



UNDERSTANDING THE INFLUENCES OF ROOM DESIGN DIMENSIONS OF THREE-STAR HOTEL IN MAKING RESERVATION

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LIST OF SYMBOLS AND ABBREVIATIONS

Abbreviations

MOTAC	Ministry of Tourism, Arts, and Culture (Malaysia)
CEIC	Census and Economic Information Center
TRA	Theory of Reasoned Action
OTA	Online Travel Agency
MCO	Movement Control Order

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ABSTRACT

This paper is to study the factors of hotel room design elements that influence the customer's booking intention. This paper aims to investigate the relationship between the functionality of room design elements, the quality expectation of room design elements, emotional encouragement of room design elements with customer's booking intention, and to study the most significant factors that influence customer's booking intention. Online questionnaire research in quantitative methods was carried out to achieve this research. The convenience sampling was carried out to receive responses from 384 respondents and the data was analyzed using Descriptive Analysis, Reliability test, and Pearson Correlation Analysis. The results support all the variables. All the independent variables showed a relationship with the customer's booking intention. The most influential factors are the quality expectation of design elements and emotional encouragement of design elements. These findings indicate that three-star hotels should improve their presentation of room design to the customers, enhance the presentation on their booking platform to attract more customers, and encourage the customers in selecting the hotel. Future studies should investigate multiple independent variables from hotel star ratings of 4 and above.

Keywords: Hotel Room Design Dimension, Functionality, Quality Expectation, Emotional Encouragement, Customer Perception, Customer's Booking Intention, Three Star Hotel

ABSTRAK

Kajian ini adalah untuk mengkaji faktor elemen reka bentuk bilik hotel yang mempengaruhi niat tempahan pelanggan. Kajian ini bertujuan untuk mengkaji hubungan antara fungsi elemen reka bentuk bilik, jangkaan kualiti elemen reka bentuk bilik, dorongan emosi elemen reka bentuk bilik dengan pelanggan tujuan tempahan, dan untuk mengkaji faktor-faktor yang paling signifikan yang mempengaruhi niat tempahan pelanggan. Penyelidikan soal selidik dalam talian dalam kaedah kuantitatif dilakukan untuk mencapai penyelidikan ini. Persampelan kemudahan dilakukan untuk menerima respons daripada 384 responden dan data dianalisis menggunakan Analisis Deskriptif, Ujian kebolehpercayaan, dan Analisis Korelasi Pearson. Hasilnya menyokong semua pemboleh ubah. Semua pemboleh ubah bebas menunjukkan hubungan dengan niat tempahan pelanggan. Faktor yang paling berpengaruh adalah jangkaan kualiti elemen reka bentuk dan dorongan emosi elemen reka bentuk. Penemuan ini menunjukkan itu hotel tiga bintang harus meningkatkan persembahan reka bentuk bilik mereka kepada pelanggan, meningkatkan persembahan di platform tempahan mereka untuk menarik lebih banyak pelanggan, dan mendorong pelanggan dalam memilih hotel. Kajian masa depan harus menyiasat pelbagai pemboleh ubah bebas dari penilaian bintang hotel 4 dan di atas.

Kata kunci: Dimensi Reka Bentuk Bilik Hotel, Fungsi, Harapan Kualiti, Dorongan Emosi, Persepsi Pelanggan, Niat Pemesanan Pelanggan, Hotel Tiga Bintang

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter highlights the background of the study, problem statement, research objectives, research questions, the significance of the study, the definition of terms, and a summary. This study aims to investigate the guest's purchase intention based on their perceptions of the dimension of hotel room design.

1.2 BACKGROUND OF STUDY

The hospitality and tourism industry is one of the industries that has grown and become one of the most important industries for most countries in the world (Mohajerani & Miremadi, 2012). Rosli and Azhar (2007) stated that the tourism sector was the second largest industry in 2005 and presents 3.8 percent of global Gross Domestic Product (GDP). According to Loss (2019), the tourism industry not only generates income for the country but also as an economic factor for growth and development. Besides being a generator of revenue to the country, this industry has also been a world leader in job creation over the last five years. In 2019, 55 percent of all jobs in the Asia Pacific are

contributed by the tourism and hospitality industry. In India, about 6.36 million has been the strongest growth in creating jobs and followed by China with 5.47 million. Besides that, the tourism and hospitality industry grows rapidly because of the purchasing power and desire to travel by consumers. In Malaysia, according to Tourism Malaysia (2019), the tourism sector has contributed almost RM 86.14 billion with presents of 26.1 million tourists which the total expenditure increased by 11.5 percent. While the domestic visitors, Selangor (33.6 million) was the most visited state in Malaysia followed by W.P Kuala Lumpur (22.6 million), Sabah (22.0 million), Perak (21.1 million), and Sarawak (19.8 million) (Department of Statistics Malaysia, 2019). Therefore, the tourism sector not only generates income for the country but also can improve living standards and reduce poverty by creating jobs for society (Mohammed et al., 2006).

Figure 1.1 below shows the major purposes of domestic visitors making trips, where the most important reason is because of visiting relatives and friends (42.3%) locally. The second main purpose was shopping with 35.4 % and followed by holiday/leisure/relaxation with 9.0% and the two least purposes with 4.0 % were for entertainment / attending special/event/sport and for medical treatment/wellness, respectively. In 2019 the most popular type of accommodation was unpaid accommodation provided by relatives and friends (70.9%). Then it came by the hotel with 18.5 percent, guesthouse/vacations home with 3.8 percent, apartment (3.6%), and the least accommodation was rest house (1.7%) and the chalet was 1.5% (Domestic Tourism Survey, Department of Statistics Malaysia).

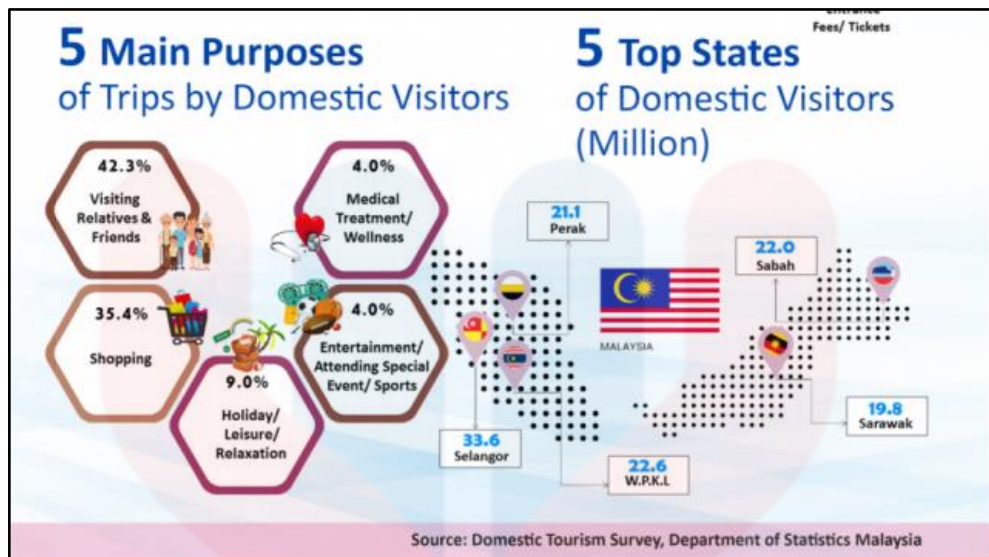


Figure 1.1: 5 Main Purposes and 5 Top States (Source: Domestic Tourism Survey, Department of Statistics Malaysia)

Together with the development of the hospitality and tourism industry in Malaysia, there are a lot of accommodation businesses mushrooming in every part of Malaysia, including urban and suburban areas. Some hotels were built considering its location such as the Airport hotel, City Center hotel, and Floating hotel. Either the hotelier has a special reason for it, or the place is suitable for hotel development (Johanna, 2019). With all the hotels appearing in Malaysia, guests making decisions based on the hotels' star rating are the most common. It can be from a 1-star hotel to a 5-star hotel and the quality of hospitality is according to its star rating. In this context, star ratings are a reference point for guests to use to assess hotel service quality (Huang et al., 2018).

Guests can make informed bookings based on their preference in terms of hotel rating and budget (Khozaei, Nazem, Tamayah, & Naidu, 2016). This star rating system also is a guideline for a guest on what to expect from the hotel services at the booking time. With this many choices of hotel rating, competition between hotels is unavoidable,

especially with the advent of small-scale and trendy designs on a par with three-star hotels (Dhia, Adinda, & Setiamurti, 2019). The three-star hotels are usually focusing on providing room facilities such as beds, luggage rack, clothes storage, long mirrors, internet networks, television, tea and coffee makers, and mini-fridge rather than offering hotel facilities such as a swimming pool, spa and sauna, valet parking, gymnasium, and laundry. However, there are a few hotels that offer both as their specialty (Ministry of Tourism, Arts, and Culture Malaysia, 2017). These hotels are often located near major expressways, airports, business areas, convenient for shopping trips (Landman, 2020). Thus, the three-star hotel still with less cost, the aesthetic expectations of their guests can be fulfilled. Standing in between the economical two-star hotel and the luxury four-star hotel, both groups seem to be bridged by architectural design, yet still affordable (Dhia, Adinda, & Setiamurti, 2019).

The previous study had analyzed 405 reviews posted on TripAdvisor.com indicating that “rooms” are considered as the most significant attributes that lead to a hotel's high overall rating (Rhee & Yang, 2013). The rooms are different based on their amenities. Most popular room types include standard, triple, or family room, and suite (Li, Rasekh, Wang, & Miao, 2015). The cheapest room in the hotel is typically a regular room. It comes with a single bed with a king-size bed, or a double bed with two queen-size beds. There are basic facilities in the standard space, usually a TV, coffee maker, telephone, desk, wardrobe, and private bathroom. Although several hotels designed to accommodate families will provide larger rooms with three or more queen size beds for the triple-family suite. The family area offers a sitting area that doubles as sleeping space when the couch lets out into a bed. Lastly is a suite room that is much larger than a regular room. It has bedrooms, a dining area, and there may be a kitchenette available.

1.3 PROBLEM STATEMENT

High levels and intense competition are some of the challenges in the recent hospitality industry. According to an analysis conveyed from the Valuation and Property Services Department, Ministry of Finance, and in (CEIC) Census and Economic Information Center (2020), the number of hotels in Malaysia shows a huge increase from March 2000 to June 2020. The number of hotels increased from 2,372 units in March 2000 to 3,423 units in June 2020. The increasing number of hotels shows that the hotel industry is in a period of rapid development. The rapid development of hotels has created fierce competition among hotel service providers. To create competitive advantages in the hotel marketplace, hoteliers have to develop an outstanding design of the hotel room. Figure 1.2 below shows that the number of hotels was increasing gradually from 3122 units in October 2017 to 3225 units in October 2019 and then increased on a large scale to 3423 units in April 2020.

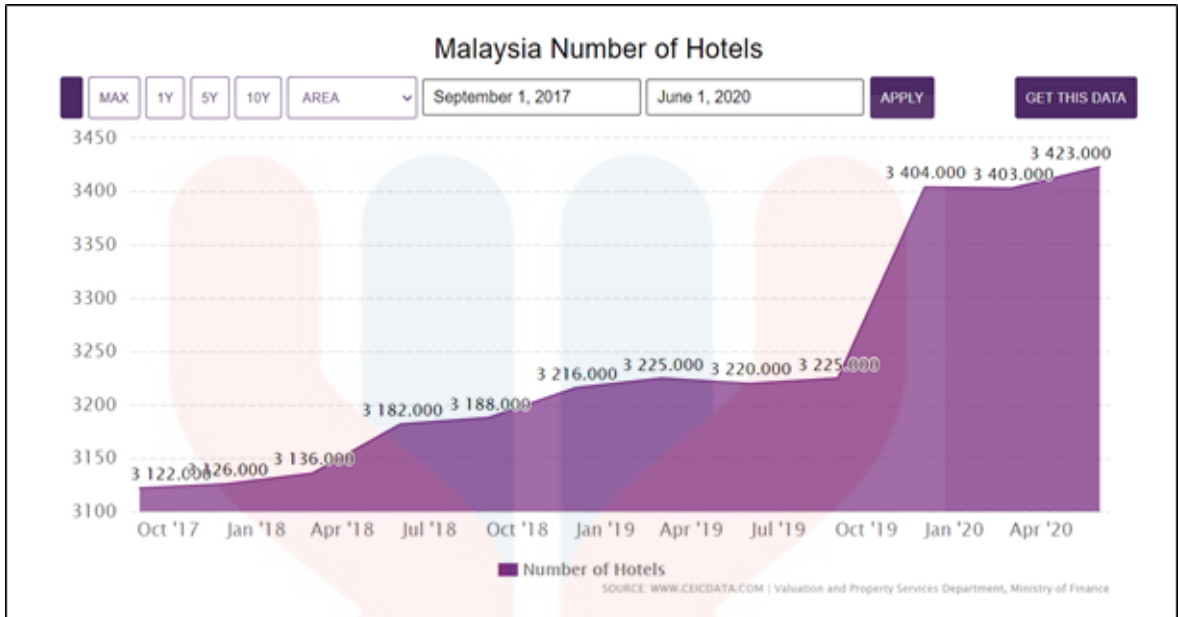


Figure 1.2: Number of Hotels in Malaysia (Source: WWW.CEICDATA.COM by Valuation and Property Services, Ministry of Finance 2020)

Even though most of the guests select their desired hotel other than looking for the price, they also pay attention to the dimensions of the room design such as functionality, emotional encouragement, and quality expectation. According to Kuang and Zhang (2017), most of the hotel room design’s style is interchangeable. A room with a correspondent or equivalent design does not make the hotel look outstanding to guests who have different tastes and preferences. In the current world of globalization where guests are looking for refreshing experiences, boring and equivalent design styles of hotel rooms do not bring much impact on guest booking intention.

From the data reported in Malaysia Tourism key performance indicators (2018), Table 1.1, the average occupancy rate of hotels by states in Malaysia increased from 60.6% in 2017 to 60.8% in 2018. It showed that there was a difference of 0.2% among these two years. As a way to increase the occupancy rate, the design of the hotel room plays a crucial role in fulfilling guests’ satisfaction and perception in purchasing the hotel.

Table 1.1: The average occupancy rate of hotels by state in 2017 and 2018

State	2017 (%)	2018 (%)	Difference (%)
Kuala Lumpur	66.1	63.3	-2.9
Putrajaya	73.9	72.1	-1.8
Selangor	60.3	57.2	-3.1
Negeri Sembilan	55.7	54.2	-1.5
Melaka	60	57.3	-2.7
Johor	62.5	58.7	-3.8
Pahang	75.7	78.8	3.1
Terengganu	45.2	39.9	-5.3
Kelantan	43.8	44.1	0.3
Perlis	35.4	32	-4.3
Kedah	60.3	56.1	-4.1
Pulau Pinang	62.1	62.2	0.1
Perak	46.3	44.1	-2.2
Sabah	65.3	67.2	2
Labuan	52.6	46.2	-6.4
Sarawak	52.6	48.9	-3.7
Malaysia	60.6	60.8	0.2

Source: Strategic Planning Division, Tourism Malaysia

To create, manage and create a positive guest experience (MSI, 2016; Ostrom et al. 2015) were the challenges all service providers faced. Crosby and Johnson (2017) said the reasons for failure in the hospitality industry were due to hoteliers not paying so much attention to the emotion of the guest experience. The emotional guest experience can be a core component of creating memorable experiences when guests stay at the hotel. Negative feedback by guests may not occur during guests making reservations but the result can be seen after guests have already stayed and felt the atmosphere of the room. Negative emotions also can lead to guest complaints (Wen et al., 2018). For example, a

previous study stated that guests from Airbnb reported, what they have seen in the pictures is not the same as what they get (Agapitou et. al, 2020).

Next, functionality is also important for design dimensions. Buhler (2020), wrote on his website, hotel guests want something that is functional and easy to use. The design element not only includes lighting, ambience, colour but also the space of rooms and material that they used also been a part of the design. For example, the strategically positioned furniture will make the room easier to use and if it lacks functionality, it could aggravate guests (Buhler, 2020). An example of the functionality of a spacious room can also be further strengthened by writing from a previous study, Zemke et al. (2017) stated that the space factor shows the strongest impact that consists of hotel size, layout, usable space ratios, and many more. For colour, according to Siamionava, Slevitch, and Tomas (2018), the area colour of psychology which is red and blue, highly has an important impact on functions for someone. Hoteliers should choose the right colour tone with the suitable space of the room to make sure it produces a good aura when guests visit the hotel.

Lastly, the quality of the room is another aspect of the room design dimension. Quality can be measured in many areas such as the lighting of the room, the colour choices, and furniture. The importance of quality room design is to set the mood (Boe Magazine, 2015). The purpose of consumers booking a hotel is to stay and rest, make party functions, and for business trips. If the design is not getting in the mood of guests, it can lead to dissatisfaction. As mentioned by Agapitou et al., (2020), the cleanliness of Airbnb is one of the attractions why consumers tend to choose this accommodation. Hence, cleanliness can be considered one of the qualities of room design. Apart from that, there is a bad review regarding the quality of room on the Tripadvisor review webpage by a tourist who stayed at Seoul YMCA Tourist Hotel (Tripadvisor, 2018). The unclean

bed sheets and blankets, dusty window curtains, and nonfunctioning air-conditioner caused a bad experience for the guests. The tourist claimed that there is no second attempt for him to consider staying in a hotel that provided a bad quality of the room with average room rates compared to other three-star hotels (Tripadvisor, 2018).

In order to better influence guests' behavior and perception in determining hotel booking, hotel room design plays a crucial role in the hotel industry of Malaysia. Data shows that the occupancy rate of hotels in Malaysia is increasing from year to year (Table 1.1) and undoubtedly it will be soaring upwards more during the pandemic. The functionality, quality, and emotional encouragement dimension should be indicated even more while designing a hotel room at the scrutinized period of health awareness here in Malaysia. With that matter in mind, this study will investigate the three dimensions of room design that affect guests' perception of hotel booking intention.

1.4 RESEARCH OBJECTIVES

1. To investigate the relationship between the functionality of design elements and guest perception in booking intention.
2. To examine the relationship between the quality expectation of design elements and guest perception in booking intention.
3. To study the relationship between the emotional encouragement of design elements and guest perception in booking intention.
4. To identify the most significant dimensions and elements of room design that influence guest decision-making.

1.5 RESEARCH QUESTIONS

1. What is the relationship between the functionality of design elements and guest perception in booking intention?
2. Does the quality expectation of design elements have a relationship with guest perception in booking intention?
3. What is the relationship between the emotional encouragement of design elements and guest perception in booking intention?
4. Which are the most significant dimension and an element of room design that influences guest decision-making?

1.6 SIGNIFICANCE OF STUDY

At the end of this research, this study is expected to contribute to the body of knowledge in understanding the guest's perception of room elements in a three-star hotel before making a reservation. The executions of understanding guests' perceptions are very important to help the hotel management to understand their quality services from a third-person perspective. These will allow hotel management to improve the guest experience in terms of bed and furniture, design, colour, staff services, safety, and security. By understanding guest's expectation, demand, and want will allow the hotel management to identify the factor that affects guests satisfaction and enable the hotel to create an effective business process to cater the needs and wants of guests in the future.

Besides that, the finding of this research will be beneficial to the hotel industry which will enhance their awareness about the importance of guests' perception towards helping them to improve the quality of the services provided and increasing the revenues. Usually, the lodging of a hotel room leads to the majority of hotel revenues, outperforming other benefit centers not only in terms of revenues but also in terms of departmental earnings. Other than that, it also helps to archive the mission, vision, and objective of the business. Besides, this study will contribute to the decrease in the statistical case of guests' dissatisfaction towards hotel service quality in Malaysian. However, this study also will give the benefit to the next researchers to explore more about understanding the guest's perspective toward room elements in a three-star hotel before making a reservation in the future.

1.7 DEFINITION OF TERMS

Guest perception

Guest perception refers to the image, appreciation, or unfamiliarity of the product or service offered by a company (LaMarco, 2018).

Functionality

Functionality refers to the quality that is something of being very suitable for the purpose it was designed for (Hornby, 2010).

Quality

Quality refers to meets requirements and exceeds guest expectations in terms of service, produced, and delivered (Dosland, 2019).

Emotional

Emotional encouragement refers to an action of persuading and giving support on a person's emotion.

Booking intention

Booking intention refers to an action by the consumer's willingness to reserve a certain product or service at a certain time.

1.8 SUMMARY

In conclusion, this study aims to find the relationship between room design dimensions that influences guest perception in making reservations. By learning all the room design dimensions it can help the hotel industry to improve their management and service quality to provide a good experience for guests. Hence, it can lead to guest satisfaction and improve hotel quality in Malaysia.



CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This study investigates the guest's booking intention based on their perceptions of the dimension of hotel room design. This chapter consists of an introduction, literature review of the component dimensions of room design and the guest's booking intention. Conceptual framework and hypotheses also presented in this chapter.

2.2 LITERATURE REVIEW

2.2.1 FUNCTIONALITY

Functionality is defined as the design aspects of the property in terms of how it helps guests to use the property (Zemke et.al, 2017). It is one of the factors that influence consumers while deciding to purchase a particular product. As in the dimension of design, the functionality of the design is relevant to the method the design reaches out messages to consumers. The functionality of a product design is an important factor that influences guests to react to the buying decision apart from the product appearance (Baek & Ok,

2017). From the finding of Baek and Ok (2017), aesthetic aspects of the appearance of a design have similar importance to the functionality of the design. However, Turkyilmaz et.al, (2015) objected that a perfect design of the appearance of a product is insufficient for consumers to fulfill their needs.

As the ultimate changes of guests' needs and preferences vary from time to time, the transformation of the flexibility and the multi-functional of the design should be adopted by the hotel (Masha, 2016). Guests are always expecting that the hotels they live in have well-functioning amenities and equipment. For example, guests will pay attention to the functionality of the air-conditioner in the hotel room, the functionality of the bathroom amenities such as a showerhead, water heater, and basin, the functionality of the lighting such as the lamp, and the functionality of the bed in the hotel room. According to the classification guidelines of minimum requirements for star rating of accommodation premises from the Hotel Talk (2019), the minimum necessities of the bedroom in a 3-stars hotel should include amenities such as tolerable lighting, furniture, and fittings such as bed and wardrobe, electrical equipment such as hairdryer and television, thermal conditions and ventilation in rooms such as air-conditioner and water heater, sanitary installation for bedrooms, bed linens, and towels. Penn and Hu (2020) indicated that bed bugs have been one of the factors that influence guests in hotel selection. Bed bugs may live under the bed, wardrobe, and carpets. The functionality of a clean bed and comfort furniture affected the guests in selecting the hotel. Apart from that, the functionality of internet access and advanced technology are said to be important aspects for business guests (Gumaste & Bhosle, 2019).

Rooms in three-star hotels should provide safe and functional furniture, capability in using space, and functional bathrooms. The functionality of each element of hotel room design including the lighting, décor, bed and furniture, space allocation, colour,

atmosphere, and layout design (Baek & Ok, 2017) to fulfill certain goals. The functionality of furniture plays an important role in any hotel. When deciding on the hotels to stay in, the most crucial element that guests first look at is the furniture. In the guest's room, comfortable and functional furniture provided such as bed and quilt, chairs, dressers, and television attract the guests the most (DiGiovanni, 2017). It supplies protection from the environment, safety, and implementation of all people's vital processes. This is because guests who travel all the way to one destination are more emphasized in looking for hotels that provide good beds with a relaxing room atmosphere. For the functionality dimension, Zemke et al. (2017) indicated that the space factors are the strongest effect, which merges the shape of hotel blueprint, usable space arrangements, a good balance between open and close space, and adequate storage space. In hotel settings, these spatial arrangements and elements of functionality may vary between a room and public settings. Hence, it is important to consider them as distinct entities and refer to the room and public features separately to capture the consumer perceptions and behaviors specific to the different ambiance (Sukhu et al., 2018).

2.2.2 QUALITY EXPECTATION

Quality expectations play a very significant role in a guest's booking intention as they want to have the best, pleasant and beautiful experience in their vacation. Dosland (2019) said that quality refers to meeting requirements and exceeding guest expectations in terms of service, produced and delivered. So, if the guests have met their quality expectations, they will probably come for booking and want to go to the same hotel. Hotel interior design can build the first impression to anybody that walks through the hotel's door (Obinwanne & Alozie, 2019). This is also included in hotel room design as well as it may meet the quality expectation for the guests' booking intention.

The quality of interior spaces of the room can be defined by the architectural elements of structure in it including the floors, ceilings, walls, windows, doorways, and also the washroom. According to Grimley and Love (2007) creating a unique face of the interior together with its style, colour, lighting, layout, and furnishing, should comprise the main task for the designer during hotel construction. The overall satisfaction may affect the booking intention, loyalty, and repeat (Obinwanne & Alozie, 2019). Furthermore, it is important to have a quality room design, so that will satisfy the guests with unique comfort and tend to book intentions.

Other than quality expectations on room design itself, the guests also look for the quality from the responsiveness of hotel staff. This is also important to take care of because it can affect the hotel's reputation. Nowadays, the booking process also can create the satisfaction or dissatisfaction of guests. Wu (2018) said it stated that it is important for hoteliers to make sure the guests have the appropriate service and can create a positive experience. Nicolaidis (2008) said that quality services exist where the hotel's employees

deliver a service that they are proud of and it must be delivered timely. In addition, the hotel has to please the guest by meeting their needs immediately and be appropriate. The service quality also includes the safety and cleanliness around the hotel and the guests may put the high-quality expectation in both terms in the hotel that they will stay in. Furthermore, cleanliness is the way toward strength and health. The guests will look for health and safety when booking a hotel as it will have a deep influence on the guests' souls (Pelletier, 2020).

The study by Akbaba (2006), found that the dimensions tangible were the most dominant factor in building the perception of service among guests. Shani et al. (2020) said that these dimensions included features such as modern-looking equipment, adequate capacity, and food and beverages. And these dimensions related to the appearance of hotel furniture and other physical facilities as well as the ambiance that is part of the service quality expectation.

2.2.3 EMOTIONAL ENCOURAGEMENT

Emotion is an affective value that includes personal feelings and emotions when using the product and services provided (Yoon & Uysal, 2005). Emotions of guests can be described such as positive surprise, joy, and love (Tlili & Amara, 2016). Based on Alfakhri et al. (2018), the study suggested that the engagement of hotelscape can cause positive emotions, and discomfort environment can influence negative emotion. Often previous research stated the positive emotions were satisfaction, enjoyment, and appreciation while negative emotions were dissatisfaction, aversion, and boredom

(Desmet et al., 2009). Hence, by creating a guest's emotional experience, the hotel industry aims to evoke the hotel design (Brunner-Sperdin et al., 2012). Bogicevic et al. (2018) stated higher satisfaction and emotional connection between guests and hoteliers can contribute to guest retention. The study that was conducted by Shantha (2018) stated the design and emotions have a positive connection toward the hotel demand. By getting positive emotions, guests or guests will return to the hotel, and demand for the hotel may be increased.

Furthermore, elements of colour could also affect a person's emotions. A previous study made by Bogicevic et al. (2018), male guests preferred decorated rooms by using masculine colour while women also accepted masculine and feminine colour. Results from this research also show the feminine colours were pink, orange, yellow, purple, and red while masculine colours were gray, brown, blue, and black. Men also prefer blue and green colour while women prefer pink, purple and white. Meanwhile, natural colours for both genders were beige, green, turquoise and chartreuse (He et al. 2011). Other than that, good ambient lighting also can create a satisfying guest experience (Shah, 2018). For example, Ladhari et al. (2017) found out that the ambient lighting and colour were an influence on guests' shopping experience. The hotel lobby ambiance such as scent, perception of air, and soft music could affect guests' loyalty through emotions (Jani & Han, 2015). By then, hoteliers should put a concern in colour selection and build a good ambiance in hotel rooms. With these, it could influence guests' intention to book a hotel and at once could make a strong brand of that hotel.

2.2.4 INTENTION TO BOOK

About 148.3 million travel reservations were made every year on the Internet (Statistic Brain, 2017). This is due to the enhancement of the Internet has forced the hotelier to invest and develop their hotel website (Emir et. al, 2016). According to Statistic Brain (2016), around 65.4% of tourists would go for hotel brands such as the Marriott hotel website to book hotels. But Guillet and Law (2010) mentioned that, rather than looking at the hotel website, guests are more willing to compare the hotel price from other travel websites in the first place. Price (Law & Chung, 2003; Noone & Mattila, 2009; Kim 2019; Nowak et al., 2015), has widely been stated in previous research and become the most factor of online booking intention and followed by other factors such as security and privacy (Wong & Law, 2005; Liao & Shi, 2017), quality (Wang & Wang, 2010) and the design (Carlson & O' Cass, 2011; Dedeke, 2016).

The previous study from Tussyadiah (2016) explained that to gain guests' satisfaction and intention to book a hotel, the impact of amusement, monetary benefit, amenities, social benefits, and perceived value on peer to peer is needed. Confente and Vigolo (2018) said the structure from the Theory of Reasoned Action (TRA) has been adopted to help them a point on the key antecedents of online booking behaviors and one of the author's focuses was the social influence. The most decisive element of the consumer's desire to engage in online booking of tourism items is social influence (Sahli & Legohérel, 2016). An example of social influence was Word-to-Mouth (WOM; offline and online), Tanford and Montgomery (2015) stated the traditional WOM from family and friends also boosted social media could drive travel decision making.

Consumer behavior is the investigation of the action shown by the individuals and organizations to choose and use the products and services in terms of psychology, motivations, and behavior (Smith, 2016). As a company that provides services and sells products, understanding who to sell is one of the crucial things to consider in order to make a profit. Apart from that, product and service providers have to understand how the guest thinks and acts, and what are the guest's needs and want to develop the exact product or service to offer.

According to the market analysis on Santander Trade Portal (2020), Malaysian consumers have become increasingly more concerned about lifestyle and quality compared to the prices. Most Malaysians nowadays choose to spend their holidays on vacation, traveling around to experience a better lifestyle. In this era of globalization where guests' preferences, needs, and wants to have changed continuously, the hotel industry is becoming more and more competitive. Hoteliers have to understand their consumers' behaviour in terms of age, ethics, income, and family structures. There are two factors that influence guests' behaviour as personal and interpersonal factors. (Oktadiana & Kurnia, 2011). Personal factors representing individual psychological characteristics such as needs and wants, motivation, guest perception, learning ability, personality, lifestyle, and self-concept. Interpersonal factors consist of external influences such as cultures, reference groups, social classes, family, and leaders. These factors play an important role in affecting consumers' purchasing intention towards the service.

2.3 CONCEPTUAL FRAMEWORK

The research model used for this study is to investigate the guests' purchase intention based on their perception of the dimension of the hotel room design. Moreover, functionality, quality expectation, and emotional encouragement on element design of guests' perception of purchase intention will be used in this study to test the hypothesis.

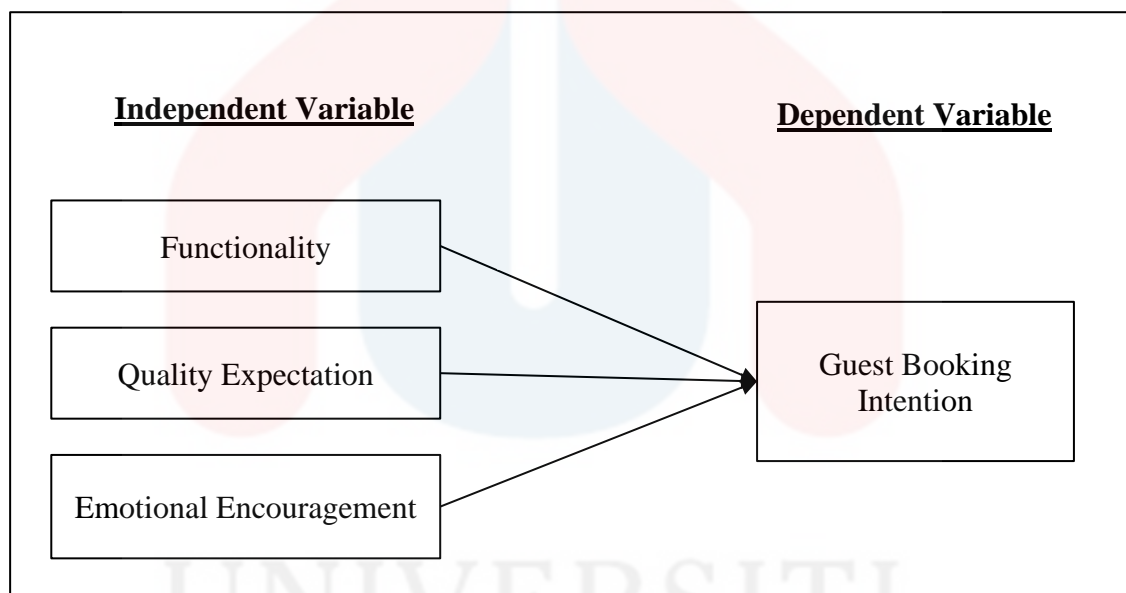


Figure 2.1: Conceptual framework

Source: Framework adapted from Baek & Ok (2017); Alfakhri, Harness, Nicholson, & Harness, (2017)

Based on Figure 2.1 this framework is conducted from the objective of this research which is, the study aims to investigate the relationship between the independent variables, and dependent variables. The independent variable is the hotel room design

dimension on a three-star hotel which consists of three: functionality, quality expectation, and emotional encouragement. While the dependent variable is the guest's booking intention. The design of a framework is to show the relationship between the independent variables, and dependent variables, which are:

1. The relationship between the functionality of design elements and guest perception in booking intention.
2. The relationship between the quality expectation of design elements and guest perception in booking intention.
3. The relationship between the emotional encouragement of design elements and guest perception in booking intention.

2.4 HYPOTHESES

2.4.1 THE RELATIONSHIP BETWEEN FUNCTIONALITY AND BOOKING INTENTION.

The functionality of design is related to the way the design communicates and conveys information to guests (Nussbaum, 2005). By the study of Baek & Ok (2017), guests use functional attributes to justify their product judgment and choices. So, the functionality did play a significant factor on booking intentions because they can evaluate the functionality of a product by simply seeing it. For example, the guests very crucially take part in checking the functionality of the layout, color, and the furniture like the bed.

Although the functionality perception of the physical environment where the service delivered and consumed is more meaningful in guest behavior (Chitturi, 2009).

Based on the above discussion, a relationship occurred between functionality and the guest's perception of booking intention. Therefore, the following hypothesis has been formulated:

H1: There is a significant relationship between functionality and guest's booking intention.

2.4.2 THE RELATIONSHIP BETWEEN QUALITY EXPECTATION AND BOOKING INTENTION.

The quality expectation element is important in the guest's perception of booking intention. The product design helps guests link to products to either protect or maintain their self-image. Baek & Ok (2017) saying that perceptions of significant signals like setting and atmosphere are effective signals of quality and can be the means of persuading guests to react with approach behaviors. This shows that the quality of layout, lighting, colour, and also ambiance in the hotel room tends to make guests interested in booking intentions.

Based on the above discussion, a relationship occurred between quality expectation and the guests' perception in booking intention. Therefore, the following hypothesis has been formulated:

H2: There is a significant relationship between quality expectation and guest's booking intention.

2.4.3 THE RELATIONSHIP BETWEEN EMOTIONAL ENCOURAGEMENT AND BOOKING INTENTION.

Through the psychological process, emotions can be defined as one's current state, feelings, and more specifically and affective reactions, that guide cognitive processes that the more positive the emotions, the more positive events will be anticipated or experienced (Schwarz & Clore, 1983). So the emotions are significant determinants of the booking intention. So, although the product design is important as a visual component of making decisions, the emotions also greatly influence guests' booking intentions.

Based on the above discussion, a relationship occurred between emotion and the guests' perception of booking intention. Therefore, the following hypothesis has been formulated:

H3: There is a significant relationship between emotional encouragement and guest's booking intention.

2.5 SUMMARY

This chapter discussed the literature review on the three dimensions of hotel room design such as functionality, quality expectation, and emotional encouragement, and the intention of guests in booking a hotel. The functionality of the room design elements such as furniture, space allocation, atmosphere, and colour are the factors that influence guests'

perceptions in booking a hotel. Quality of the architectural elements in a room such as floors, ceilings, walls, windows, and doorway can affect guests' quality expectation and influences them in deciding the hotel to book. Emotional encouragement from the design elements can affect guests' perception in booking a hotel. Suitable interior colour encourages positive emotion to the guests whereas unfamiliar interior colour encourages negative emotion to the guests. Thus, affecting the decision of guests in booking intentions. A conceptual framework has been structured in this chapter to investigate the relationship between the independent variables and dependent variables. Lastly, the hypothesis regarding the significant relationship between independent variables and dependent variables is also discussed in this chapter.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

In this chapter, it will emphasize the procedures that are contained in the research. This chapter consists of the research design, target population and sample size, sampling method and procedure, data collection, research instrument and research instrument design, and lastly data analysis. Briefly, it consists of a summary for each process and statistical methods that are employed to test the hypotheses. To investigate the research hypotheses, the study will conduct a survey to gather information and apply analytical techniques to bring out the pattern of that data. This chapter will determine the appropriate method to be used in collecting data. The data collection in surveys will be used to test the hypotheses of the study which are:

1. The relationship between the functionality of design elements and guest perception in booking intention.
2. The relationship between the quality expectation of design elements and guest perception in booking intention.
3. The relationship between the emotional encouragement of design elements and guest perception in booking intention.

3.2 RESEARCH DESIGN

In general, research design refers to the framework of research methods and the techniques chosen by a researcher that is suitable for the studies. Research design can be defined as the overall plan that the researcher chooses to integrate the different components which include the how, when, and where the study in a coherent and logical way to answer the research questions, thereby, ensuring effectively addressing the research problem. Research design can be carried out by collection, interpretation, analysis, and discussion of data (McCombes, 2019).

In this study, the researcher used a quantitative research approach. A quantitative research design is used to examine the relationship between variables by using numbers and statistics to explain and analyze its findings (Kumar, 2013). However, there are four types of quantitative research design which are descriptive, correlational, experimental, and quasi-experimental.

In this research, the aim is to identify the factors of the room design dimension of a three-star hotel that influences the guest's perception in making a reservation. Therefore, descriptive research used in this research to gain data through questionnaires that will be collected from respondents who had been stayed at a three-star hotel in Malaysia. This method provides systematic information about the phenomenon. Researchers can use systematic information to test the hypothesis of this study.

3.3 POPULATION

Target population refers to the group of potential respondents that the study intends to investigate things, people, or events (Mukesh et al., 2013). In this study, the target population was among the Malaysians who have experienced staying in a 3-star hotel. According to the Department of Statistics Malaysia, 18.5% of 239.1 million domestic visitors in 2019 choose to stay in hotels compared to other accommodations. Due to the big number of domestic visitors, it will help the study to get different responses and answers based on their view of guest booking intention. The researcher chose a three-star hotel because this is one of the accommodations that had the demand among Malaysian while traveling.

3.4 SAMPLE SIZE

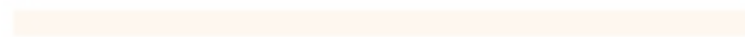
A sample is a group to be studied that is derived from a population. Krejcie and Morgan (1970) table has been used in this research to an adequate number of research respondents. The table shows the sample size based on the given total population (Figure 3.1). The sample size is usually known as 'S' while the population number is known as 'N'.

In this study, our target population is the domestic travelers who have experienced staying in a 3-star hotel in Malaysia. The total of domestic travelers is 239.1 million people (Department of Statistic Malaysia, 2019). Based on the table, for the population

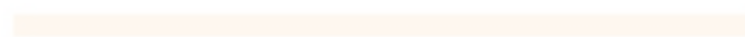
that exceeds 1,000,000, the required sample size should be 384. Therefore, it is best for the researcher to use a sample size of 384 as it would probably help the study to have accurate results.



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Table 3.1: Table for Determining Sample Size from a Given Population

N	S	N	S	N	S
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 : Kerjcie and Morgan (1970)

3.5 SAMPLING METHOD

There are two types of sampling techniques, the first one is probability sampling and the second one is non-probability sampling (McCombes, 2019). When the research is related to a group of people it is really difficult to collect the data from each person, hence a sampling technique is required to fulfill all the requirements of the studies.

To complete this research, non-probability convenience sampling had been chosen. According to Etikan et al., (2016), even though non-probability sampling has some limitations, it is useful especially when the population size is large. His research also stated convenience sampling is affordable, easy and the respondents are available to answer the questionnaire. The data from the questionnaire, it can be used for the research because it can be considered as our primary data source (Dudovskiy, 2018). Hence, this technique can help the researchers to gather more data from the respondents who are conveniently available to participate. Hence, the questionnaire would be distributed all over the state in Malaysia and the respondent for the research also should have someone experience staying at a three-star hotel.

3.6 DATA COLLECTION PROCEDURE

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables individuals or groups to answer the research questions, test hypothesis, and evaluates outcomes (Syed Muhammad Sajjad Kabir, 2016). In this research, the data is collected by using an online questionnaire through Google Form. This research chose this method as a concern for the current issues of our country which is experiencing the Corona Virus disease (Covid-19). This online questionnaire is distributed randomly to the travelers in Malaysia who have experienced a three-star hotel through social media mechanisms such as Facebook and WhatsApp.

The questionnaire collected information about the respondent's perception to book the hotel. The questionnaire asked several questions from the dimensions of functionality, quality expectation, and also emotional encouragement that influenced the respondent to book the hotel.

3.7 RESEARCH INSTRUMENT

The research instrument is the tool that most studies use to achieve their research objective. The instrument is designed for collecting data from respondents for research purposes. Edekin (2012) said there are a few types of research instruments such as questionnaires, interviews, and achievement tests. This study decided to use questionnaires as a measurement tool to collect information from respondents. Questionnaires consist of a series of questions from many sections (McLeod, 2018). The data from the questionnaire is also known as primary data for the research. It is due to the data being gathered from the respondents themselves without referrals from other parties.

The questionnaire consists of three sections which are Section A, Section B, and Section C. Section A consists of respondent's demographics questions. According to Gigli (2018), demographic segments explained the respondent's age, gender, religion, income level, education level, and much relevant information for the studies. Section A also applied to nominal and ordinal scales which are respondents required to answer the questionnaire by selecting the option provided.

For Section B, the study focuses more on the independent variables which are the three dimensions of room design; Functionality, Emotion Encouragement, and Quality Expectation. Then, Section C is for the intention to book a hotel room. For both Section B and C, the study will use the Likert Scale (non-comparative techniques) which is an interval scale of measurement. There were five-point Likert scales and every single number showed a different reaction. The number started with 1 to 5 scales which are (1 - Strongly Disagree, 2 - Disagree, 3 - Neutral, 4 - Agree, 5 - Strongly Disagree). All the

questions are designed with closed-ended questions to compute the responses easily as shown in Appendix.

3.8 DATA ANALYSIS

Data analysis is defined as a mechanism of processing research data using logical methods to systemize, organize, and transform large amounts of data collected into interpretable particular parts that deduce a conclusion. There are several major techniques of data analysis such as text analysis, statistical analysis, diagnostic analysis, predictive analysis, and prescriptive analysis. In quantitative research where the data is expressed in numerical figures, the technique used by the researchers to analyze the figures is a statistical analysis that helps to acquire essential intuitions. Statistical analysis is classified into two categories which are descriptive analysis and inferential analysis. In this study, both of the analyses to organize and interpret the data collected will be used and explained in the next sections.

3.8.1 DESCRIPTIVE ANALYSIS

Descriptive statistics is the distinctive component of the data in research. It helps the researcher to summarize large numbers of data into specific fragments that bring meaningful patterns. Within the descriptive analysis, the conclusion is not made in this section. The conclusion is usually made in the inferential analysis where it compares the data and delivers conclusions. There are a few techniques used in describing data in descriptive analysis such as measures of frequency, measures of central tendency, measures of dispersion or variation, and measures of position. The most common technique to describe a single variable is the frequency distribution (Market Research, 2019).

In this study, the researchers used this descriptive analysis to gather the demographic data of the respondents such as gender, income level, and occupation. These data will be analyzed using percentages in pie chart form.

3.8.2 RELIABILITY ANALYSIS

Reliability analysis refers to the scale to which the research method produces dependable and reliable results. Reliable results with equivalent value are the outcome generally provided by reliability. The reliability test in this study measures the factors of hotel room design that influence guests' intention in booking the hotel in terms of three major dimensions in the design such as functionality, quality, and emotion. A reliability

test is to test the consistency results of the measurement (questionnaire). For example, the reliability test is to determine the probability of the guest to get a similar score if the guest took another test. The higher the probability of similar scores, the higher the reliability of the measurement. There are several techniques in the testing of reliability, such as test-retest reliability, internal consistency, split-half reliability, and inter-rater reliability. The most famous technique to use on testing reliability is split-half reliability.

Cronbach's Alpha is the well-known measure to test the internal consistency and the scale of reliability in the research. It is commonly used in Likert scale questionnaires that form a scale the researcher wishes to find if the scale is reliable. Table 3.2 shows that the general rule of thumb in Cronbach's Alpha indicates that the scale of coefficient range between 0.7 and 0.8 is acceptable, 0.8 and 0.9 is good and the range more than 0.9 is excellent.

Table 3.2: Cronbach's Alpha Rule of Thumb

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Habidin et.al, (2015)

3.8.3 PEARSON CORRELATION ANALYSIS

Pearson Correlation analysis is carried out when the researcher has two quantitative variables. It is used in this study to test the statistical relationships between two variables such as functionality, quality expectation, and emotional encouragement, the Independent Variables (IV) that influence guests' perception in booking intention, the Dependent Variable (DV). Pearson correlation is utilized when there is a linear relationship between the variables. For example, there is a significant relationship between functionality and guests' booking intention. The relationship can be positive, negative, or significant. The symbol of the correlation coefficient is r and the theoretical range of the coefficient is between -1 to 1. Table 3.3 shows that the correlation ranges from 0.90 to 1.00 has a very high positive correlation between the variables whereas the

range from -0.90 to -1.00 has a very high negative correlation between the variables. The range from 0.00 to 0.30 and -0.00 to -0.30 has a little if any correlation relationship between the variables.

Table 3.3: Rule of Thumb of Correlation Coefficient Size

Range of Correlation (r)	Strength of Correlation
0.90 to 1.00 (-0.90 to -1.00)	Very high (\pm) correlation
0.70 to 0.90 (-0.70 to -0.90)	High (\pm) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate (\pm) correlation
0.30 to 0.50 (-0.30 to -0.50)	Low (\pm) correlation
0.00 to 0.30 (-0.00 to -0.30)	Little if any correlation

Source: Hinkle, Wiersma, & Jurs (2003).

3.9 SUMMARY

To conclude, this chapter discussed the methodology in conducting this study such as type of research design, target population, sample size, sampling method, data collection method, research instrument, and data analysis. The research design that the researcher used to investigate the objectives of this study is the quantitative research design. Quantitative research design is the method used to investigate the relationship between the variables using statistical techniques. In this study, the researchers are using statistical techniques such as descriptive analysis and inferential analysis such as reliability and Pearson correlation test to obtain the results. Descriptive analysis is used to determine the probability of population and sample size of this study. The target population for this study is the citizens in Malaysia whereas the sample size of this study is the travelers in Malaysia, the number is obtained based on the reference table of total sample size. To complete this study, the researchers are using non-probability sampling techniques such as convenience sampling. This is because the data of this study is obtained by distributing questionnaires to the target population through social media mechanisms. The data is easier to obtain, and it is convenient to be answered by the target respondents. The research instrument used in this study is the questionnaire designed into three sections as demographic section, dependent variable section, and independent variables section.

CHAPTER 4

RESULT AND DISCUSSION

4.1 INTRODUCTION

This chapter will be discussing the finding of the research. The data analysis is required to analyze the understanding the influences of room design dimension of a three-star hotel in making reservation. A survey method was used to obtain the data. A total of 384 respondents were collected who have and never have made a hotel reservation but had experienced staying at the three-star hotel. Other than that, this chapter also shows the result of descriptive analysis (descriptive frequency and statistic), reliability analysis, and inferential analysis Pearson Correlation to see the relationship between independent variables (IV) and dependent variable (DV).

4.2 DESCRIPTIVE FREQUENCY

The basic descriptive analysis is included frequency, percentage (%), and cumulative percentage (%). The data obtained from Section A of the questionnaire is about the demographic respondent profile such as gender, race, age, marital status,

income, and two close-ended questions related to the research. The data presented in the table and pie chart.

4.2.1 Gender

Based on Table and Figure 4.1 shows the data for the gender of respondents. From the total of 384 respondents, 115 respondents were male with a total percentage of 29.9 percent. For female respondents, there were 269 with a total percentage of 70.1 percent. Through the data, the higher number of participants to answer the survey were female and it can conclude those female respondents were more willing to answer the survey instead of male respondents.

Table 4.1: Number Respondent by Gender

	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	115	29.9	29.9
Female	269	70.1	100
Total	384	100	

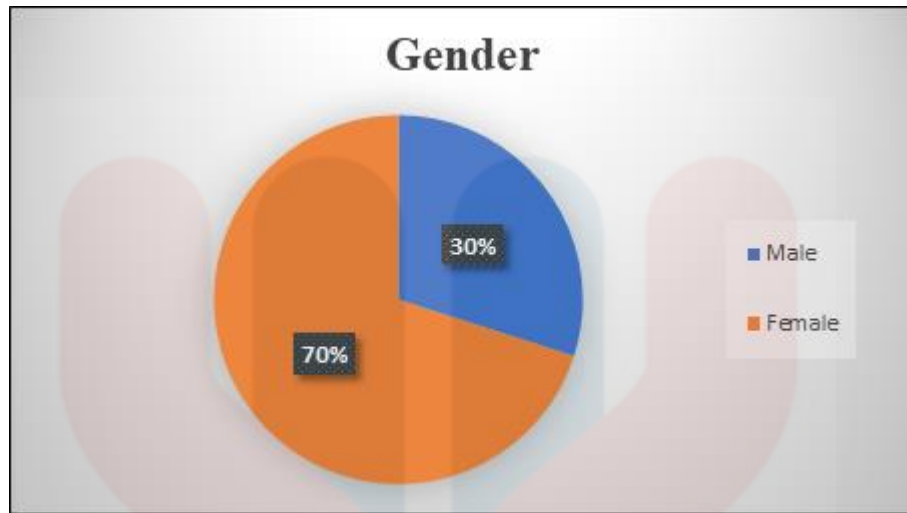


Figure 4.1: Percentage of Respondents by Gender

4.2.2 Race

Table and Figure 4.2 show the number of respondents by different types of races. From the 384 respondents have been collected, respondents who consist of Malay were 235 respondents followed by Chinese were 98 respondents (25.5%), Indian 7.3 percent (28 respondents), and Other Ethnic (23 respondents). From the data, the highest race who have been contributing to the research are Malay (61.2%) and the lowest race is other minority ethnics in Malaysia (6.0%)

Table 4.2: Number of Respondents by Race

	Frequency	Percentage (%)	Cumulative Percentage (%)
Malay	235	61.2	61.2

Chinese	98	25.5	86.7
Indian	28	7.3	94.0
Other Ethnic	23	6.0	100
Total	384	100	

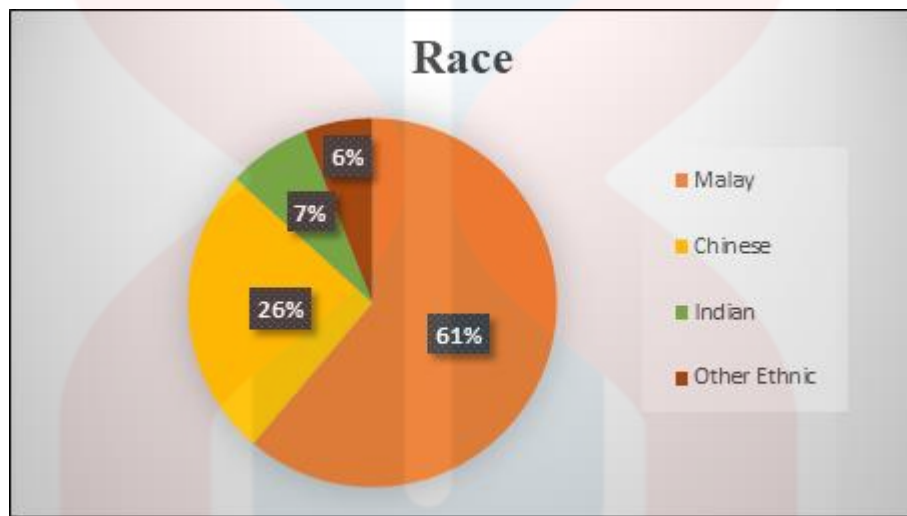


Figure 4.2: Percentage of Respondents by Race

4.2.3 Age

Table and Figure 4.3 show the age distribution of 384 respondents. From the data, it shows that the various type of age that been started with 18 years old until more than 42 years old. Among these fives age groups, the highest number of respondents was from the age of 18 years to 23 years old (174 respondents) with 45.3 percent. The second highest was respondents aged between 24 years to 29 years (104 respondents) with 27.1 percent. Followed by the age of 30 years to 35 years old as many as 66 respondent

(17.2%), 36 years to 41 years old (23 respondents) with 6.0 percent and the lowest number of the respondent at the age of 42 years old and above (17 respondent) with 4.4 percent.

The reason why respondents with an age range of 18 years to 23 years old are the highest number is that most of them are students. They have more time to answer the survey compared to the group age that has entered the working time which are given less attention to the survey.

Table 4.3: Number of Respondents by Age

	Frequency	Percentage (%)	Cumulative Percentage (%)
18 years - 23 years	174	45.3	45.3
24 years - 29 years	104	27.1	72.4
30 years - 35 years	66	17.2	89.6
36 years - 41 years	23	6.0	95.6
> 42 years	17	4.4	100
Total	384	100	

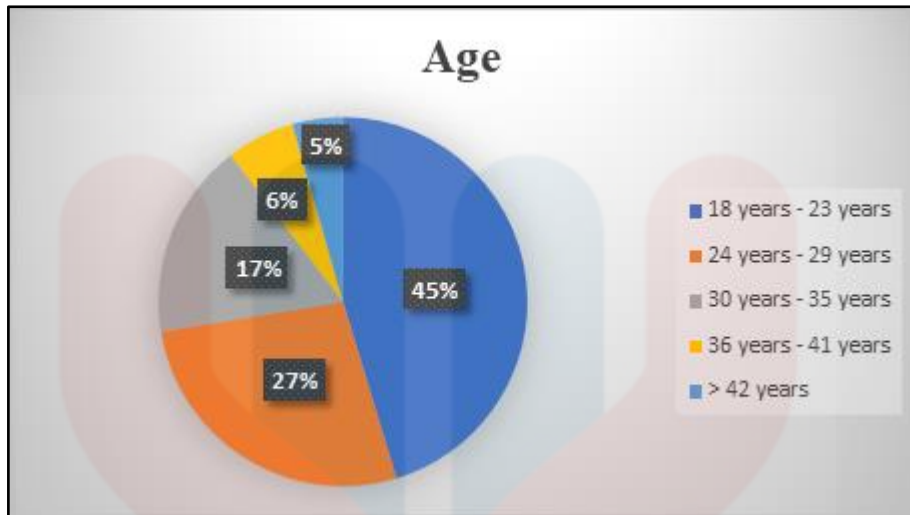


Figure 4.3: Percentage of Respondents by Age

4.2.4 Marital Status

Table and Figure 4.4 show the respondent’s data analysis based on marital status. The number of respondents with single status was 264 respondents (68.8%) which is the highest result of data. Out of 264 respondents who are married status were 117 respondents with 30.5 percent value. The number of respondents with Single Mother Status is the lowest at 3 respondents (0.8%). The data can be confirmed by referring to the age section.

Table 4.4: Number of Respondents by Marital Status

	Frequency	Percentage (%)	Cumulative Percentage (%)
Single	264	68.8	68.8

Married	117	30.5	99.2
Single Mother	3	0.8	100
Total	384	100	

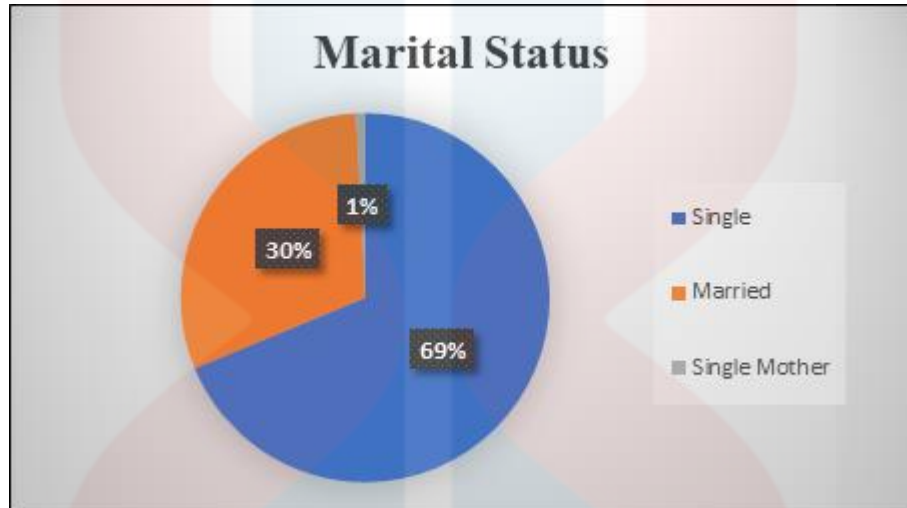


Figure 4.4: Percentage of Respondents by Marital Status

4.2.5 Income per Month

Table and Figure 4.5 show the number of respondents for income level. From the data above, 162 respondents (42.2%) have a total income below RM 1,000. This is because the majority of respondents of this study were individuals with a range ages between 18 years to 23 years. Hence, the respondents still do not have a fixed income above RM 1,000. For respondents with an income level of RM 1,000 to RM 2,000 were 77 respondents (20.1%). For the income level of RM 2,000 to RM 3,000 were 63 respondents (16.4%), followed by income level of RM 3,000 to RM 4,000 by 55

respondents (14.3%), and the salary level exceed more than RM 4,000 were 27 respondents with a total percentage of 7.0 percent.

Table 4.5: Number of Respondents by Income

	Frequency	Percentage (%)	Cumulative Percentage (%)
Less than RM 1,000	162	42.2	42.2
RM 1,000 - RM 2,000	77	20.1	62.2
RM 2,000 - RM 3,000	63	16.4	78.6
RM 3,000 - RM 4,000	55	21.4	93.0
> RM 4,000	27	7.0	100
Total	384	100	

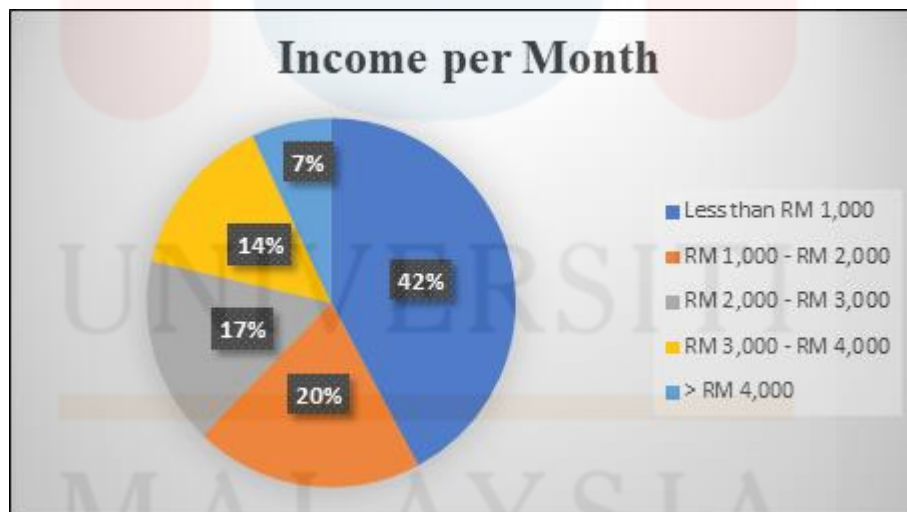


Figure 4.5: Percentage of Respondents by Income per Month

4.2.6 Hotel Reservation

Table and Figure 4.6 show the number of respondents who have made a hotel reservation. Out of 384 respondents, 342 respondents (89.1%) answered ‘Yes’ and have made a hotel reservation. The remaining 42 respondents (10.9%) answered ‘No’ in making a hotel reservation. From this data, it can be concluded that most respondents prefer to make a hotel reservation than buy it directly at the hotel receptionist counter.

Table 4.6: Number of Respondents by Hotel Reservation

	Frequency	Percentage (%)	Cumulative Percentage (%)
Yes	342	89.1	89.1
No	42	10.9	100
Total	384	100	



Figure 4.6: Percentage of Respondents by Hotel Reservation

4.2.7 The Important of Hotel Star Rating

Moreover, Table and Figure 4.7 show the data of the respondents who will investigate the hotel star rating prior to any reservation. The data showed 92.7 percent (356 respondents) who answered ‘Yes’ on checking the star rating before making a reservation at the hotel. The value of respondents who answered ‘No’ was low with a total of 7.3 percent (28 respondents). The reason why almost all respondents checking the hotel star rate is to get the best facilities and services while staying at the hotel to suit their requirements.

Table 4.7: Number of Respondents who Review Hotel Star Rating

	Frequency	Percentage (%)	Cumulative Percentage (%)
Yes	356	92.7	92.7
No	28	7.3	100
Total	384	100	



Figure 4.7: Percentage of Respondents by Inspection on Hotel Star Rating

4.3 DESCRIPTIVE STATISTIC

This section will show the data of descriptive statistics on each variable in Section B (IV) and Section C (DV). The data obtained will be present in the table by display the Minimum (Min), Maximum (Max), Mean and Standard Deviation (Std Deviation). All variables were measured using five (5) Likert Scale which value (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree).

4.3.1 FUNCTIONALITY

Table 4.8 shows the descriptive statistic for the independent variables which was is functionality. The data is described by referring to the mean value and standard

deviation. There were nine (9) item questions measured and the item with the highest mean value was Q3 with a total of 4.53, where respondents agree that the room provided a security door lock that been functioned well. The second highest mean is on item Q9 with a total mean of 4.49 and respondents also agree that the bathroom comes with a good plumbing system. In the data obtained there is a mean that has the same value which was 4.35 for items Q2 and Q5. Item Q6, Q7, and Q8 also gained the same mean value with a total of 4.43. The lowest mean value was item Q1 with a total of 4.11. However, all respondents still agree that the room lighting is bright.

Overall, the guest felt the functionality in the hotel room was excellent. This is because almost all aspects are evaluated and taken into account in terms of room space, lighting, use of furniture, safety, and also cleanliness. Today's guests do not book a hotel room for vacation and spend time to relax, in fact, some of the guests who booked are among business travelers. Levere (2003) states that most business travelers use hotel rooms as a place to do work as well as to relax. So, they stayed longer in the hotel room. The space in the room plays a very important role, especially for small room space. The proper and systematic arrangement of furniture is able to make the space used optimally without the need for the guest to change from its original place. Hence, it can be a very well-functioning space for guests.

Table 4.8 Descriptive Statistic of Functionality

	Item Description	N	Mini	Max	Mean	Std. Deviation
Q1	The room lighting is bright.	384	2	5	4.11	0.732
Q2	The room wallpaper is in a comfortable colour.	384	2	5	4.35	0.665

Q3	The room provided a security door lock that functions well.	384	2	5	4.53	0.617
Q4	The room space is arranged with relevant furniture.	384	2	5	4.43	0.643
Q5	The room has wide space for movement.	384	1	5	4.35	0.730
Q6	The bathroom is in comfortable condition.	384	2	5	4.46	0.657
Q7	The bathroom is in high hygienic condition.	384	2	5	4.46	0.688
Q8	The bathroom comes with a well-functioning water heater.	384	2	5	4.46	0.680
Q9	The bathroom comes with the good plumbing system.	384	2	5	4.49	0.630

4.3.2 QUALITY EXPECTATION

Table 4.9 above shows the mean and standard deviation for the item used to measure the quality expectation. There were six (6) questions measured and the item of Q3 is the highest mean value 4.51 which the statement 'Facilities such as beds, luggage rack, clothes storage and internet network in the rooms would have functioned properly'. The data analysis shows the range of answers by the respondents was only neutral to strongly agree. The second highest mean was on item Q5 with a total of 4.45, respondents also agreed that employees provide the best service at the right time. Item in Q4 has a mean value of 4.32 and respondents agreed with the statement 'Unique and eye-catching room interior design'. The mean for the other three (3) items were Q2, Q1, and Q6 with

representing the values 4.22, 4.24, and 4.25 respectively. The item for Q2 represents the lowest mean for the descriptive statistic of quality expectation.

The overall quality expected by the guest is where the cost of their spend is worth by the price they pay for the room. Undoubtedly when a guest pays a high price for a room, their expectations for that room are good. It is not only good in terms of interior decoration, facilities in the room such as lighting, air conditioner and even the services provided. Pleasant smell when stepping into a hotel room, able to change the situation and the quality of the surroundings even if the interior decoration is not very captivating.

Table 4.9 Descriptive Statistic of Quality Expectation

	Item Description	N	Mini	Max	Mean	Std. Deviation
Q1	The room would have quality furnishings.	384	2	5	4.24	0.684
Q2	The room would have quality decorations.	384	1	5	4.22	0.745
Q3	Facilities such as beds, luggage rack, clothes storage and internet network in the rooms would function properly.	384	3	5	4.51	0.609
Q4	Unique and eye-catching room interior design.	384	2	5	4.32	0.726
Q5	Employees provide the best services at the right time.	384	2	5	4.45	0.652
Q6	Employees are never too busy to respond to guests.	384	1	5	4.25	0.752

4.3.3 EMOTIONAL ENCOURAGEMENT

Table 4.10 above shows the mean and standard deviation for the item used to measure emotional encouragement. Item Q5 recorded the highest mean value of 4.43 where respondents agreed that beautiful design is able to leave a good memory. An effective feeling was seen as a factor of influences individual memory and when it related to emotions it becomes easier to be remembered (Brewer, 1998; Kim, 2010). The lowest mean value for the emotional encouragement items was Q2 which is 4.15 where most respondents answered neutrally if the condition of the room does not suit their taste. For item, Q1 stated the mean value of 4.40 and respondents agreed with the statement that the use of colour is appropriate for the space of the room. For other two items which were Q4 and Q3 mentioned the mean value 4.26 and 4.27, with the statement 'I feel angry if the design of the rooms is not like on the website' and 'A beautiful room picture has a big impact on my emotion. Overall, it is a truth that guests remember a hotel for long if the experience of accommodation is unique. The unique interior decoration and concept is a great attraction especially for guests who want something different during their vacation. They are willing to spend more to gain experience by themselves. According to Lo (2010), pleasant emotions will appear if the guest is satisfied with the design and decoration that has conveyed warmth and a sense of natural element.

Table 4.10: Descriptive Statistic of Emotional Encouragement

	Item Description	N	Mini	Max	Mean	Std. Deviation
Q1	The use of color is appropriate for the space in the room.	384	2	5	4.40	0.666
Q2	My emotions will be disturbed if the condition of the room does not suit my taste.	384	1	5	4.15	0.852
Q3	A beautiful room picture has a big impact on my emotions.	384	1	5	4.27	0.800
Q4	I feel angry if the design of the room is not like on the website.	384	1	5	4.26	0.814
Q5	Beautiful design is able to leave a good memory for me.	384	1	5	4.43	0.708

4.3.4 BOOKING INTENTION

Table 4.11 shows the mean and standard deviation for the item used to measure the dependent variable which is the intention to booking. There were eight (8) items in the data and the item with have the highest mean was Q3 which was 4.50 with the statement ‘Customers’ feedback affected my booking intention’. Gao and Bai (2014) stated some customers visit the hotel websites to seek information, making reservations, look through videos and pictures of hotel establishments and read customer reviews. The results of the data also show that there were items that have the same mean value. Among the items were Q2 and Q6 where both get 4.30 for mean value. Respondents also agree with the statement, ‘Hotel room design affects my booking intention’ and ‘Product design

in the hotel room affects my booking intention'. Moreover, items for Q1 and Q4 also remain with the same mean value which is 4.31 with the statement, 'My perception affects booking a hotel room' and 'Aesthetic pictures caught my attention to make a booking'. For item Q5 stated 4.39 for the mean value which is the second-highest value in the table. Respondents also agreed that social media is a reference point to look at hotel design. The two items that have the lowest mean were Q7 and Q8 with the values 3.92 and 3.81. For these two items, most respondents choose neutral with the statement of family members and friends influenced in booking intention.

Overall, the main factor seen by the guest to make a hotel room reservation is the feedback from previous customers. With the sophistication of technology today, guests can find information about the hotel from the website or OTA (Online Travel Agency) easily. Not only that, but they can also compare the listed prices and different privileges of the applications available. Through Trip.com's customer service statement, if Trip.com is unable to provide the room booked by the guest, they will try to provide the same room price if available or more valuable than the original room booked. In addition, there are services that offer to book hotel rooms and flight tickets or rental cars at one time. So, it saves the guest's time in finding those facilities.

Table 4.11: Descriptive Statistic of Intention of Booking

Item Description	N	Mini	Max	Mean	Std. Deviation
My perception affects booking a hotel room.	384	1	5	4.31	0.741
Hotel room design affects my booking intention.	384	2	5	4.30	0.719

Customers' feedback affected my booking intention.	384	2	5	4.50	0.658
Aesthetic pictures caught my attention to make a booking.	384	2	5	4.31	0.741
Social media is a reference point for me to look at hotel design.	384	1	5	4.39	0.750
Product design in the hotel room affects my booking intention.	384	1	5	4.30	0.752
Family members influenced me in booking intention.	384	1	5	3.92	1.071
Friends influenced me in booking intention.	384	1	5	3.81	1.092

4.4 RELIABILITY TEST

The reliability test in this study measures the factors of hotel room design that influence guests' intention in booking the hotel in terms of three major dimensions in the design such as functionality, quality, and emotion. The data was tested using Cronbach's Alpha analysis to ensure the reliability and interior reliability of the information. Table 4.12 shows that the general rule of thumb in Cronbach's Alpha indicates that the scale of coefficient range between 0.7 and 0.8 is acceptable, 0.8 and 0.9 is good and the range more than 0.9 is excellent.

Table 4.12: Cronbach's Alpha Rule of Thumb

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: Habidin et.al, (2015)

Table 4.13 showed the result of Cronbach's Alpha Coefficient for the independent variable and dependent variable for this study. It can be concluded that all the variables were above the value of 0.7 and it is reliable to generate trustworthy results.

There were nine questions that were used in measuring the functionality variable that influenced the customer perception in booking intention. Table 4.13 showed that Cronbach's Alpha result for this question was 0.873 which resulted as good and reliable. Next, there were six questions that were used in measuring the quality expectation variable that influenced the customer perception in booking intention. The result of this question in Cronbach's Alpha was 0.815 which is also good and reliable. Then, there were five questions that were used in measuring emotional encouragement variables that influence the customer perception in booking intention. The Cronbach's Alpha result for this question was 0.726 which resulted in Acceptable. Lastly, there were eight questions in measuring customer perception in booking intention. The Cronbach's Alpha result for these questions was 0.818 which resulted good and also reliable for the study.

To conclude, the independent variables and dependent variables have exceeded 0.7 and this shows that all the questionnaires are reliable. All the questionnaires have a strong association and are positively connected and become the factors that influence customer perception in booking intention.

Table 4.13: Result of Reliability Cronbach's Alpha for the Independent Variable and Dependent Variable.

Variable	Number of Items	Cronbach's Alpha Coefficient	Strength of Association
Functionality	9	0.873	Good
Quality Expectation	6	0.815	Good
Emotional Encouragement	5	0.726	Acceptable
Customer Perception in Booking Intention	8	0.818	Good

4.5 PEARSON CORRELATION ANALYSIS

Table 4.14 shows the results of the correlation analysis among functionality, quality expectation, emotional encouragement, and customer perception in purchase intention.

Table 4.14: Results of Pearson Correlation Analysis

	Functionality	Quality Expectation	Emotional Encouragement	Customer Perception in Purchase Intention
Functionality	1			
Quality Expectation	0.671**	1		
Emotional Encouragement	0.516**	0.597**	1	
Customer Perception in Purchase Intention	0.456**	0.526**	0.624**	1

Table 4.14 shows the result of the correlation among independent variables and dependent variables by using Pearson's Correlation Coefficient. According to the table, the functionality and customer perception in purchase intention has a low significant association correlation, $r = 0.456$. Based on Hinkle, Wiersma, and Jurs (2003), the correlation coefficient indicated a low positive correlation between the functionality of room appliances and customer perception in hotel room purchase intention.

The second correlation shown in Table 4.14 indicated that the value of quality expectation and customer perception in hotel room purchase intention is $r = 0.526$. According to the rule of thumb of correlation coefficient size in Table 3.3, this value symbolizes a moderate-high positive correlation.

Furthermore, the result obtained in Table 4.14 shows that the correlation (r) value achieved as 0.624. According to the rule of thumb, it indicated a moderate-high positive correlation between emotional encouragement and customer perception in purchase intention.

To conclude, all the independent variables such as functionality, quality expectation, and emotional encouragement are significantly positively correlated with customer perception in purchase intention.

4.6 DISCUSSION BASED ON RESEARCH OBJECTIVE

Pearson's correlation analysis was used in testing the relationship between hypotheses on a significant relationship such as functionality, quality expectation, and emotional encouragement of design elements in guest perception in intention to book a hotel. Between all the hypotheses, the emotional encouragement of design element states the highest positive moderate at $r = 0.624$, $p < 0.01$, followed by quality expectation at $r = 0.526$, $p < 0.01$ and the functionality is the lowest positive strength of correlation at $r = 0.456$, $p < 0.01$ that influence guest decision making in hotel booking intention. Thus, the result showed that all hypotheses' states were accepted at a 0.01 significance level. Table 4.15 shows the summary for hypothesis testing in this study.

Table 4.15: Summary for hypothesis testing.

	Hypothesis	Pearson's correlation results	
H ₁	There is a significant relationship between functionality and guest's booking intention.	$r = 0.456, p < 0.01$	Supported
H ₂	There is a significant relationship between quality expectation and guest's booking intention.	$r = 0.526, p < 0.01$	Supported
H ₃	There is a significant relationship between emotional encouragement and guest's booking intention.	$r = 0.624, p < 0.01$	Supported

4.7 SUMMARY

To conclude, this chapter has discussed results and findings drawn from the analysis conducted on the data collected from the questionnaires which are interpreted in form of descriptive analysis, reliability test, inferential analysis, and the discussion based on the objective also included. 384 respondents are involved in this study. The age ranges of the respondents are from 18 to 42 years old. According to the result, the majority of the respondents are Malay while the minority of the respondents are in the ethnic category. Among all, 269 respondents are female in this study.

According to the data analyzed, there is a higher mean score of 4.53 which is in the functionality aspect, among the other independent variables. The highest Pearson Correlation value between the guest perception in intention to book a hotel is 0.624

(emotional encouragement), followed by 0.526 (quality expectation) and lastly 0.456 (functionality). Hence, the results showed that the three independent variables (IV) have a moderate positive correlation with the dependent variable (DV).



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CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

This chapter will be discussing the recapitulation of the findings between the functionality, quality expectation, emotional encouragement, and also the customer perception in booking intention of three-star hotels in Malaysia. Next, this chapter will also elaborate on the limitations and its recommendation for future study.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 FUNCTIONALITY

Table 5.1 showed research objective 1, research question 1, and hypothesis 1. H1 predicted that there is a significant relationship between functionality and guest's intention to book. The result of Pearson's correlation analysis (Table 4.13) shows that the first independent variable (functionality) had a low positive relationship with the dependent variable (intention to book). Thus, H1 is accepted. This refers to Pearson's

correlation value, the r-value with 0.456 had shown that there is a positive correlation relationship between functionality and intention to book.

Table 5.1: Research Objective 1, Research Question 1 & Hypothesis 1

No	Research Objective (RO)	Research Question (RQ)
1	To investigate the relationship between the functionality of design elements and guest's intention to book.	What is the relationship between the functionality of design elements and the guest's intention to book?
H1: There is a significant relationship between functionality and guest's booking intention.		

Based on the findings from Baek and Ok (2017), the functionality of a product design is an important factor that influences guests to react to the buying decision apart from the product appearance. Although functionality plays a minor role (Zemke et al., 2017), it is still a pivotal role in determining customer's perception and behavioral intention to book. The space within the room generates a forceful impact which assimilates with the room size, layout of the room, furniture placement, circulation through the room, the ratios of usable space in the room, and a relaxing and pleasant space (Zemke et al., 2017). Therefore, the functionality of the design elements in a hotel room influences guests' intention to book the room.

To conclude, the research objective, which is ‘To investigate the relationship between the functionality of design elements and guest’s intention to book’ is achieved. While the research question, which is ‘What is the relationship between the functionality of design elements and guest’s intention to book?’ is answered.

5.2.2 QUALITY EXPECTATION

Table 5.2 showed research objective 2, research question 2 and hypothesis 2. H2 predicted that there is a significant relationship between quality expectation of design elements and guest’s booking intention. The result of Pearson’s correlation analysis (Table 4.13) shows that the second independent variable (quality expectation) had a moderate positive correlation with the dependent variable (intention to book). Thus, H2 is accepted. This refers to Pearson’s correlation value, the r-value with 0.526 has shown that there is a positive correlation relationship between quality expectation and intention to book.

Table 5.2: Research Objective 2, Research Question 2 & Hypothesis 2

No	Research Objective (RO)	Research Question (RQ)
1	To examine the relationship between the quality expectation of design elements and guest's intention to book.	Does the relationship between the quality expectation of design elements have a relationship with the guest's intention to book?

H2: There is a significant relationship between quality expectation and guest's booking intention.

Based on the findings from Baek and Ok (2017), a positive correlation occurred between quality expectation and guest's intention to book. Customers always come to a hotel with great expectations of the room and service quality. According to Zemke, the internal environment of the hotel should include good quality of lighting, good quality of air circulation, and acoustics design. The dominant matter for customers when choosing a good lodge is the quality of the basic elements in the hotel room (Ren et al., 2016). Therefore, hotels should provide pictures that portray the appropriate design elements, clean and aesthetic rooms, to enhance their quality expectation and shape service expectation.

To conclude, the research objective, which is 'To examine the relationship between the quality expectation of design elements and guest's intention to book' is achieved. While the research question, which is 'Does the relationship between the quality expectation of design elements and guest's intention to book?' is answered.

5.2.3 EMOTIONAL ENCOURAGEMENT

Table 5.3 showed research objective 3, research question 3, and hypothesis 3. H3 predicted that there is a significant relationship between emotional encouragement of design elements and guest's booking intention. The result of Pearson's correlation analysis (Table 4.13) shows that the third independent variable (emotional encouragement) had a moderate positive correlation with the dependent variable (intention to book). Thus, H3 is accepted. This refers to Pearson's correlation value, the r-value with 0.624 had shown that there is a positive correlation relationship between emotional encouragement and intention to book.

Table 5.3: Research Objective 3, Research Question 3 & Hypothesis 3

No	Research Objective (RO)	Research Question (RQ)
1	To study the relationship between the emotional encouragement of design elements and guest's intention to book.	What is the relationship between the emotional encouragement of design elements and the guest's intention to book?

H3: There is a significant relationship between emotional encouragement and guest's booking intention.

According to Baek and Ok (2017), a positive correlation occurred between quality expectation and guest's intention to book. From the finding of Siamionava et al (2018), it was proved that the hue of color used in decorating the room plays an important role that creates impacts on customer's behavior and emotion, and blue is better than red. In the dimension of ambient lighting and colour, Ladhari et al. (2017) found that these are the influences towards customers' purchase experience. Therefore, images to be present online with the greater presentation of lighting and suitable colour of the room encourages guests' emotion and developed an expectation of quality for the hotel as guests always purchase the hotel product based on the appearance before they experience the product.

To conclude, the research objective, which is 'To study the relationship between the emotional encouragement of design elements and guest's intention to book' is achieved. While the research question, which is 'What is the relationship between the emotional encouragement of design elements and guest's intention to book?' is answered.

5.2.4 DISCUSSION OF RESEARCH OBJECTIVES 4 AND RESEARCH QUESTION 4

Based on the result from Pearson's correlation analysis, the table shows the significant correlation value of three independent variables (functionality, quality expectation) and one dependent variable (intention to book). The correlation values (r-value) for the independent variables are 0.456, 0.526, and 0.624 respectively. This has

shown that functionality has the lowest value and the result indicated that it has a low positive correlation with the dependent variable (intention to book).

Table 5.4: Research Objective 4 & Research Question 4

No	Research Objective (RO)	Research Question (RQ)
1	To identify the most significant dimensions and elements of room design that influence customer decision-making.	What are the most significant dimension and an element of room design that influences guest's decision making?

Emotional encouragement has the highest value however based on the rule of thumb, the value of both emotional and quality expectation is indicated as the same level which is a moderate correlation with the intention to book. From the finding of Baek and Ok (2017), emotional encouragement and quality expectation both are elements in influencing booking intention. Therefore, the most significant dimensions and elements of room design that influence guest's decision-making are the quality expectation and emotional encouragement.

To conclude, the research objective 'To identify the most significant dimensions and elements of room design that influence customer decision making' is achieved. While the research question 'What is the most significant dimension and an element of room design that influences guest's decision making?' is answered.

5.3 LIMITATIONS OF THE STUDY

In Malaysia, the hospitality industry has been marked by growing at an unprecedented rate. The demand for their product and services has been growing as well. Today, the hospitality industry is a booming industry; in particular, more and more customers are focusing on quality rather than quantity. Consumers would be drawn not only by the vast number of products available but also by the quality of the products and services provided. As a result, hospitality companies place a greater emphasis on the wishes and requirements of their clients. The purpose of this study is to identify the relationship between functionality, quality expectation, and emotional encouragement of design elements and guest perception in purchase intention. But this research also has a few limitations. Not all the information obtained in this research can be used in the future.

There are a few limitations that need to be highlighted for the future researcher that might use this study as their reference later. To gather the data from the guest's perspective about the design elements and what influences their purchase intention, the researcher uses an online survey questionnaire. The researcher proceeds with this method due to following the Malaysian Government Movement Control Order during pandemic Covid-19. The researcher usually posts, and shares google form to close acquaintances and also media social networks too. This method is a bit challenging in getting the respondent to participate in the survey. Mostly, people might misunderstand it as a scam to obtain their private information. This happened because nowadays there are so many scam cases reportedly increasing in Malaysia. Randomly getting the google form on media social walls without knowing where it comes from just makes people ignore it to avoid a bad incident.

The next limitation in this study is the language barrier between the researcher and respondents. The respondent cannot ask questions or get clarification on what they do not understand. In this study, the researcher only uses an online survey for the data collection method. This is because the research respondents for this study are Malaysian travelers so the researcher cannot collect the data through interviews. It is too wide and impossible to cover if the researcher wants to go through an interview. This online survey is in the google form and the researcher also shares the link randomly, so they might face difficulties communicating though they do not know the owners.

Furthermore, the respondent category is also one of the limitations of this study. Depending on the target population of this research is the Malaysian traveller who had experience staying at a three-star hotel. However, 42 out of 384 respondents have never had any experience in making a reservation. They prefer an offline method of reservation which is by phone call or direct on the counter. By using these reservation methods, respondents look more at the availability of rooms rather than looking at the design of the hotel room such as the functionality and the quality expectation. So, the data they share may be slightly diverted in meeting the objective of this research.

The last limitation of this study is the variable. This study is only focused on the three independent variables which are functionality, quality expectation, emotional encouragement, and one dependent variable which is guest booking intention. As in the hospitality industry sector, there are many aspects that can influence guest perception in purchase intention. The other aspects may also have a relationship with this study as well. This was because of the limited resources and references for the researcher to make a research base on other independent variables.

5.4 RECOMMENDATION

In this section, the researcher will suggest some recommendations that will help for future research. This is to ensure future research gets better results and quality research. It also may help the hotel industry to improve their products and services on hotel room design to be better in the future.

For this study, the researcher only stated three (3) variables which are functionality, quality expectation, and emotional encouragement (independent variable), and booking intention (dependent variable). The results of both variables show that the independent variable and dependent variable just have a moderate positive correlation relationship. As a recommendation, future research can use other variables such as price as independent variables to carry out new findings in their research. In addition, this study also does not touch much on website design made by hoteliers. This is because there are various methods to make hotel reservations such as through hotel websites and online travel agencies (OTA) such as Agoda, Booking.com, Trivago and so on. So future research can add a new outcome where respondents may prefer to make reservations directly from the hotel website or use an online travel agency.

Next, current research only uses three-star hotels as a benchmark to achieve the purpose of the study. Room design for three-star hotels does not have a big impact on this study, so using hotels that have 4 to 5 stars and above may be able to affect future research. This is because a three-star hotel is the beginning of a hotel that has a good level of facilities and infrastructure, and it is not too focused on room design. Hence, the selection

of 4-star hotels and above is highly recommended if future research wants to study the design of hotel rooms.

For future research, the researcher is highly recommended to continue to use quantitative methods rather than qualitative methods to collect the data from respondents. However, the researcher suggested distributing the face-to-face questionnaire to the respondents. This is because the current research was using social media as a medium for distributing questionnaires to respondents and as a result, there was a bias that occurred. By distributing the face-to-face questionnaire, the researcher can obtain additional information from selected respondents. Respondents also might be asked by the researcher if there are questions that are confusing and have jargon.

Lastly, in this study, the respondents were selected based on who had made a reservation at the hotel. In a study conducted by Ali (2016) titled “Hotel website quality, perceived flow, customer satisfaction, and purchase intention”, only the respondents who had experience with online hotel bookings will be selected in the study. Hence, the researcher suggested that for future studies, it would be better if the selected respondents were guests who stayed at the hotel and had made a reservation for the hotel room. This is because the guest who is in the hotel has felt the room design and is able to make an evaluation in more detail. The results of the study will be more accurate with the selection of the appropriate sample of respondents.

5.5 SUMMARY

As a conclusion for this chapter, all the variables have a significant relationship with customer's booking intention. This shows that the variables have been the factor in influencing the customer to book a three-star hotel in Malaysia. With the descriptive analysis, reliability test, and correlation analysis, the variables got above 0.7 which means it is reliable and can be accepted in this study. However, the limitation did not prevent us from obtaining data for our study as the study was held online. Lastly, the recommendations provided will help for future study in this field.

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APPENDICES

QUESTIONNAIRE



UNIVERSITI
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UNDERSTANDING THE INFLUENCES OF ROOM DESIGN DIMENSIONS OF THREE-STAR HOTEL IN MAKING RESERVATION

Dear respondents,

We are undergraduate students of Bachelor Degree in Entrepreneurship (Hospitality) with Honors, from Faculty Hospitality, Tourism and Wellness (FHPK), Universiti Malaysia of Kelantan, Pengkalan Chepa, Kota Bharu. We are currently doing our final year research project and we will be conducted the study on how room design dimension will influence someone's intention to book a hotel room at a three-star rate hotel. We are cordially invited you to participate in this study by answering this questionnaire. This questionnaire consists of three (3) sections; Section A, Section B, and Section C. The time taken to complete this questionnaire is less than 10 minutes. Your responses will be kept strictly confidential and will be used for academic purposes only. Thank you for your cooperation.

Sincerely,

FATIMAH IZZATUL BINTI MOHD JAMALUDDIN (H18A0116)

MUHAMMAD HAFIHUZUDDIN BIN MOHAMAD ALI (H18A0258)

NUR HUMIRAH BINTI RIZWAN (H18A0388)

TANG CHEAU YIN (H18A0639)

SECTION A (Demographic Profile)

Please indicate (✓) if the appropriate information is about yourself. Each question should only have **ONE** answer. All responses are strictly confidential.

1. Gender / Jantina :

Male / Lelaki	
Female / Perempuan	

2. Race / Kaum

Malay / Melayu	
Chinese / Cina	
Indian / India	
Other ethnic / Kaum lain	

3. Age / Umur

18 years - 23 years	
24 years - 29 years	
30 years - 35 years	
36 years - 41 years	
42 years and above	

4. Marital Status / Status Perkahwinan

Single / Bujang	
Married / Kahwin	
Single Mother	

5. Income per month / Pendapatan sebulan

Less than RM 1,000	
RM 1,000 - RM 2,000	
RM 2,000 - RM 3,000	
RM 3,000 - RM 4,000	
More than RM 4,000	

6. Have you ever made a hotel reservation? / Adakah anda pernah membuat tempahan hotel?

Yes	
No	

7. Do you check the hotel star rating before making a reservation? / Adakah anda memeriksa penilaian bintang hotel sebelum membuat tempahan?

Yes	
No	

SECTION B (Dimension of Hotel Room Design)

Instruction:

Please respond to each of the following statements by ticking (✓) your answer using the Likert scale based on your perception of hotel room design when selecting your desired 3-stars hotel. There will be 5 points Likert scale. Please choose only one answer that best describes your perception based on each statement below.

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

1. FUNCTIONALITY

NO.	QUESTIONS	1	2	3	4	5
1	The room lighting is bright / Lampu bilik terang.					
2	The room wallpaper is in a comfort colour / Kertas dinding di dalam bilik berwarna menyenangkan.					
3	The room provided a security door lock that functions well / Bilik disediakan dengan kunci pintu keselamatan yang berfungsi dengan baik.					
4	The room space is arranged with relevant furniture / Ruang bilik disusun dengan perabot yang relevan.					
5	The room has wide space for movement / Ruang bilik mempunyai ruang yang luas untuk bergerak.					
6	The bathroom is in comfort condition / Bilik mandi di dalam keadaan selesa.					
7	The bathroom is in high hygienic condition / Bilik mandi di tahap kebersihan yang tinggi.					
8	The bathroom comes with a well-functioning water heater / Bilik mandi disediakan dengan pemanas air yang berfungsi dengan baik.					
9	The bathroom comes with good plumbing system / Bilik mandi disediakan dengan sistem pempaipan yang baik.					

2. QUALITY EXPECTATION

NO.	QUESTIONS	1	2	3	4	5
1	The room would have quality furnishings / Bilik ini harus mempunyai perabot yang berkualiti.					

2	The room would have quality decorations / Bilik ini harus mempunyai dekorasi yang berkualiti.					
3	Facilities such as beds, luggage rack, clothes storage and internet network in the rooms would be functioned properly / Fasiliti di dalam bilik seperti katil, rak bagasi, almari pakaian dan rangkaian jalur lebar harus berfungsi dengan baik.					
4	Unique and eye-catching room interior design / Reka bentuk dalaman bilik yang unik dan menarik perhatian.					
5	Employees provide the best services at the right time. / Pekerja memberikan perkhidmatan yang terbaik pada waktu yang tepat.					
6	Employees are never too busy to respond to guests / Pekerja tidak terlalu sibuk untuk memberikan respon kepada tetamu.					

3. EMOTIONAL ENCOURAGEMENT

NO	QUESTIONS	1	2	3	4	5
1	The use of color is appropriate for the space in the room / Penggunaan warna amat sesuai dengan ruang di dalam bilik.					
2	My emotions will be disturbed if the condition of the room does not suit my taste / Emosi saya akan terganggu sekiranya keadaan bilik tidak menepati cita rasa saya.					
3	A beautiful room picture has a big impact on my emotions / Gambar bilik yang cantik memberikan impak yang besar kepada emosi saya.					
4	I feel angry if the design of the room is not like in the website / Saya berasa marah sekiranya reka bentuk bilik tidak seperti di dalam laman sesawang.					
5	Beautiful design is able to leave a good memory for me / Reka bentuk yang cantik mampu meninggalkan memori yang baik kepada saya.					

SECTION C

Instruction:

Please respond to each of the following statements by ticking (✓) your answer using the Likert scale based on your perception of hotel room design when selecting your desired 3-stars hotel. There will be 5 points Likert scale. Please choose only one answer that best describes your perception based on each statement below.

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

NO.	QUESTIONS	1	2	3	4	5
1	My perception affects booking a hotel room / Persepsi saya mempengaruhi tempahan bilik hotel.					
2	Hotel room design affects my booking intention / Reka bentuk bilik hotel mempengaruhi tujuan tempahan saya.					
3	Customers' feedback affected my booking intention / Maklum balas pelanggan mempengaruhi niat tempahan saya.					
4	Aesthetic pictures caught my attention to make a booking / Gambar estetik menarik perhatian saya untuk membuat tempahan.					
5	Social media is a reference point for me to look at hotel design / Media sosial adalah titik rujukan untuk saya melihat reka bentuk hotel.					
6	Product design in the hotel room affects my booking intention / Reka bentuk produk di bilik hotel mempengaruhi tujuan tempahan saya.					
7	Family members influenced me in booking intention / Ahli keluarga mempengaruhi saya dalam niat membuat tempahan.					
8	Friends influenced me in booking intention / Rakan-rakan mempengaruhi saya dalam niat membuat tempahan.					

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UNDERSTANDING THE INFLUENCES OF ROOM DESIGN DIMENSIONS OF THREE STAR HOTEL IN MAKING RESERVATION By FATIMAH IZZATUL BINTI MOHD JAMALUDDIN H18A0116 MUHAMMAD HAFIHUZUDDIN BIN MOHAMAD ALI H18A0258 NUR HUMIRAH BINTI RIZWAN H18A0388 TANG CHEAU YIN H18A0639 Bachelor of Entrepreneurship (Hospitality) A report submitted in a partial fulfilment of the requirements for the Degree of Bachelor of Entrepreneurship (Hospitality Entrepreneurship) Faculty of Hospitality, Tourism and Wellness UNIVERSITI MALAYSIA KELANTAN 2020
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