

CANDIDATES 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 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.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate : **Sharifah Norsabah Binti Syed Abdullah**

Candidate's ID No : **2011482386**

Programme : **Master of Hospitality Management**

Faculty : **Customers Preferences of Sense-Based Hotels' Guestroom
Attributes, Experiences And Satisfactions**

Signature of Candidate :

Date : **20th February 2013**

CUSTOMERS PREFERENCES OF SENSE-BASED HOTELS' GUESTROOM ATTRIBUTES, EXPERIENCES AND SATISFACTIONS

ABSTRACT

The purpose of this thesis is to determine the sense-based attributes that customers prefer in the five star hotel guestrooms. This study aims at contributing to the development of the knowledge regarding a sensory experience through quality management in the hotel industry. A quantitative approach has been used for this study, where theoretical concepts have been analyzed where the research objectives have been derived as means to test the study framework.

In order to test the objectives, questionnaires has been self-administered outside the five star hotels in Kuala Lumpur city. The data gathered from the respondents was being analyzed through SPSS software. General presumptions have then been drawn from the analysis of the results in order to provide sound recommendations for marketers regarding sensory experience in quality management program. The result of the study shows that it is beneficial for hoteliers to stage sense attributes based on sound, smell, touch and taste in the hotel guestrooms to enhance their satisfaction. The study shows that customers' prefer the sound, smell, touch and taste attributes to be presented in the guestrooms.

The combination of the sense-base attributes contributes to an experience that is positive and memorable for the customers. Additionally, the results of this study shows that a combination of these sense-based attributes leads to satisfaction.

Keywords: *Sense-Based Attributes, Customer Satisfaction, Sensory Experience, Total Quality Management, Human Senses.*

ACKNOWLEDGEMENTS

There are many people that I need to acknowledge who have helped me in doing my research for my graduate thesis. Without these people, it would be impossible for me to complete my dissertation on time.

First and foremost, I am grateful to Allah s.w.t. for His blessing and for granting me with good health, patience and perseverance to complete this study.

I am grateful for the guidance and suggestions made by my very dedicated supervisor, Mr. Zulkifli Ibrahim. At the same time, I would like to express my appreciation to the lecturers in the Faculty of Hospitality and Tourism Management and the University Teknologi MARA, who have thought and support me during my study and preparation of this dissertation.

I would also like to thank my family members, my parents, my husband, my children and my siblings, for their encouragement. In addition, I would like to thank my best friends for their support. I would also like to express my gratitude to my fellow classmates especially my group members, Amirah Che Ayub, Dziaatul Nadiyah Dziauddin and Nurul Nadia Azizan for assisting and guiding me throughout the course.

Finally, I would like to extend my deepest appreciation for all respondents who have given their cooperation in completing the questionnaires. I am really indebted to all of you.

Sharifah Norsabah Binti Syed Abdullah

January 2013

TABLE OF CONTENT

TITLE PAGE	
CANDIDATE'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	viii
LIST OF TABLES	ix

CHAPTER ONE: INTRODUCTION

1.0	Introduction	1
1.1	Background of Study	3
1.2	Problem Statement	7
1.3	Research Objectives	10
1.4	Research Questions	11
1.5	Study Framework	11
1.6	Hypothesis	12
1.7	Significance of Study	13
	1.8.1 Practical Significance	13
	1.8.2 Theoretical Significance	15
1.8	Summary	16

CHAPTER TWO: REVIEW OF RELATED LITERATURE AND EMPIRICAL STUDIES

2.0	Introduction	17
2.1	Satisfaction	18
2.2	Sense-Based Guestroom Attributes	20
	2.2.1 Sight Attributes	24
	2.2.2 Sound Attributes	24
	2.2.3 Smell Attributes	26
	2.2.4 Touch Attributes	27
	2.2.5 Taste Attributes	28
2.3	Sensory Experiences	39
2.4	Relationship between Sense-Based Attributes and Satisfaction	34
2.5	Customer Preferences	38
2.6	Theories Related to The Study	38
2.7	Summary	39

CHAPTER THREE: RESEARCH METHODOLOGY

3.0	Introduction	40
3.1	Research Design	40
3.2	Research Instrument	41
3.3	Population and Sample Size	43
3.4	Data Collection Method	45
3.5	Data Analysis Method	46
3.6	Reliability and Validity	46
3.7	Summary	49