UNIVERSITI TEKNOLOGI MARA

THE EFFECTS OF HOTEL’S BRAND PERSONALITY DIMENSIONS ON CUSTOMER’S SATISFACTION IN KUALA LUMPUR HOTELS

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JUNE 2013
Candidate’s Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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Date : 17 June 2013
ABSTRACT

Personality dimensions, namely, sincerity, excitement, competence, sophistication and ruggedness (Aaker, 1997), are applied to brands of products. It is the aim of this study to apply the same dimensions on hotel brands as to test whether the dimensions would reflect the hotel’s personality and eventually impacted on customers’ satisfaction. Using a quantitative approach, the data gathered through questionnaires which were distributed to the guests of five-star hotels in Kuala Lumpur. Descriptive statistics, correlation and regression analysis were used to analyze the data. From the five dimensions, sincerity had higher scores and it is the most influential dimension. As for ruggedness dimension, it has the no influence at all towards the customer satisfaction. It is also believed that brand personality is adaptable to hotel brands in the Malaysian context. From this study, the hospitality industry will have a better understanding of the brand personality of their hotel and its relationship to customers’ satisfaction. For future research, it is hope to test hotels in different states in Malaysia and also other category of lodging in other developing countries.

Keyword: Brand Personality, Customer’s Satisfaction, Five Star Hotels
ACKNOWLEDGEMENTS

First of all, I would like to give my deepest gratitude to Allah Subhanawataala who blessed me with the faith and strength to face the obstacles along this journey. The blessings from Him are wondrous in a way that I received much assistance from many people around me from the beginning until the end of my thesis. The list is too long for me to write the names that I need to acknowledge. However, the following deserve my special mention.

I would like to express the deepest appreciation to my advisor, Associate Professor Datin Maimunah Binti Sulaiman, who has the attitude and the substance of an educator; she continually and convincingly conveyed a spirit of adventure in regard to research and an excitement in regard to writing. Without her guidance and persistent help this dissertation would not have been possible. I hope and I pray that Allah will give you and your family a never ending blessing in dunya and akhirah.

Most of all, I would like to thank my parents and my siblings that have been there for me and to pick me up when I was down. There is no love like them and their supports are above all odds. It is because the encouragement from my parents that made me stand tall and strong enough to make it through. Writing this study is possible for me, is because of them.

Not to forget, I would like to express my appreciation to my study mates that have been there for me whenever I need help on my work. They taught me to be brave and they supported me through this journey whereby I am thankful enough to meet them and
having them as my friends. For all of the knowledge that they have given me, I am thankful enough for that and I will forever cherish their goodwill.

Last but not least, thank you to all my friends that has supported me to finish my work on time. For all their kindness, I just could not repay them back. All I can do is pray to Allah to bless them and to never let them live in despair. May they be happy always.

Nadiah Abu Zaireen
June 2013