

Factors Affecting Customer Satisfaction Towards Luxury Hotel Among Young Adults in Klang Valley

Soh Zhi Ying

Faculty of Hospitality and Tourism, Berjaya University College, Malaysia

Akram Abdulraheb Sultan Al-Khaled, PhD

Associate Professor, Head of MBA Programme, Faculty of Business, Berjaya University
College, Malaysia

Received: Jun. 28, 2022 Accepted: Jun. 5, 2023 Online published: Jun. 18, 2023

doi:10.5296/ijhrs.v13i2.19999

URL: <https://doi.org/10.5296/ijhrs.v13i2.19999>

Abstract

Tourism industry is always the major contributor to gross domestic products (GDP) in all the countries around the world. Globally, travel and tourism directly contribute approximately USD\$4.7 trillion to GDP in 2020. Tourism industry contributed 5.9 percent to the GDP of Malaysia as tourism is among the largest industries in Malaysia. Tourism industry has direct impact the hotel industry. When the tourism industry is growing aggressively, it will directly boost the business of the hotel industry. According to the 2019 Malaysia Hotel Industry Survey of Operations, it shows that there is 70.2% occupancy for the luxury hotels in Malaysia in 2018. The hotel industry in Malaysia has been experiencing a massive growth before year 2020. According to the data of Tourism Malaysia, the number of hotel rooms grew to 308,210 in 2018, which is with a growth of over 80%. In 2019, there are over 700,000 hotels and resorts in the globe. The statistics also shows that there are over 4,400 luxury hotels with 4 and 5-star worldwide.

However, because of the Covid-19 outbreak, the hotel industry has undergone massive losses and few luxury hotels were being shut down due to low occupancy resulting from international travel ban and movement restriction in Malaysia. Although the Covid-19 had led to an aggressive decrease to the hotel industry, the occupancy has risen from around 25-30% to 55-60% a few months ago due to the recovery stage of Covid-19. According to Baggonkar (2021), the occupancy of luxury hotels had a significant increase till 31 July 2021. Most youngsters are now love travelling and pursuing of staying in the luxury hotel as they like to enrich their life experiences. As there is a growing trend of enjoying exclusivity, it caused the growth of luxury hotels around the world. Most luxury hotels are still able to sustain because

of the high level of loyalty and satisfaction of the customers. In reality, customer satisfaction is the key driver that will affect the hotel business performance. High customer contentment will lead to high customer loyalty and intention of repurchase, thus, increase the hotel profitability. Hence, the factors influencing customer satisfaction towards luxury hotels is considered as a highly important issue for hotel industry. Customer satisfaction is the vital element that brings the business to be successful. When customers are satisfied, their repurchase or revisit intention will be increased. Hence, it will bring the continuous increase of profitability for the hotel as well. When the luxury hotel provides personalization service to their guests, it will lead to higher customer satisfaction.

Keywords: Service Quality, Customer Satisfaction, Hotel, Malaysia

1. Introduction

1.1 Background of Study

Luxury hotel is an emerging trend in current days and some of the famed hotel brands are planning to open new hotels in 2023 (Ng, 2021). To maintain the success of the hotels, customer satisfaction has been an important barometer for the purpose of assessing the hotel performance (Li et al, 2020). Delighted and satisfied customers tend to be the returning and loyalty customers for the hotels. Whereas, customers who are very dissatisfied tend to be the one who will spread the negative words which will affect the hotel reputation and image (Li et al, 2020). This had thoroughly shown the urgency of the luxury hotels to strive for customer delight and satisfaction in order to be successful.

Customer satisfaction is defined as the psychological concept where the guests feel well-being and pleasure resulting from the products or services provided (Mai, Pham Le & Nguyen, 2015). Previous researchers have found that there are various factors that affect customer satisfaction towards luxury hotels. One research published by Lee, Toh & Kim (2016) indicated that customer perceptions towards the luxury hotel have notable impact on customer satisfaction. The results showed that most customers would have high perceptions and anticipations to the service quality provided by the five-star hotels. When they received a high standard of services as they perceived, they feel satisfied and delighted.

According to Nurcahyo, Fitriyani & Hudda (2017), the results indicated that the quality of the hotel facility is also among the factor that affect customer satisfaction towards the luxury hotel. Customers will perceive to enjoy the high quality of facilities and amenities when they stay in luxury hotels or so-called five-star hotels. A research by Li (2020) indicated that service quality, corporate image and self-service technology (SST) also the factors that have significant influence on customer satisfaction. The results of this study showed that the most crucial factor is service quality, followed by SST and corporate image. It shows that guests are normally stay in luxury hotels to enjoy a supreme service from the service providers. This study by Li (2020) also pointed out that the SST in Malaysia's hotel industry is relatively weak.

Furthermore, another research by Vo et al. (2021) indicted that service quality and online guest reviews are also the factors that bring significant influence on customer satisfaction

towards the luxury hotel. The outcomes indicated that the service quality boosts customer satisfaction and assists customers to search for reviews through online before reserving a hotel room.

Previous researchers clarified various factors that could influence customer satisfaction towards the luxury hotels. Most of the results of the researches state that the service quality is the most significant factor which impacts most on customer satisfaction towards the luxury hotel.

1.2 Problem Statement

In this highly competitive market, customer satisfaction, is a highly concerned issue that must be emphasized by every organization especially the hotel industry in order to increase customer loyalty, attract new customers as well as improve their business performance (Yap, 2019; Chung & Al-Khaled, 2021). According to Hirschmann (2021b), there is aggressive growth of luxury hotels in recent years and it offers more choices for customers to stay while travelling (as shown in Figure 1). Hence, to keep customers being satisfied has become a crucial matter for the hotels to compete and sustain in the market.

Number of hotels in Malaysia from 2010 to 2019

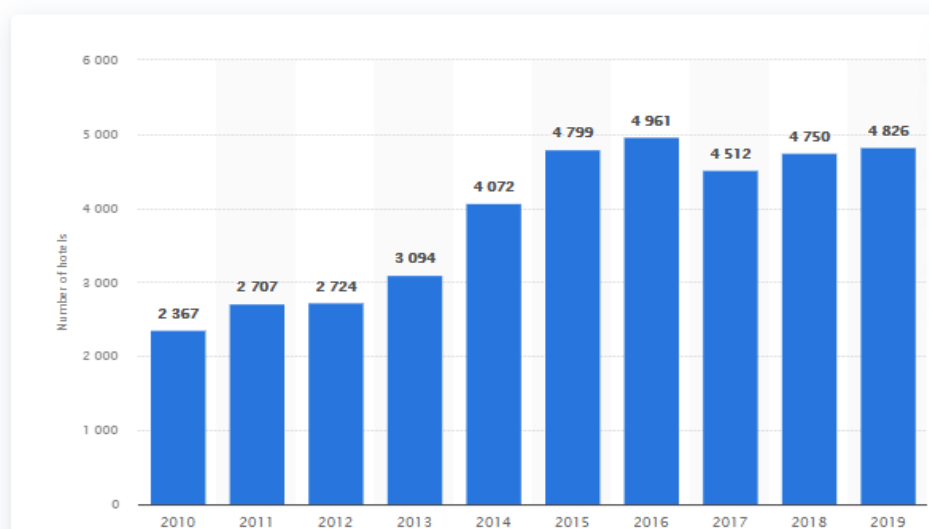


Figure 1.1. Number of hotels in Malaysia from 2010 to 2019 (Source: Statista, 2021)

In 2020, because of the outbreak of Covid-19, Malaysia's hotel industry has undergone with massive losses and the shutdown of the hotels because of the on-and-off lockdown and travel bans as well as restrictions for foreign visitors. One of the studies conducted by Ghazali and Ishak (2021) claimed that the losses of the hotel industry has reached to the amount of RM68,190,364.

The condition of Covid-19 is getting better in the second half of year 2021 in all the countries over the world, as well as in Malaysia. Malaysia is now in a recovery phase as the borders for domestic and international travels are slowly reopened (Sunil, 2021). Malaysia's hotel industry will not be able to sustain for long without international tourists so there is a need for the reopening of international travels (Yap, 2021). To safeguard the health and safety of the

guests, most hotels in Malaysia has implemented strict protocols and prevention measures by following the latest guidelines set by the local government and health authorities (Nilashi et al, 2021).

Past literature reveals that customer satisfaction is a crucial factor that needs to be prioritised to enable business success (Ghaith, Mutia & Zukime, 2018; Yap, 2019). The hotel may reveal the customer preferences on hotels' services through online reviews written by customers to have a better interpretation on customer dimensions of preferred and perceived services (Nilashi et al, 2021). The Covid-19 pandemic will have certain influence on the customers' preferred hotel services and the hotels need to redesign the customers' experiences to retain their customers and attract new customers. Key stakeholders in the hotel industry will need to explore and understand the various possible changes, especially factors that lead to the formation of customer satisfaction among their guests. Therefore, factors influencing the customer satisfaction towards luxury hotels among young adults in Klang Valley will be investigated in this research.

1.3 Significance of Study

This proposed research is mainly focusing on the factors affecting the customer satisfaction towards luxury hotels among young adults in Klang Valley. The findings of this research might be beneficial for the luxury hotels in order to improve their business performance as well as increase customer retention. The study should be able to provide ideas for the hotels on the customers' current requirement that will make them satisfied with the services provided. Through this research, the hotels can have a better understanding and a clearer view on customer satisfaction which would be a great advantage for them in this highly competitive market.

1.4 Research Objective

This research aimed investigating the factors influencing customer satisfaction towards the luxury hotels among young adults in Klang Valley. This will help the luxury hotels to have better understanding on customer satisfaction and thus, can increase the volume of customers. The specific objectives are: -

1. To examine the influence of service quality on customer satisfaction.
2. To examine the influence of online guest reviews on customer satisfaction.
3. To examine the influence of customer perceived value on customer satisfaction.

1.5 Research Questions

RQ₁: What is the influence of service quality on customer satisfaction?

RQ₂: What is the influence of online guest reviews on customer satisfaction?

RQ₃: What is the influence of customer perceived value on customer satisfaction?

1.6 Hypothesis

- H₁: Service quality positively affects customer satisfaction of young adults towards luxury hotels in Klang Valley
- H₂: Online guest reviews positively affects customer satisfaction of young adults towards luxury hotels in Klang Valley
- H₃: Customer perceived value positively affects customer satisfaction of young adults towards luxury hotels in Klang Valley

1.7 Limitation of Study

The main study limitation involves the research scope where there are various factors that could bring effect to customer satisfaction towards the luxury hotel, but it is not being able to cover all in this research. Another limitation is the target population for this research is small and only focusing on an area which is Klang Valley. Thus, it can only represent the point of view of people in Klang Valley.

2. Literature Review

2.1 Service Quality

Service quality can be defined in various ways. Parasuraman, Zeithaml & Berry (1988) referred service quality as “the distinction between customer expectations and performance along the quality dimensions”. In quoting Kotler and Armstrong (2010), service quality is referred to the capability of service providers in retaining its customer. Ramya, Kowsalya & Dharanipriya (2019) define service quality as the capability of the service provider to offer the service that satisfies the customers in a timely and efficient manner resulting in improved business performance.

Service quality is a very important component of a successful business because of its relationship with customer satisfaction in the hotel industry (Alauddin et al., 2019a). Bayad et al. (2021) claims there are a total of five service quality dimensions as stated by Parasuraman et al. (1988). These consist of the reliability dimension, tangibility dimension, empathy dimension, assurance dimension and responsiveness dimension. Tessera, Ibiwani & Noraini (2016) pointed that the dimension of assurance does have the most significant influence on customer satisfaction, and the customers will be satisfied when employees are highly knowledgeable, skilful and also very polite.

Many studies have shown that service quality related to customer satisfaction (Sharma & Srivastava, 2018 in citing Parasuraman, Berry & Zeithaml, 1988; Cronin, Hult & Brady, 2000; Buttle, 2004 & Ko et al, 2011). The hotel must make sure that their employees are being trained well and knowledgeable to provide high quality of service to the guests. Furoida & Maftukhah (2018) claim that when high service quality is provided, it will improve customer satisfaction, which resulting customer loyalty. Nunkoo et al. (2019) assess the association between service quality and customer contentment in the hotels with different grading across South African. The impacts of service quality on customer satisfaction is depending on the hotel star ratings. The result shows that service quality is positively influencing customer

satisfaction as if service quality is not incline with the hotel star ratings, the customers will feel unsatisfied. Chan & Wong (2006) concluded that good service is the dominant factor that influencing customer satisfaction, which will impact also on the customers' final hotel selection (Fatemeh et al., 2016).

H₁: Service quality affects positively customer satisfaction of young adults towards luxury hotels in Klang Valley

2.2 Online Guest Reviews

Online guest reviews are gradually becoming a crucial part for customers when evaluating which goods or services to purchase (Vo et al, 2021). Wang et al. (2021) stressed that to determine the influencing factors of customer satisfaction through online reviews is very essential. Desy, Adinoto & Rahmat (2018) says that many guests take online reviews in their consideration before making the decision in choosing accommodation. Erkan & Evans (2016) declares that customer reviews are more powerful than friends' opinions. Karlsson & Strom (2021) affirms that customer reviews will have less biased and hence provide a more objective opinion.

The hotel industry has always been a highly competitive industry. It becomes even more competitive as a result of the Internet's rapid growth and the existence of online travel agents such as Booking.com, TripAdvisor, Trivago and so on (Lv et al., 2020). Hotel guests' experiences and satisfaction is able to be expressed on online platforms in a textual form in detail (Xiang et al, 2015). The positive comments and negative comments will have certain effects on the customer satisfaction towards the hotels (Vo et al., 2021). Sangeetha & Sooriya (2019) claims that the overall hotel ratings on the online platform reflects the customer satisfaction of the guests. To further explain, customers would give positive comments and higher ratings to the hotel if their expectations are met or surpassed, whereas, customers would give negative comments and lower ratings to the hotel if the satisfaction is lower than their expectations (Kim, Kim & Heo, 2016). These positive and negative reviews can be the influencing factor on the customers' satisfaction and decisions on whether to stay in that hotel (Wang et al., 2021 in citing Rodriguez-Diaz et al., 2017). Zaid & Law (2019) claims that hotel managers are now more aware of the power of online guest reviews which will affect the customer satisfaction and in turns, affect the hotel business performances.

H₂: Online guest reviews positively affects customer satisfaction of young adults towards luxury hotels in Klang Valley

2.3 Customer Perceived Value (CPV)

Zeithaml (1988) defines the customer perceived value (CPV) as the overall appraisal of consumers of products and services according to their perceptions of what is received and offered. Asgarpour et al. (2015) claims that CPV is a consequence from consumers' pre-purchase expectation and post-purchase evaluation, which is expectation versus received. Previous researchers reveal that there are many factors that influence the perceived value of the customers towards a hotel (Mohammed & Al-Swidi, 2019; Wong, Mostafa & Saeed, 2020; Liu et al., 2020). Among them, Mohammed & Al-Swidi (2019) claims that corporate social

responsibility establishes high perceived value. Wong, Mostafa & Saeed (2020) claims that room quality, cleanliness, service, location and sleep quality have influence on CPV. Liu et al. (2020) claims that the hotel's free add-on services influence the customer perceived value and influence on the customer satisfaction to the hotel as well. Studies have shown that customer perceived value will bring notable impact to customer satisfaction to the hotel industry.

Kusumawati & Rahayu (2019) states that CPV has positively influence customer satisfaction. They state that the marketers should always ensure that the customers enjoy quality service in compliance with the perceived value to achieve customer satisfaction. Lu et al. (2015) claims that customers in luxury hotels were satisfied and contented when their perceived value of service met with their expectation and matched with the price they paid. The management of the hotel should understand guest perceptions in order to maximize positive customer experiences. Tuncer, Unusan & Cobanoglu (2020) identifies that CPV links positively with customer satisfaction. They declare that food quality is the crucial dimension in evaluating the customer perceived value to the hotel. Paulose & Shakeel (2021) reveals that when the perceived value of service is high, it will increase the satisfaction level of customers.

H₃: Customer perceived value positively affects customer satisfaction of young adults towards luxury hotels in Klang Valley

2.4 Customer Satisfaction

Customer satisfaction is the prior issue in the modern hotel industry (Radojevic, Stanistic & Stanic, 2017). Customer satisfaction is extremely crucial to the hotel success because it affects the choices and decisions of guests on whether to return to the hotel (Dost Mohamad et al., 2017 in citing Yoon & Uysal, 2005). Sharma & Srivastava (2018) declares that customer satisfaction is hard to define as the level of satisfaction is judged by different customers. However, a person's sentiments of joy or disappointment as a result of the perceived performance of products or services in accordance to his or her expectation can be defined as satisfaction (Alauddin et al., 2019b in citing Kotler, 2000). Priyo, Mohamad & Adetunji (2019) clarifies that customer satisfaction generally is the customer judgement on what will be received from products and services. Customer contentment is reached when the perceived service performance exceeds the pre-purchase expectation of customers according to the expectation disconfirmation theory (Radojevic, Stanistic & Stanic, 2017 in citing Oliver, 1977, 1980).

Sharma & Srivastava (2018) claims that a customer is said to be satisfied when the hotel's perceived services surpass the customer's expectations, which will lead to the customer to become returning guests and loyal guests as well. Lee et al. (2018) affirms that highly satisfied customers will have high intention to be the loyal guests of the hotel and willing to spread positive words to recommend the hotel to others. In the framework of hotel industry, customer satisfaction can be guaranteed through the environment of the hotel, hospitable employees, standardised room service, delicious cuisines and so on (Priyo, Mohamad & Adetunji, 2019). As a result, the hotels should emphasize on customer satisfaction to be able to compete and sustain in this highly competitive market.

Nonetheless, there is a limited number of studies related to the topic of this study. Therefore, the conduct of this study contributes to the literature by expanding the existing literature on customer satisfaction towards luxury hotels among young adults and provides a cross-reference or a secondary source for future researchers who intend to conduct a study on a similar field of interest.

2.5 Conceptual Framework

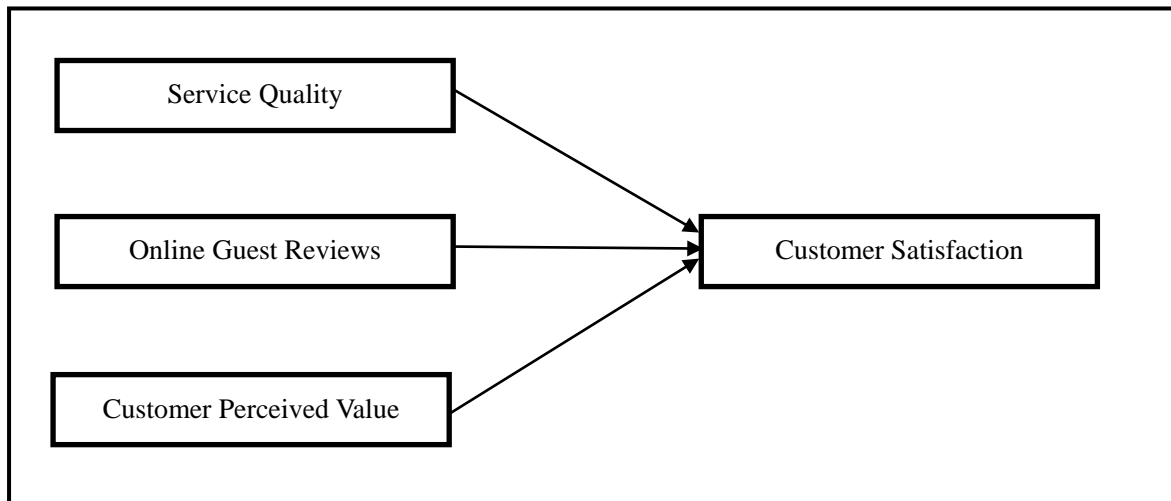


Figure 2.1 Proposed Conceptual Framework (Vo et al., 2021; Li, 2020; Lee, Toh & Kim, 2016)

3. Methodology

3.1 Research Approach

The research will be conducted using quantitative method which is a method that collects and analyses data that can be represented numerically and can be measured (Goertzen, 2017). Quantitative research uses sampling methods and the dissemination of online surveys, questionnaires and so on to collect information from existing and potential customers (Question pro, 2021). Mehrad & Tahriri (2019) claims that quantitative research is based in part on deductive reasoning, in which the logic progresses from general to specific. Hence, Almeida, Faria & Queiros (2017) declares that quantitative method is cost-efficient, high representativeness and shorter time frame.

This study will be using online questionnaire to gather data and information of young adults in Klang Valley to better understand the perspective of young adults in Klang Valley on the customer satisfaction towards the luxury hotel. Online questionnaires can enhance the honesty level and it is anonymity due to there is no physical interaction between the researchers and participants (Dewaele, 2018). For this study, the questionnaire will be disseminated to 384 young adults in Klang Valley through online. This research will apply non-probability sampling method.

3.2 Population, Sample and Sampling Method

Population can refer to a set or group of people that share a common set of characteristics (Momoh, 2021). The size of population is referring to the number of individuals within a subjectively designated geographic area (Anon, 2021). The population of young adults aged between 15-64 years old in Malaysia is 22.7 million (DOSM, 2021). However, the population of young adults in Klang Valley is 8.2 million (Macro Trends, 2021). Therefore, the target population size is 8.2 million.

A sample is referred to a particular group of people from whom that a researcher will collate data and information (McCombes, 2019). Sample is used in statistical research when the population size is too large for all individuals to be included (Kenton, 2021). According to Krejcie & Morgan (1970), when the population is equal or more than 1 million, 384 samples is needed for research. Since the population size is 8.2 million, the sample size for this research will need 384 respondents to have the confidence level of 95% that the real value is within $\pm 5\%$ of margin error of the surveyed population value, in accordance with the sample size table shown in Table 3.1.

Table 3.1. Sample Sizes for Different Sizes of Population at a 95% Confidence Level (Source: Saunders, Lewis & Thornhill, 2016)

Population	Margin of error			
	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	343	384
500	217	340	414	475
750	254	440	571	696
1 000	278	516	706	906
2 000	322	696	1091	1655
5 000	357	879	1622	3288
10 000	370	964	1936	4899
100 000	383	1056	2345	8762
1 000 000	384	1066	2395	9513
10 000 000	384	1067	2400	9595

The sampling method that will be used in this research is the non-probability sampling which means that individuals will be selected based on specific criteria (McCombes, 2019). Under non-probability sampling, a convenience sampling method is to be applied in this research. Convenience sampling is a method of gathering samples by taking samples which are located around a location conveniently (Edgar & Manz, 2017). Meanwhile, any young adults in Klang Valley will be distributed with the online questionnaire.

3.3 Data Collection Procedure

The data of this study will be collected from the online questionnaire that is distributed to the respondents. The data will be also collected from the previous studies on this particular topic. Hence, primary and secondary data will be adopted in this study. Ajayi (2017) claims that primary data is the real-time data collected for the first time by researchers while secondary data is the information that is gathered previously by other researchers.

3.4 Research Measurement and Instrument

This study will be carried out using online questionnaire. Online questionnaire is a structured survey that is completed by the target audience via the Internet (Usability, 2021). The online questionnaire will be distributed to the target audience via various platforms such as WhatsApps, Course Networking (CN) and email to assess the factors affecting the customer satisfaction towards the luxury hotel among young adults in Klang Valley.

3.5 Questionnaire Design

The questions of the online questionnaire for this study will be adopted from the previous studies. It will consist of three sections. Section A will be the demographic profiles of the respondents, including the location, age, gender, occupation and monthly income. Section B will be the information on the independent variable such as service quality, online guest reviews and customer perceived value. Section C will be the information on the dependent variable which is the customer satisfaction towards the luxury hotel. The questions will be designed with the five-point Likert scale, in which 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree.

3.6 Independent Variables (IVs)

Table 3.2. Questionnaire Design for Independent Variables

Independent Variables (IV)	Questions	Adopted from
Service Quality	<ol style="list-style-type: none"> 1. Hotel staffs are able to provide service as promised 2. Hotel staffs are reliable in handling guests' service problems 3. Hotel provides safe stay environment 4. Hotel staffs are responsive to the customers 5. Hotel provides clean and comfortable room 	Bayad et al. (2021)
Online Guest Reviews	<ol style="list-style-type: none"> 1. Online feedback is dependable 2. Negative comment can ruin the reputation of the hotel 3. Negative comment can hurt the reputation of the hotel 4. Higher price be paid based on online review 	Vo et al. (2021)
Customer Perceived Value	<ol style="list-style-type: none"> 1. Hotel that I stayed showed recognition of my social status 2. Many people that I know also stayed at the same hotel 3. The hotel offered good service that was worth its price 4. The hotel service was very reliable 5. A hotel must offer good value for money's worth 	Fitranty (2019); El-Adly (2018); Paulose & Shakeel (2021)

3.7 Dependent Variable (DV)

Table 3.3. Questionnaire Design for Dependent Variable

Dependant Variable (DV)	Questions	Adopted from
Customer satisfaction	<ol style="list-style-type: none"> 1. Be satisfied with guests' online review 2. Keep depending on online review when making booking decision 3. The level of service quality provided by the hotel is satisfied 4. I am satisfied with the staying experience at that hotel 5. It is a wise option to stay at that hotel 6. I feel satisfied about the hotel in overall 	Vo et al. (2021); Fitranty (2019); Raza et al. (2012)

4. Data Analysis Methods for Hypothesis Testing

4.1 Pearson's Correlation

The Pearson's correlation test is used for measuring statistical relations between two continuous variables (Statistics Solutions, 2021). It is responsible for computing the overall effects of change to one main variable. when there are changes that are taking place with other variables (Question Pro, 2021). This particular test is used to evaluate the correlations between the independent variables consisting of service quality, online guest reviews and

customer perceived value, and the dependant variable which is customer satisfaction. When determining the nature of the correlation, it must be kept in mind that a correlation value of ± 1 means a perfect correlation, a correlation value between ± 0.50 and ± 1 shows a strong correlation, a correlation value between ± 0.30 and ± 0.49 shows medium correlation, a correlation value below ± 0.29 shows a small correlation and the value of 0 means there is no correlation (Statistics Solution, 2021).

4.2 Regression Analysis

The multiple regression analysis allows an evaluation of interrelations between two or more variables of the research (Alchemer, 2021). In this analysis, the multiple regression test will be carried out because there are more than 2 research variables. In order to carry out an interpretation of the output of the multiple regression analysis, in the event the p-value is equal to, or less than 0.05, then it means the relationship is statistically significant and in the event the p-value is higher than 0.05, the relationship would not be labelled as being statistically significant (Minitab, 2019a).

4.3 Reliability Test

Reliability test allows researchers to investigate the properties of measurement scales and the elements that make up the scale (IBM, 2017). Cronbach's Alpha is a test that is used to evaluate the internal consistency or the reliability of measuring instruments such as questionnaires and surveys (Chetty & Datt, 2015). It is commonly utilized for the questionnaire that is designed with the Likert scale (Laerd, 2018). Hence, this test is chosen to test the reliability of the questionnaire of this research as the questionnaire for this research develops with the Likert scale. If the results of the Cronbach's alpha is equal to or more than (\geq) 0.7, then it indicates a high internal consistency and is acceptable in most social science research conditions (UCLA, 2021).

4.4 Normality Test

The normality test in statistics is utilized to evaluate whether a collection of data is tailored for normal distribution since many statistical functions need the distribution to be normal or almost normal (Klima, 2021). The normality test that will be conducted in this research is statistically method, which is the skewness-kurtosis test. Skewness measures the asymmetry of the probability distribution of any variables about its mean, whereas, kurtosis indicates the height and sharpness of the bell curve's central peak (Klima, 2021). It is said to be normal distribution when the skewness is 0 and the kurtosis is 3. When the p-value is equal to or less than (\leq) 0.05, the hypothesis of normality will be rejected (Minitab, 2019b).

5. Summary

This is a research that examines the factors affecting the customer satisfaction towards the luxury hotel among young adults in Klang Valley. This research aims to have a better understanding on the impacts of service quality, online guest reviews and customer perceived value on the customer satisfaction towards the luxury hotel among young adults in Klang Valley. The research will be conducted with the online questionnaires using Google Form. It

will be distributed to 384 young adults that stay in Klang Valley. A non-probability sampling will be applied in this research as the respondents are selected in the range of young adults in Klang Valley. The tests that will be used for hypothesis testing are Pearson's Correlation and Regression Analysis. Reliability test (Cronbach's alpha) and normality test (skewness-kurtosis test) will also be used to test for the strengths and degree of the relationship between the independent variables (service quality, online guest reviews and customer perceived value) and dependent variable (customer satisfaction).

References

- Ajayi, O. V. (2017). Advance Statistical Methods in Education. *Benue State University*. https://www.researchgate.net/publication/320010397_Primary_Sources_of_Data_and_Secondary_Sources_of_Data
- Alauddin, Hasib, A., Masrurul, M., Mahmudul, I., & Musharof, H. (2019a). Investigating the Relationship between Service Quality, Customer Satisfaction and Customer Loyalty in Hotel Industry: Bangladesh Perspective. *Global Journal of Management and Business Research*, 19(1), 29-35. https://globaljournals.org/GJMBR_Volume19/4-Investigating-the-Relationship.pdf
- Alauddin, M., Ahsan, S. M. H., Mowla, M. M., Islam, M. M., & Hossain, M. M. (2019b). Investigating the Relationship between Service Quality, Customer Satisfaction and Customer Loyalty in Hotel Industry: Bangladesh Perspective. *Global Journal of Management and Business Research: A Administration and Management*, 19(1), 1-8, https://globaljournals.org/GJMBR_Volume19/4-Investigating-the-Relationship.pdf
- Almeida, F., Faria, D., & Queiros, A. (2017). Strengths and Limitations of Qualitative and Quantitative Research Methods. *European Journal of Education Studies*, 3(9), 369-387. https://www.researchgate.net/publication/319852576_Strengths_and_Limitations_of_Qualitative_and_Quantitative_Research_Methods
- Asgarpour, R., Hamid, A. B. A., Sulaiman, Z., & Asgari, A. A. (2015). A Review on Customer Perceived Value and its Main Components with a Tourism and Hospitality Approach. *Journal of Advanced Review on Scientific Research*, 9(1), 27-40. https://www.researchgate.net/publication/301114456_A_Review_on_Customer_Perceived_Value_and_its_Main_Components_with_a_Tourism_and_Hospitality_Approach
- Baggonkar, S. (2021). *With occupancy rising, luxury hotel room rates are back at 2019 levels*. Money Control. <https://www.moneycontrol.com/news/business/companies/with-occupancy-rising-luxury-hotel-room-rates-are-back-at-2019-levels-7380021.html>
- Bayad, A., Bayar, G., Baban, J. O., & Shahla, A. A. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management*, 5(3), 14-28, https://www.researchgate.net/publication/351780048_Hotel_Service_Quality_The_Impact_of_Service_Quality_on_Customer_Satisfaction_in_Hospitality

- Chetty, P., & Datt, S. (2015). *Reliability Test in SPSS Using Cronbach Alpha*, Project Guru. <https://www.projectguru.in/reliability-test-in-spss-using-cronbach-alpha/>
- Chung, J. F., & Al-Khaled, A. A. S. (2021). Factors Affecting Online Purchase Intention of Gen Y in Klang Valley, Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 11(4), 983–1034. DOI:10.6007/IJARBS/v11-i4/9767
- Condorferries (2021). *Hotel Industry Statistics 2020-2021*. <https://www.condorferries.co.uk/hotel-industry-statistics>
- Desy, A., Adinoto, N., & Rahmat, I. (2018). The Effect of Online Guest Review, Hotel Facilities and Online Travel Agent Price on Decision to Stay at Grand Rocky Hotel Bukittinggi: The Case of Traveloka. *Tourism Research Journal*, 2(2), 1-14. https://www.researchgate.net/publication/337542235_The_Effect_of_Online_Guest_Review_Hotel_Facilities_and_Online_Travel_Agent_Price_On_Decision_To_Stay_At_Grand_Rocky_Hotel_Bukittinggi_The_Case_Of_Traveloka
- Dost Mohamad, H. A., Yazid, M. S. A., Khatibi, A., & Azam, S. M. F. (2017). Service Quality, Customer Satisfaction and Customer Loyalty of the Hotel Industry in United Arab Emirates (UAE): A Measurement Model. *European Journal of Management and Marketing Studies*, 2(4), 1-25. <https://www.oapub.org/soc/index.php/EJMMS/article/view/264/770>
- Edgar, T. W., & Manz, D. O. (2017). Convenience Sampling. *Science Direct*. <https://www.sciencedirect.com/topics/computer-science/convenience-sampling>
- Fatemeh, K., Golnaz, N., Ramayah, T., & Sivabala, N. (2016). Factors Predicting Travelers' Satisfaction of Three to Five Star Hotels in Asia, an Online Review. *International Journal of Research in Tourism and Hospitality*, 2(2), 30-41. <https://www.arcjournals.org/pdfs/ijrth/v2-i2/4.pdf>
- Furoida, F., & Maftukhah, I. (2018). The Influence of Service Quality and Store Atmosphere on Customer Loyalty through Customer Satisfaction. *Management Analysis Journal*, 7(2), 164-170, <https://journal.unnes.ac.id/sju/index.php/maj/article/view/23337>
- Ghaith, A. A., Mutia, S., & Zukime, M. J. (2018). The Effect of Factors on Customer Satisfaction Towards Customer Loyalty, Evidence from Jordanian Five Star Hotels. *International Conference on Environmental, Sports & Recreation*, UniSZA, https://www.researchgate.net/publication/326144369_THE_EFFECT_OF_FACTORS_ON_CUSTOMER_SATISFACTION_TOWARDS_CUSTOMER_LOYALTY_EVIDENCE_FROM_JORDANIAN_FIVE_STAR_HOTELS
- Ghazali, H., & Ishak, M. (2021). Managers View on Impact of Covid-19 Pandemic: Evidence from Hotel Industry in Malaysia. *International Journal of Human Resource Studies*, 11(1), 116-129. <https://www.macrothink.org/journal/index.php/ijhrs/article/view/17927/14122>
- Goertzen, M. J. (2017). *Chapter 3. Introduction to Quantitative Research and Data, Journals*. <https://journals.ala.org/index.php/ltr/article/view/6325/8274>
- Hapsari, R., Clemes, M., & Dean, D. (2016). The Mediating Role of Perceived Value on the

Relationship between Service Quality and Customer Satisfaction: Evidence from Indonesian Airline Passengers. *Procedia Economics and Finance*, 35, 388-395. <https://www.sciencedirect.com/science/article/pii/S2212567116000484>

Hirschmann, R. (2021a). Number of Hotels in Malaysia from 2010 to 2019, *Statista*. <https://www.statista.com/statistics/1004729/number-of-hotels-malaysia/>

Hirschmann, R. (2021b). travel and tourism in Malaysia – statistics & facts. *Statista*. <https://www.statista.com/topics/5741/travel-and-tourism-in-malaysia/>

Minitab (2019a). *Interpret the Key Results for Multiple Regression*. <https://support.minitab.com/en-us/minitab-express/1/help-and-how-to/modeling-statistics/regression/how-to/multiple-regression/interpret-the-results/key-results/>

Minitab (2019b). *Interpret the Key Results for Normality Test*. <https://support.minitab.com/en-us/minitab-express/1/help-and-how-to/basic-statistics/summary-statistics/normality-test/interpret-the-results/key-results/>

Karlsson, O., & Strom, M. (2021). *Online reviews' influence on purchase decisions within the Hotel Industry*. Master thesis, School of Business, Society and Engineering, Malardalen University. <https://www.diva-portal.org/smash/get/diva2:1561454/FULLTEXT01.pdf>

Kenton, W. (2021). Sample. *Investopedia*. <https://www.investopedia.com/terms/s/sample.asp>

Kim, B., Kim, S. S., & Heo, C. Y. (2016). Analysis of satisfiers and dissatisfiers in online hotel reviews on social media. *International Journal of Contemporary Hospitality Management*, 28(9), 1-41. <https://www.emerald.com/insight/content/doi/10.1108/IJCHM-04-2015-0177/full/html>

Klima, K. (2021). *Normality Testing – Skewness and Kurtosis*. Good Data. <https://community.gooddata.com/metrics-and-maql-kb-articles-43/normality-testing-skewness-and-kurtosis-241>

Kusumawati, A., & Rahayu, K. S. (2019). The Effect of Experience Quality on Customer Perceived Value and Customer Satisfaction and Its Impact on Customer Loyalty. *The TQM Journal*, 1754-2731. <http://dx.doi.org/10.1108/TQM-05-2019-0150>

Laerd (2018). Cronbach's Alpha (α) Using SPSS Statistics. <https://statistics.laerd.com/spss-tutorials/cronbachs-alpha-using-spss-statistics.php>

Lee, S., Sun, K. A., Wu, L. R., & Xiao, Q. (2018). A Moderating Role of Green Practices on the Relationship between Service Quality and Customer Satisfaction: Chinese Hotel Context. *Journal of China Tourism Research*, 14(1), 42-60. <https://www.tandfonline.com/doi/abs/10.1080/19388160.2017.1419897>

Lee, S. H., Toh, S. M., & Kim, H. S. (2016). The Customers' Perception on Luxury Hotel: A Case of Sunway Resort Hotel and Spa. *Culinary Science & Hospitality Research*, 22(6), 145-150. <http://dx.doi.org/10.20878/cshr.2016.22.6.015>

Li, H. X., Liu, Y., Tan, C. W., & Hu, F. (2020). Comprehending customer satisfaction with

hotels: Data analysis of consumer-generated reviews. *International Journal of Contemporary Hospitality Management*, 32(5), 1713-1735. <http://dx.doi.org/10.1108/IJCHM-06-2019-0581>

Li, S. (2020). The impact of service quality, self-service technology, and the corporate image on customer satisfaction and customer revisit intention among luxury hotels in Kuala Lumpur, Malaysia. *International Journal of Services, Economics and Management*, 11(1), 48-70, <https://www.inderscienceonline.com/doi/pdf/10.1504/IJSEM.2020.107794>

Liu, S., Gao, B. J., Gallivan, M., & Gong, Y. M. (2020). Free Add-On Services and Perceived Value in Competitive Environment: Evidence from Online Hotel Reviews. *International Journal of Hospitality Management*, 90, 1-10. <https://www.sciencedirect.com/science/article/abs/pii/S0278431920301638>

Lock, S. (2021). Global tourism industry – statistics & facts. *Statista*. <https://www.statista.com/topics/962/global-tourism/>

Lu, C., Berchoux, C., Marek, M. W., & Chen, B. (2015). Service Quality and Customer Satisfaction: Qualitative Research Implications for Luxury Hotels. *International Journal of Culture, Tourism and Hospitality Research*, 9(2), 168-182. <https://www.emerald.com/insight/content/doi/10.1108/IJCTHR-10-2014-0087/full/html>

Lv, X. Y., Li, N., Xu, X. W., & Yang, Y. (2020). Understanding the emergence and development of online travel agencies: a dynamic evaluation and simulation approach. *Internet Research*, 30(6), 1-28. <https://www.emerald.com/insight/content/doi/10.1108/INTR-11-2019-0464/full/html>

Macro Trends (2021). Kuala Lumpur, Malaysia Metro Area Population 1950-2021. <https://www.macrotrends.net/cities/206411/kuala-lumpur/population>

Mai, N. K., Pham Le, H. N., & Nguyen, T. M. P. (2015). Factors of Affecting Guests' Satisfaction and Their Loyalty – A study of Luxury Hotels in Ho Chi Minh City, Vietnam. *International Journal of Innovation and Technology Management*, 6(3), 186-190. https://www.researchgate.net/publication/283201811_Factors_of_Affecting_Guests'_Satisfaction_and_Their_Loyalty_-_A_Study_of_Luxury_Hotels_in_Ho_Chi_Minh_City_Vietnam

McCombes, S. (2019). An Introduction to Sampling Method. *Scribbr*. <https://www.scribbr.com/methodology/sampling-methods/>

Mehrad, A., & Tahrir, M. (2019). Comparison between Qualitative and Quantitative Research Approaches: Social Sciences. *International Journal for Research in Educational Studies*, 5(7), 1-7. <https://orcid.org/0000-0003-4364-5709>

Mmutle, T., & Shonhe, L. (2017). Customers' perception of Service Quality and its impact on reputation in the Hospitality Industry. *African Journal of Hospitality, Tourism and Leisure*, 6(3), 1-25. <https://www.semanticscholar.org/paper/Customers%27-perception-of-service-quality-and-its-on-Mmutle/121ed24a0b5a4b4260fd3ed9c1efcae651d7240e>

Mohammed, A., & Al-Swidi, A. (2019). The Influence of CSR on Perceived Value, Social

Media and Loyalty in the Hotel Industry. *Spanish Journal of Marketing - ESIC*, 23(3), 373-396. <https://doi.org/10.1108/SJME-06-2019-0029>

Momoh, O. (2021). Population. *Investopedia*. <https://www.investopedia.com/terms/p/population.asp>

Ng, J. (2021). *Looking ahead to 2023? Here are the new luxury hotels and resorts opening in Malaysia*. *Lifestyle Asia*. <https://www.lifestyleasia.com/kl/travel/hotels-resorts/looking-ahead-to-2023-here-the-new-luxury-hotels-and-resorts-opening-in-malaysia/>

Nilashi, M., Abumalloh, R. A., Alghamdi, A., Behrouz, M. B., Abdulaziz, A., Thanoon, M., Asadi, S., & Samad, S. (2021). What is the impact of service quality on customers' satisfaction during COVID-19 outbreak? New findings from online review analysis. *Elsevier Public Health Emergency Collection*, 64, 1-16. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8481157/>

Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnasee, V. (2019). Service Quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*. <https://www.sciencedirect.com/science/article/abs/pii/S0278431918310508>

Nurchahyo, R., Fitriyani, A., & Hudda, I. N. (2017). The Influence of Facility and Service Quality towards Customer Satisfaction and Its Impact on Customer Loyalty in Borobudur Hotel in Jakarta. *Binus Business Review*, 8(1), 23-29. <https://media.neliti.com/media/publications/167995-EN-the-influence-of-facility-and-service-qu.pdf>

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). The Service-Quality Puzzle. *Business Horizons*, 31(5), 35-43. <https://www.sciencedirect.com/science/article/abs/pii/0007681388900535>

Paulose, D., & Shakeel, A. (2021). Perceived Experience, Perceived Value and Customer Satisfaction as Antecedents to Loyalty among Hotel Guests. *Journal of Quality Assurance in Hospitality & Tourism*, 1-35. <https://www.tandfonline.com/doi/abs/10.1080/1528008X.2021.1884930>

Pearson correlation coefficient: Introduction, Formula, Calculation, and Examples (2021). *Question Pro*. <https://www.questionpro.com/blog/pearson-correlation-coefficient/>

Pearson's Correlation Coefficient (2021). *Statistics Solution*. <https://www.statisticssolutions.com/free-resources/directory-of-statistical-analyses/pearsons-correlation-coefficient/>

Poh, C. (2019). *Hotels facing headwinds*. *Edge Prop*. <https://www.edgeprop.my/content/1574895/hotels-facing-headwinds>

Population Proportion – Sample Size (2021). *Select-statistics*. <https://select-statistics.co.uk/calculators/sample-size-calculator-population-proportion/>

Priyo, J. S., Mohamad, B., & Adetunji, R. R. (2019). An Examination of the Effects of Service Quality and Customer Satisfaction on Customer Loyalty in the Hotel Industry. *International Journal of Supply Chain Management*, 8(1), 653-663. https://www.academia.edu/download/61689915/IJSCM_2019_Service_Quality_Satisfaction20200105-106255-1nvqbjm.pdf

Quantitative Research: Definition, Methods, Types and Examples (2021). *Question pro*. <https://www.questionpro.com/blog/quantitative-research/>

Radojevic, T., Stanisic, N., & Stanic, N. (2017). Inside the Rating Scores: A Multilevel Analysis of the Factors Influencing Customer Satisfaction in the Hotel Industry. *Cornell Hospitality Quarterly*, 58(2), 134-164. <https://journals.sagepub.com/doi/abs/10.1177/1938965516686114>

Ramya, N., Kowsalya, A., & Dharanipriya, K. (2019). Service Quality and Its Dimensions. *EPRA International Journal of Research and Development (IJRD)*, 4(2), 38-41. https://www.researchgate.net/publication/333058377_SERVICE_QUALITY_AND_ITS_DIMENSIONS

Reliability Analysis (2017). *IBM*. <https://www.ibm.com/docs/en/spss-statistics/25.0.0?topic=features-reliability-analysis>

Sangeetha, G., & Sooriya, S. (2019). Does hotel attributes impact customer satisfaction: A sentiment analysis of online reviews. *Journal of Global Scholars of Marketing Science*, 29(2), 180-195. <http://dx.doi.org/10.1080/21639159.2019.1577155>

Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research Methods for Business Students*, 8 edn, Pearson Education Limited, Harlow.

Sharma, S., & Srivastava, S. (2018). Relationship between Service Quality and Customer Satisfaction in Hotel Industry. *Tourism Research Journal*, 2(1), 42-49. <http://trj.stptrisakti.ac.id/index.php/trj/article/view/20/15>

Site Minder (2021). *Hotel Industry Trends to Watch Out for 2021*. <https://www.siteminder.com/r/hotel-trends-hotel-hospitality-industry/>

Sunil, P. (2021). [Updated] SOPs for Malaysia's 4-phase National Recovery Plan. Human Resources Online. <https://www.humanresourcesonline.net/sops-for-malaysia-s-4-phase-national-recovery-plan>

Tessera, F. A., Ibiwani, A. H., & Noraini, A. (2016). Service Quality and Hotel's Customer Satisfaction: An Empirical Evidence from Ethiopia. *Electronic Journal of Business and Management*, 1(1), 24-32. https://ejbm.sites.apiit.edu.my/files/2018/05/Paper3_Service_quality_and_hotel_customers_satisfaction.pdf

Tuncer, I., Unusan, C., & Cobanoglu, C. (2020). Service Quality, Perceived Value and Customer Satisfaction on Behavioral Intention in Restaurants: An Integrated Structural Model. *Journal of Quality Assurance in Hospitality and Tourism*, 447-475,

<https://www.tandfonline.com/doi/abs/10.1080/1528008X.2020.1802390>

Usability (2021). *Online Surveys*,
<https://www.usability.gov/how-to-and-tools/methods/online-surveys.html>

Vo, N. T., Hung, V. V., Tuckova, Z., Pham, N. T., & Nguyen, L. H. L. (2021). Guest Online Review: An Extraordinary Focus on Hotel Users' Satisfaction, Engagement, and Loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, 1-32.
<https://www.tandfonline.com/doi/epub/10.1080/1528008X.2021.1920550?needAccess=true>

Wang, J. Y., Zhao, Z. J., Liu, Y., & Guo, Y. Q. (2021). Research on the Role of Influencing Factors on Hotel Customer Satisfaction Based on BP Neural Network and Text Mining. *information*, 12(99), 1-19. <https://doi.org/10.3390/info12030099>

What Does Cronbach's Alpha Mean? | SPSS FAQ (2021). *UCLA*.
<https://stats.idre.ucla.edu/spss/faq/what-does-cronbachs-alpha-mean/>

What is Regression Analysis and Why Should I Use It? (2021). *Alchemer*.
<https://www.alchemer.com/resources/blog/regression-analysis/>

Wong, E., Mostafa, S. R., & Saeed, P. S. (2020). Using Online Travel Agent Platforms to Determine Factors Influencing Hotel Guest Satisfaction. *Journal of Hospitality and Tourism Technology*, 11(3), 1-21.
<https://www.emerald.com/insight/content/doi/10.1108/JHTT-07-2019-0099/full/html>

Xiang, Z., Schwartz, Z., Gerdes, J. H., & Uysal, M. (2015). What can big data and text analytics tell us about hotel guest experience and satisfaction?. *International Journal of Hospitality Management*, 44, 120-130,
<https://www.sciencedirect.com/science/article/abs/pii/S0278431914001698>

Yap, K. W. (2019). The Impact of Service Quality on Customer Satisfaction of a Hotel at Johor Bahru, Malaysia. *Journal of Arts & Social Sciences*, 3(1), 34-46.
<https://ruijass.com/wp-content/uploads/2019/05/004YKWFfinal.pdf>

Yap, L. K. (2021). 'Signs of life in hotel sector', *The Star*. 27 September.
<https://www.thestar.com.my/business/business-news/2021/09/27/signs-of-life-in-hotel-sector>

Zaid, A., & Law, R. (2019). Determinants of hotel guests' satisfaction from the perspective of online hotel reviewers. *International Journal of Culture, Tourism and Hospitality Research*, 13(1), 84-97.
<https://www.emerald.com/insight/content/doi/10.1108/IJCTHR-08-2018-0104/full/html>

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22.
<https://www.jstor.org/stable/1251446>

Chung, J. F., & Al-Khaled, A. A. S. (2021). Factors Affecting Online Purchase Intention of Gen Y in Klang Valley, Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 11(4), 983-1034

Zunaira, S. (2021), 'Hotel industry's defining moment', *The Star*. 24 July. <https://www.thestar.com.my/business/business-news/2021/07/24/hotel-industrys-defining-moment>

Copyright Disclaimer

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).