 – 美学价值 (AV)	1	2	3	4	5
AV1	酒店的家具陈设（例如桌子，椅子和床等）具有审美上的吸引力。					
AV2	酒店的建筑（外观）令我印象深刻。					
AV3	酒店软装饰（例如装饰画，窗帘和装饰品）是独特且合理的。					
AV4	酒店在各个区域使用的气味计划是宜人的 - 例如 酒店房间内，大堂，公共厕所等					
AV5	酒店内各个区域的配色方案很吸引我。					
AV6	酒店内各个区域的灯光是合适且合理的（例如灯光颜色，灯光亮度等）。					



第三部分：

填写说明：请使用“√”说明在何种程度上满意或不满意下列陈述：

1=非常不满意 2=不满意 3=中立 4=满意 5=非常满意

	酒店体验的满意度					
代码	3 – 总体满意度 (OS)	1	2	3	4	5
OS1	对酒店整体满意的程度。					

第四部分：

填写说明：请使用“√”说明在何种程度上同意或不同意下列陈述：

1=强烈不同意 2=不同意 3=中立 4=同意 5=强烈同意

	酒店顾客承诺					
代码	4 – 情感承诺(AC)	1	2	3	4	5
AC1	我对酒店有情感上的依恋或留恋。					
AC2	我对酒店有强烈的归属感或认同。					
AC3	酒店与我本人之间的关系是有个人意义的。					

第五部分：

填写说明：请使用“√”说明在何种程度上同意或不同意下列陈述：

1=强烈不同意 2=不同意 3=中立 4=同意 5=强烈同意

	酒店顾客电子口碑					
代码	5 – 电子口碑(EW)	1	2	3	4	5
EW1	我会在微信/QQ/微博上对其他人说一些关于这家酒店积极的事情。					
EW2	我会在微信/QQ/微博上向其他人推荐这家酒店。					
EW3	我会在微信/QQ/微博上向我的朋友和亲戚讲述我在这家酒店的经历。					

结束问卷。

非常感谢您完成本次问卷调查。

Appendix 5: Factor Analysis Results of Pilot Study

Factor Analysis for Perceived value

Correlation Matrix

		The hotel is economical	The price of hotel is considered reasonable	The hotel offers value for money	The hotel is considered good purchase for the price	acceptable standard of service quality	The hotel provided me with prompt service	reliable and accurately service	The hotel staff is kind and friendly	consistent service quality level	gave me pleasure	made me feel good
Correlation	The hotel is economical	1.000	.620	.550	.502	.257	.319	.339	.052	-.057	-.149	-.055
	The price of hotel is considered reasonable	.620	1.000	.663	.483	.124	.385	.327	.108	.088	-.006	.105
	The hotel offers value for money	.550	.663	1.000	.570	.105	.353	.225	.135	.071	-.040	.193
	The hotel is considered good purchase for the price	.502	.483	.570	1.000	.195	.286	.338	.114	-.160	-.068	.055
	acceptable standard of service quality	.257	.124	.105	.195	1.000	.621	.614	.257	.156	.178	.149
	The hotel provided me with prompt service	.319	.385	.353	.286	.621	1.000	.565	.331	.214	.151	.073
	reliable and accurately service	.339	.327	.225	.338	.614	.565	1.000	.405	.284	.160	.194
	The hotel staff is kind and friendly	.052	.108	.135	.114	.257	.331	.405	1.000	.338	.314	.349
	consistent service quality level	-.057	.088	.071	-.160	.156	.214	.284	.338	1.000	.043	.122
	gave me pleasure	-.149	-.006	-.040	-.068	.178	.151	.160	.314	.043	1.000	.775
	made me feel good	-.055	.105	.193	.055	.149	.073	.194	.349	.122	.775	1.000
	relaxing	-.180	.058	.265	.120	.217	.240	.212	.239	.000	.622	.639
	enjoyed	.014	-.063	.107	.072	.204	.032	.086	.301	-.128	.575	.719
	comfortable	.133	.243	.355	.308	.284	.289	.219	.254	-.030	.484	.471
	The furnishing of the hotel	.078	.212	.200	.090	.090	.362	.320	.422	.195	.402	.379
	hotel architecture	.057	.119	.037	.000	.169	.197	.224	.399	.233	.228	.241
	soft decoration	.003	.283	.319	.117	.319	.455	.345	.469	.056	.392	.401
	pleasant odour scheme	-.003	.214	.239	.112	.404	.311	.264	.265	.009	.364	.383
	colour scheme	.089	.334	.318	.150	.450	.391	.356	.431	.040	.452	.536
	The lighting	.003	.271	.403	.223	.356	.435	.330	.448	.054	.427	.511

relaxing	enjoyed	comfortable	The furnishing of the hotel	hotel architecture	soft decoration	pleasant odour scheme	colour scheme	The lighting
-.180	.014	.133	.078	.057	.003	-.003	.089	.003
.058	-.063	.243	.212	.119	.283	.214	.334	.271
.265	.107	.355	.200	.037	.319	.239	.318	.403
.120	.072	.308	.090	.000	.117	.112	.150	.223
.217	.204	.284	.322	.169	.319	.404	.450	.356
.240	.032	.289	.362	.197	.455	.311	.391	.435
.212	.086	.219	.320	.224	.345	.264	.356	.330
.239	.301	.254	.422	.399	.469	.265	.431	.448
.000	-.128	-.030	.195	.233	.056	.009	.040	.054
.622	.575	.484	.402	.228	.392	.364	.452	.427
.639	.719	.471	.379	.241	.383	.383	.536	.511
1.000	.606	.619	.339	.211	.439	.420	.420	.560
.606	1.000	.420	.300	.268	.349	.401	.482	.390
.619	.420	1.000	.484	.171	.601	.389	.448	.526
.339	.300	.484	1.000	.467	.705	.664	.705	.709
.211	.268	.171	.467	1.000	.312	.441	.522	.298
.439	.349	.601	.705	.312	1.000	.730	.824	.773
.420	.401	.389	.664	.441	.730	1.000	.857	.828
.420	.482	.448	.705	.522	.824	.857	1.000	.788
.560	.390	.526	.709	.298	.773	.828	.788	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.709
Bartlett's Test of Sphericity	Approx. Chi-Square
	546.265
	df
	190
	Sig.
	.000

Communalities

	Initial	Extraction
The hotel is economical	1.000	.681
The price of hotel is considered reasonable	1.000	.666
The hotel offers value for money	1.000	.712
The hotel is considered good purchase for the price.	1.000	.642
acceptable standard of service quality	1.000	.523
The hotel provided me with prompt service	1.000	.627
reliable and accurately service	1.000	.707
The hotel staff is kind and friendly	1.000	.491
consistent service quality level.	1.000	.497
gave me pleasure	1.000	.747
made me feel good	1.000	.797
relaxing	1.000	.718
enjoyed	1.000	.685
comfortable	1.000	.589
The furnishing of the hotel	1.000	.710
hotel architecture	1.000	.379
soft decoration	1.000	.796
pleasant odour scheme	1.000	.837
colour scheme	1.000	.876
The lighting	1.000	.821

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	7.286	36.430	36.430	7.286	36.430	36.430	6.147
2	2.982	14.912	51.342	2.982	14.912	51.342	3.484
3	1.861	9.304	60.646	1.861	9.304	60.646	3.050
4	1.372	6.861	67.507	1.372	6.861	67.507	4.929
5	1.145	5.725	73.232				
6	.928	4.640	77.872				
7	.688	3.438	81.310				
8	.599	2.994	84.304				
9	.581	2.903	87.207				
10	.474	2.371	89.578				
11	.471	2.357	91.934				
12	.354	1.771	93.706				
13	.306	1.529	95.234				
14	.245	1.224	96.459				
15	.206	1.029	97.488				
16	.177	.883	98.371				
17	.147	.736	99.107				
18	.085	.425	99.532				
19	.050	.249	99.781				
20	.044	.219	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Pattern Matrix^a

	Component			
	1	2	3	4
The hotel is economical		.810		
The price of hotel is considered reasonable		.766		
The hotel offers value for money		.805		
The hotel is considered good purchase for the price.		.808		
acceptable standard of service quality			.603	
The hotel provided me with prompt service		.363	.558	
reliable and accurately service		.311	.733	
The hotel staff is kind and friendly			.526	
consistent service quality level.			.721	
gave me pleasure				.845
made me feel good				.896
relaxing				.823
enjoyed				.831
comfortable				.560
The furnishing of the hotel	.810			
hotel architecture	.527			
soft decoration	.845			
pleasant odour scheme	.962			
colour scheme	.864			
The lighting	.790			

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.^a

a. Rotation converged in 8 iterations.

Factor Analysis for Commitment

Correlation Matrix

		emotional attachment to the hotel	strong sense of belonging	personal meaning
Correlation	emotional attachment to the hotel	1.000	.886	.759
	strong sense of belonging	.886	1.000	.790
	personal meaning	.759	.790	1.000

KMO and Bartlett's Test

Kaiser–Meyer–Olkin Measure of Sampling Adequacy.		.737
Bartlett's Test of Sphericity	Approx. Chi-Square	100.284
	df	3
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.625	87.489	87.489	2.625	87.489	87.489
2	.264	8.789	96.278			
3	.112	3.722	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
emotional attachment to the hotel	.944
strong sense of belonging	.955
personal meaning	.906

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis for E-WOM Responses

Correlation Matrix

		Say positive things	Recommend this hotel	Tell friends and relatives
Correlation	Say positive things	1.000	.820	.802
	Recommend this hotel	.820	1.000	.708
	Tell friends and relatives	.802	.708	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.728
Bartlett's Test of Sphericity	Approx. Chi-Square	85.007
	df	3
	Sig.	.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.555	85.162	85.162	2.555	85.162	85.162
2	.292	9.745	94.906			
3	.153	5.094	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
Say positive things	.949
Recommend this hotel	.913
Tell friends and relatives	.906

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix 6: Multiple Regression Analysis Results

Regression Analysis concerning the Influence of Perceived Value on Satisfaction

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Aesthetic value, Financial value, Functional value of service quality, Emotional value ^b	.	Enter

a. Dependent Variable: overall satisfaction

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.294 ^a	.087	.079	.778

a. Predictors: (Constant), Aesthetic value, Financial value, Functional value of service quality, Emotional value

b. Dependent Variable: overall satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.392	4	6.598	1.888	.000 ^b
	Residual	278.151	459	.606		
	Total	304.543	463			

a. Dependent Variable: overall satisfaction

b. Predictors: (Constant), Aesthetic value, Financial value, Functional value of service quality, Emotional value

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.831	.207		13.658	.000
Financial value	.099	.048	.107	2.058	.040
Functional value of service quality	.198	.051	.203	3.890	.000
Emotional value	.019	.053	.019	.352	.725
Aesthetic value	.040	.051	.039	.779	.436

a. Dependent Variable: overall satisfaction

Regression Analysis of the Influence of Perceived Value on the Commitment

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Aesthetic value, Financial value, Functional value of service quality, Emotional value ^b	.	Enter

a. Dependent Variable: Commitment

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.411 ^a	.169	.162	.64096

a. Predictors: (Constant), Aesthetic value, Financial value, Functional value of service quality, Emotional value

b. Dependent Variable: Commitment

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.335	4	9.584	23.328	.000 ^b
	Residual	188.569	459	.411		
	Total	226.905	463			

a. Dependent Variable: Commitment

b. Predictors: (Constant), Aesthetic value, Financial value, Functional value of service quality, Emotional value

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.764	.171		1.340	.000
Financial value	.073	.040	.092	1.841	.066
Functional value of service quality	.133	.042	.158	3.174	.002
Emotional value	.016	.043	.018	.359	.720
Aesthetic value	.231	.042	.267	5.525	.000

a. Dependent Variable: Commitment

Influence of Perceived Value on Hotel Guests' E-WOM Responses

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Aesthetic value, Financial value, Functional value of service quality, Emotional value ^b		Enter

a. Dependent Variable: E-WOM Responses

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.412 ^a	.170	.163	.54618

a. Predictors: (Constant), Aesthetic value, Financial value, Functional value of service quality, Emotional value

b. Dependent Variable: E-WOM Responses

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.040	4	7.010	23.498	.000 ^b
	Residual	136.927	459	.298		
	Total	164.967	463			

a. Dependent Variable: E-WOM Responses

b. Predictors: (Constant), Aesthetic value, Financial value, Functional value of service quality, Emotional value

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.186	.145		15.030	.000
Financial value	.026	.034	.038	.774	.439
Functional value of service quality	.116	.036	.162	3.254	.001
Emotional value	.111	.037	.154	3.010	.003
Aesthetic value	.142	.036	.193	3.998	.000

Influence of Satisfaction on Hotel Guests' Commitment

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	overall satisfaction ^b	.	Enter

a. Dependent Variable: Commitment

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.213 ^a	.045	.043	.68471

a. Predictors: (Constant), overall satisfaction

b. Dependent Variable: Commitment

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.306	1	1.306	21.983	.000 ^b
	Residual	216.599	462	.469		
	Total	226.905	463			

a. Dependent Variable: Commitment

b. Predictors: (Constant), overall satisfaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.584	.162		15.926	.000
overall satisfaction	.184	.039	.213	4.689	.000

a. Dependent Variable: Commitment

Influence of Satisfaction on Hotel Guests' E-WOM Responses

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	overall satisfaction ^b	.	Enter

a. Dependent Variable: E-WOM Responses

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.176 ^a	.031	.029	.58826

a. Predictors: (Constant), overall satisfaction

b. Dependent Variable: E-WOM Responses

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.093	1	5.093	14.718	.000 ^b
	Residual	159.874	462	.346		
	Total	164.967	463			

a. Dependent Variable: E-WOM Responses

b. Predictors: (Constant), overall satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.034	.139		21.762	.000
	overall satisfaction	.129	.034	.176	3.836	.000

a. Dependent Variable: E-WOM Responses

Influence of Commitment on Hotel Guests' E-WOM Responses

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Commitment ^b		Enter

a. Dependent Variable: E-WOM Responses

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.193	.191	.53679

a. Predictors: (Constant), Commitment

b. Dependent Variable: E-WOM Responses

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.846	1	31.846	11.521	.000 ^b
	Residual	133.121	462	.288		
	Total	164.967	463			

a. Dependent Variable: E-WOM Responses

b. Predictors: (Constant), Commitment

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.311	.121		19.056	.000
	Commitment	.375	.036	.439	1.513	.000

a. Dependent Variable: E-WOM Responses

Appendix 7: T-Test and One-way ANOVA Results

T-Test Results

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Say positive things	Male	206	3.41	.711	.050
	Female	258	3.54	.789	.049
Recommend this hotel	Male	206	3.49	.668	.047
	Female	258	3.60	.749	.047
Tell friends and relatives	Male	206	3.62	.658	.046
	Female	258	3.67	.735	.046

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Say positive things	Equal variances assumed	3.455	.064	-1.910	462	.057	-.135
	Equal variances not assumed			-1.933	455.202	.135	-.135
Recommend this hotel	Equal variances assumed	3.053	.081	-1.598	462	.135	-.107
	Equal variances not assumed			-1.618	456.304	.107	-.107
Tell friends and relatives	Equal variances assumed	1.481	.224	-.824	462	.407	-.054
	Equal variances not assumed			-.834	456.044	.405	-.054

One-way ANOVA Results

Descriptives

E-WOM Responses

	N	Mean	Std. Deviation	Std. Error
20 or less	28	3.1532	.16760	.03167
21-25	156	3.8272	.59440	.04759
26-30	95	3.6351	.62877	.06451
31-35	58	3.7993	.55476	.07284
36-40	47	3.2262	.33385	.04870
41-45	24	3.1521	.36742	.07500
46-50	22	3.0900	.34332	.07320
51-55	25	3.1056	.32866	.06573
Above 55	9	3.0367	.11000	.03667
Total	464	3.5587	.59691	.02771

ANOVA

E-WOM Responses

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	41.343	8	5.168	19.021	.000
Within Groups	123.624	455	.272		
Total	164.967	463			

Multiple Comparisons

Dependent Variable: E-WOM Responses

Tukey HSD

(I) Age Group	(J) Age Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
20 or less	21-25	-.67397*	.10698	.000	-1.0074	-.3405
	26-30	-.48184*	.11209	.001	-.8312	-.1325
	31-35	-.64610*	.11995	.000	-1.0200	-.2722
	36-40	-.07296	.12444	1.000	-.4608	.3149
	41-45	.00113	.14500	1.000	-.4508	.4531
	46-50	.06321	.14850	1.000	-.3996	.5261
	51-55	.04761	.14343	1.000	-.3994	.4946
	Above 55	.11655	.19973	1.000	-.5060	.7391
21-25	20 or less	.67397*	.10698	.000	.3405	1.0074
	26-30	.19213	.06784	.109	-.0193	.4036
	31-35	.02787	.08016	1.000	-.2220	.2777
	36-40	.60101*	.08673	.000	.3307	.8713
	41-45	.67510*	.11429	.000	.3189	1.0313
	46-50	.73718*	.11871	.000	.3672	1.1072
	51-55	.72158*	.11229	.000	.3716	1.0716
	Above 55	.79051*	.17869	.000	.2336	1.3475
26-30	20 or less	.48184*	.11209	.001	.1325	.8312
	21-25	-.19213	.06784	.109	-.4036	.0193
	31-35	-.16426	.08686	.620	-.4350	.1065
	36-40	.40888*	.09296	.000	.1192	.6986
	41-45	.48297*	.11908	.002	.1118	.8541
	46-50	.54505*	.12333	.000	.1607	.9294
	51-55	.52945*	.11717	.000	.1643	.8946
	Above 55	.59839*	.18179	.029	.0318	1.1650

31-35	20 or less	.64610*	.11995	.000	.2722	1.0200
	21-25	-.02787	.08016	1.000	-.2777	.2220
	26-30	.16426	.08686	.620	-.1065	.4350
	36-40	.57314*	.10230	.000	.2543	.8920
	41-45	.64723*	.12651	.000	.2529	1.0415
	46-50	.70931*	.13052	.000	.3025	1.1161
	51-55	.69371*	.12471	.000	.3050	1.0824
	Above 55	.76264*	.18674	.002	.1806	1.3447
36-40	20 or less	.07296	.12444	1.000	-.3149	.4608
	21-25	-.60101*	.08673	.000	-.8713	-.3307
	26-30	-.40888*	.09296	.000	-.6986	-.1192
	31-35	-.57314*	.10230	.000	-.8920	-.2543
	41-45	.07409	.13077	1.000	-.3335	.4817
	46-50	.13617	.13465	.985	-.2835	.5558
	51-55	.12057	.12903	.991	-.2816	.5227
	Above 55	.18950	.18966	.986	-.4016	.7806
41-45	20 or less	-.00113	.14500	1.000	-.4531	.4508
	21-25	-.67510*	.11429	.000	-1.0313	-.3189
	26-30	-.48297*	.11908	.002	-.8541	-.1118
	31-35	-.64723*	.12651	.000	-1.0415	-.2529
	36-40	-.07409	.13077	1.000	-.4817	.3335
	46-50	.06208	.15385	1.000	-.4174	.5416
	51-55	.04648	.14896	1.000	-.4178	.5108
	Above 55	.11542	.20374	1.000	-.5196	.7504
46-50	20 or less	-.06321	.14850	1.000	-.5261	.3996
	21-25	-.73718*	.11871	.000	-1.1072	-.3672
	26-30	-.54505*	.12333	.000	-.9294	-.1607

	31-35	-.70931*	.13052	.000	-1.1161	-.3025
	36-40	-.13617	.13465	.985	-.5558	.2835
	41-45	-.06208	.15385	1.000	-.5416	.4174
	51-55	-.01560	.15237	1.000	-.4905	.4593
	Above 55	.05333	.20625	1.000	-.5895	.6962
51-55	20 or less	-.04761	.14343	1.000	-.4946	.3994
	21-25	-.72158*	.11229	.000	-1.0716	-.3716
	26-30	-.52945*	.11717	.000	-.8946	-.1643
	31-35	-.69371*	.12471	.000	-1.0824	-.3050
	36-40	-.12057	.12903	.991	-.5227	.2816
	41-45	-.04648	.14896	1.000	-.5108	.4178
	46-50	.01560	.15237	1.000	-.4593	.4905
	Above 55	.06893	.20263	1.000	-.5626	.7005
Above 55	20 or less	-.11655	.19973	1.000	-.7391	.5060
	21-25	-.79051*	.17869	.000	-1.3475	-.2336
	26-30	-.59839*	.18179	.029	-1.1650	-.0318
	31-35	-.76264*	.18674	.002	-1.3447	-.1806
	36-40	-.18950	.18966	.986	-.7806	.4016
	41-45	-.11542	.20374	1.000	-.7504	.5196
	46-50	-.05333	.20625	1.000	-.6962	.5895
	51-55	-.06893	.20263	1.000	-.7005	.5626

*. The mean difference is significant at the 0.05 level.

E-WOM Responses

Tukey HSD^{a,b}

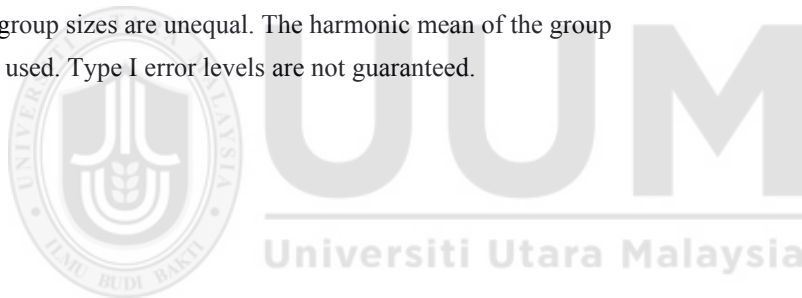
Age Group	N	Subset for alpha = 0.05		
		1	2	3

Above 55	9	3.0367		
46-50	22	3.0900		
51-55	25	3.1056		
41-45	24	3.1521		
20 or less	28	3.1532		
36-40	47	3.2262	3.2262	
26-30	95		3.6351	3.6351
31-35	58			3.7993
21-25	156			3.8272
Sig.		.918	.092	.911

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 27.322.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



One-way ANOVA Results

Descriptives

E-WOM Responses

	N	Mean	Std. Deviation	Std. Error
1 star	78	3.0505	.27897	.03159
2 star	41	3.0732	.37655	.05881
3star	118	3.4039	.58172	.05355
4 star	147	3.8594	.47291	.03900
5 star	80	3.9790	.51556	.05764
Total	464	3.5587	.59691	.02771



E-WOM Responses

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	60.060	4	15.015	65.695	.000
Within Groups	104.907	459	.229		
Total	164.967	463			

Multiple Comparisons

Dependent Variable: E-WOM Responses

Tukey HSD

(I) hotel standard you stay in Malaysia	(J) hotel standard you stay in Malaysia	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound

1 star	2 star	-.02266	.09222	.999	-.2752	.2299
	3star	-.35339*	.06976	.000	-.5444	-.1623
	4 star	-.80887*	.06697	.000	-.9923	-.6255
	5 star	-.92849*	.07607	.000	-1.1368	-.7201
2 star	1 star	.02266	.09222	.999	-.2299	.2752
	3star	-.33073*	.08667	.001	-.5681	-.0934
	4 star	-.78622*	.08444	.000	-1.0175	-.5550
	5 star	-.90583*	.09182	.000	-1.1573	-.6544
3star	1 star	.35339*	.06976	.000	.1623	.5444
	2 star	.33073*	.08667	.001	.0934	.5681
	4 star	-.45549*	.05909	.000	-.6173	-.2937
	5 star	-.57510*	.06924	.000	-.7647	-.3855
4 star	1 star	.80887*	.06697	.000	.6255	.9923
	2 star	.78622*	.08444	.000	.5550	1.0175
	3star	.45549*	.05909	.000	.2937	.6173
	5 star	-.11961	.06642	.374	-.3015	.0623
5 star	1 star	.92849*	.07607	.000	.7201	1.1368
	2 star	.90583*	.09182	.000	.6544	1.1573
	3star	.57510*	.06924	.000	.3855	.7647
	4 star	.11961	.06642	.374	-.0623	.3015

*. The mean difference is significant at the 0.05 level.

E-WOM Responses

Tukey HSD^{a,b}

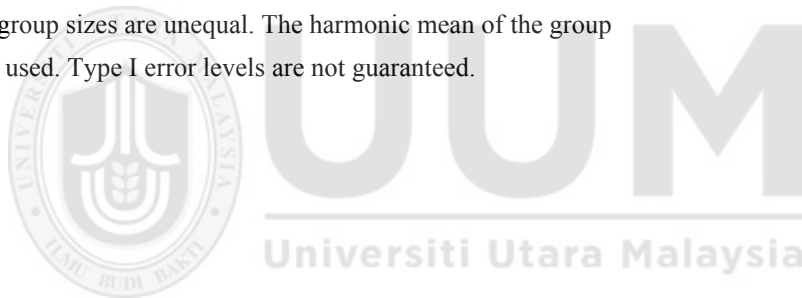
Age Group	N	Subset for alpha = 0.05		
		1	2	3

Above 55	9	3.0367		
46-50	22	3.0900		
51-55	25	3.1056		
41-45	24	3.1521		
20 or less	28	3.1532		
36-40	47	3.2262	3.2262	
26-30	95		3.6351	3.6351
31-35	58			3.7993
21-25	156			3.8272
Sig.		.918	.092	.911

Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 27.322.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



Appendix 8: Correlation Results

Correlations								
		E-WOM Responses	Financial value	Functional value of service quality	Emotional value	Aesthetic value	Satisfaction	Commitment
Pearson Correlation	E-WOM Responses	1.000	.234	.306	.318	.325	.176	.439
	Financial value	.234	1.000	.430	.424	.314	.215	.251
	Functional value of service quality	.306	.430	1.000	.407	.340	.270	.295
	Emotional value	.318	.424	.407	1.000	.425	.163	.235
	Aesthetic value	.325	.314	.340	.425	1.000	.150	.357
	Satisfaction	.176	.215	.270	.163	.150	1.000	.213
	Commitment	.439	.251	.295	.235	.357	.213	1.000
Sig. (1-tailed)	E-WOM Responses	.000	.000	.000	.000	.000	.000	.000
	Financial value	.000	.000	.000	.000	.000	.000	.000
	Functional value of service quality	.000	.000	.000	.000	.000	.000	.000
	Emotional value	.000	.000	.000	.000	.000	.000	.000
	Aesthetic value	.000	.000	.000	.000	.001	.000	.000
	Satisfaction	.000	.000	.000	.000	.001	.000	.000
	Commitment	.000	.000	.000	.000	.000	.000	.000
N	E-WOM Responses	464	464	464	464	464	464	464
	Financial value	464	464	464	464	464	464	464
	Functional value of service quality	464	464	464	464	464	464	464
	Emotional value	464	464	464	464	464	464	464
	Aesthetic value	464	464	464	464	464	464	464
	Satisfaction	464	464	464	464	464	464	464
	Commitment	464	464	464	464	464	464	464