

**UNIVERSITI TEKNOLOGI MARA**

**THE IMPACT OF HOMESTAY  
ATTRIBUTES ON TOURIST  
SATISFACTION AND MOTIVATION  
TO REVISIT HOMESTAYS IN  
KUCHING, SARAWAK: THE  
PERSPECTIVES OF LOCAL AND  
FOREIGN TOURIST**

**BERNARD AK STEPHEN JUSSEM**

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**Arshad Ayub Graduate Business School**

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## ABSTRACT

The homestay business continues to grow rapidly in Malaysia, and it is an alternative form of tourism product in Malaysia. A homestay programme means that the host family will live together with the travellers and they will share the lifestyle in the village. However, there were some homestay owners who disregard the issue. The homestay owners only provide the travellers with a house fully equip and does not share their culture and live together with them. The first three objectives are focussing to test the relationship pattern and strength of homestay attributes (accessibility, accommodation, amenities, tourist attraction, tourist activities, food and meal) on tourist satisfaction and tourist motivation to revisit. While, the fourth objective is to test the mediating effect of tourist satisfaction between the relationship of homestay attributes and tourist motivation to revisit. The parameter of the study was based on sampling frame of the selected homestays in Kuching Division namely Kampung Annah Rais, Kampung Pueh Sematan, Kampung Krokong, and Kampung Santubong. Researcher found that there is a significant relationship between tourist attraction and tourist satisfaction as well as between food and meal and tourist satisfaction. Other than that, the results also proved that there is a significant relationship between amenities and tourist motivation to revisit, between food and meal and tourist motivation to revisit, as well as between tourist satisfaction and tourist motivation to revisit. The results indicate that tourist satisfaction significantly mediates the relationship between tourist attraction and tourist motivation to revisit, as well as between food and meal and tourist motivation to revisit.

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# CHAPTER ONE

## INTRODUCTION

### 1.1 Preamble

This introductory chapter discusses on the several key sections which begins with the description of the research background that will discuss on the overview of the homestay programme in Malaysian tourism industry. Next, the problem statement will be presented from theoretical and industrial perspectives in order to support the rational of the study. Research questions and objectives indicates the actual targets that was pursued in this study. The significance of the study will be elaborated in academic contribution and practical contribution. Research scope will be described in terms of research setting and unit of analysis. The definition of key terms will be deliberated to ensure current understanding on the actual meaning of the terms used in this study. Lastly, the overall structure of the dissertation is also presented at the end of chapter.

### 1.2 Research Background

The homestay business continues to grow rapidly in Malaysia. Homestay program is an alternative form of tourism product in Malaysia (Siti Salwa, Abdul Rasid & Azman, 2019). The Malaysian government has encouraged participations from rural area citizens to take part in the homestay program after identifying its potential in attracting foreign tourists (Kayat & Nor Ashikin, 2005). This program has created numerous entrepreneurs and job opportunities in rural areas (Effandy, 2011) and at the same time reducing the rural poverty level (Abdul Razzaq, et al., 2011).

The tourism industry has experienced continued growth and became one of the most dynamic economic sectors in the world for many decades. According to Ministry of Tourism, Arts, and Culture (MOTAC) it has also become most potential income generator in most countries around the world (MOTAC, 2017). In Malaysia, the sector is one of the most lucrative sectors that boost the country's economy. Other developing countries, Malaysia is rich with diverse natural attract

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Preamble**

This chapter discusses on the literature review which begins with the description of the homestay program, underpinning models and theories, explanation on the tourist motivation to revisit (dependent variable), tourist satisfaction (mediator), and homestay attributes (independent variables) such as accessibility, accommodation, amenities, tourist attraction, tourist activities, and food and meal. Next, the researcher presented the conceptual framework of this study, followed with the discussion on the hypothesis development.

#### **2.2 Homestay Program**

##### **2.2.1 Homestay Program in Global Perspective**

The perspective of homestay program as a support service appeared due to the needs of accommodation of growing numbers of people travel all around the world. Globally, the term “homestay” indicates to the conception of a temporary stay living with a family within a target culture (Richardson, 2003) and has been associated with bed and breakfast accommodation. “Homestay Providers” indicate to the individuals or families who provide their homes to domestic and international people or travellers for staying in certain duration of time in homestay. “Homestay Coordinators” indicate to the coordinator or operator of homestay programs. “Homestay Customers” are travellers travel in certain countries which may include both domestic and international travellers. Several major concerns regarding homestay program may include few issues such as the regulation of the homestay industry; ethical rules and standards; expectations placed on providers and people; supervision and training needed which may affecting homestay program in certain countries.

Homestay programmes provide tourists with distinctive opportunity to practice the way of life and activities of rural people in the country Homestay is a method of