

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON PUSH AND PULL FACTORS
OF CONSUMERS PURCHASE DECISION
TO STAY IN BOUTIQUE HOTEL
MELAKA**

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AUTHOR'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 results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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ABSTARCT

Boutique hotel is one of the tourist lodging in Malaysia and Melaka which has been growth in the hotel industry. With the unique design and theme, it can attract many consumer to get a new and exciting experience by staying at boutique hotel. Thus, the research conducted to identify the push and pull factor that motivate consumer to purchase decision to stay at boutique hotel and determine the most agreeable factors towards purchase decision of boutique hotels. The push motivation factor that been examine are uniqueness seeking, interpersonal experience / novelty, social factor, achievement, relaxation and safety. The pull motivation are site value, decoration and theme, exotic atmosphere, different culture and entertainment. A self-administered questionnaire was distributed and 116 valid respondent were collected in four boutique hotel which is Venus Boutique Hotel, Gingerflower Boutique Hotel, Jonker Boutique Hotel and JW Boutique Hotel in Melaka. The valid questionnaire will be further analyzed using the SPSS to measure the most agreeable factors (push and pull) towards consumer purchase decision to stay in the boutique hotel.

Keywords: Boutique hotels, Push and pull factor, Purchase decision, Malaysia

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