



Personality Traits as a Predictor of a Midscale Hotel Selection Decision

Malina Hanum Mohd Kamal, Wan Nazriah Wan Nawawi, Noorazlin Ramli, Amanina Mat Ghani,
Wan Nor Bayah Wan Kamarudin

Faculty of Hotel and Tourism Management
Universiti Teknologi MARA (Terengganu), 23000 Dungun, Terengganu, Malaysia

Received: September 22, 2014

Accepted: December 30, 2014

ABSTRACT

The purpose of this paper is to determine the influence of guest's personality traits attributes on midscale hotel selection decision. The personality traits attributes are represented by openness to experience, extraversion and conscientiousness from The Big Five Personality Traits. A single method research approach was used with strategies of inquiry that involve sequential quantities data collection through questionnaire survey. Overall results revealed that personality traits do matters and have a significant influence on hotel selection decision. The finding obtained in this study particularly useful for hotel provider to improve the quality of services, adding values on facilities offered and provides high brand image equity to cater the guest based on the personality traits attributes. It is suggested that the study will help the hotel provider to have clear view on how important to identify guest's personality traits that influence midscale hotel selection decision and how it can be improved in the future.

KEYWORDS: Hotel Selection Decision, Personality Traits, Openness To Experience, Extraversion, Conscientiousness.

INTRODUCTION

Hospitality industry is known as one of the largest service sector and fastest growing in Malaysia. The hospitality industry has grown from its roots of welcoming strangers who were away from home. The growth and performance of the Malaysian hotel industry depend heavily on the growth and performance of the other Malaysian economic sectors, especially services. The hotel industry is one of the most promising industries in Malaysia, which requires a few key strategies to align it to meet the economic agenda of the nation. The hotel industry has a great deal of diversity in the types of accommodation available to guests. These vary from small owner-operated bed and breakfast establishments to mid scale hotels and exclusive highly rated hotels having a thousand or more rooms. Such diversity adds interest and complexity to the process that potential guests go through in the selection of accommodation especially in the midscale hotels. Midscale hotel can be classified as quality hotel located in major cities or suburban areas, often near major expressways or business areas, convenient to shopping and attractions featuring medium-sized restaurants, fitness centers and pools [2]. The hotel can also be categorized between economic hotel and upscale hotel, 2 to 3-stars rating, targeting midmarket, high-end consumers and business travellers [10].

Over the past few decades, it is interesting to note that many researchers have focused on the factors that effectively influenced the hotel selections decisions [1, 9, 11]. A number of variables are used to explain the impact on hotel occupancies such as service quality, image, room, food and beverages, housekeeping standard [3]. In some studies, all of these factors are believed to have major influence on hotel selection decision. However, there are also needs to identify some specific personality to help tailor the marketing approaches [4]. For example, a person who is extravert may choose to stay at a hotel distance away from busy city life. Therefore, the service provider may take into account the location of their establishment to lure this type of traveller. Hence, this study is intended to empirically close the gap by answering question such as do personality traits influence traveller when making hotel selection decision?

PROBLEM STATEMENT

The interaction of personality traits and selection decision has been examined in many empirical studies [6, 7, 14]. Although viewed as unique and different to varying groups of individual, it reflected the importance to distinguish a person from the other. This study adopted the openness to experience, extraversion and conscientiousness, in the Big Five Personality Trait to explain hotel selection decision. Openness to experience refers to a person's various interest and likelihood to pursue those interests. Consequently, these type of personality are willing to consider different viewpoint and able to accept new types of information or ideas. These type of people loves adventures and imaginative, most of the time they are not afraid to take risk. Extraversion, on the other hand, known as adventures or venturesome person who like to choose establishment that far away from busy city

and provide many outdoors activities. This type of people usually did not have high demand on hotel accommodation and they also did not concern much on room facilities as long as the basic needs are fulfil. Extraversion people tend to be more vocal and more inclined to seek excitements, but more receptive to a new things. Meanwhile, conscientiousness is individuals that are self-disciplined, confident, planned, orderly, punctual, reliable, deliberate, ethical, and rule-orientated. This type of person also known as pleasure seekers who high in demand, prefer to stay at expensive hotel which is provided with all the facilities that they want. Thus, this research will give benefit to the hotel provider in a way to determine different kind of the guests' personality and self concept in order to improve their service and fulfil their customers need. However, it also adds complexity to management decisions on the use of the assets to attract and retain guests. Thus, this study is being held to help the hotel providers to know well their customer preference in order to capture their attention to stay at their hotel. Hotel selection is important for people who want to decide on which hotel to choose. People usually choose hotel based on location, brand, service, facility, star rating and brand. From the criteria mentioned above, service, facility and brand, is the most renowned factor that influences the hotel selection decision by guest [8, 15, 13, 5, 11]. The primary objective of this study was to investigate the influence of guest's personality traits components namely openness to experience, extraversion and conscientiousness on hotel selection decision for better understand on the most favorable traits and self concept that best explain hotel selection decision.

METHODOLOGY

In this research, a single method research approach was used with strategies of inquiry that involve sequential quantitative data collection through questionnaire survey. In this study, the population refers to the total number of populations in Dungun, Terengganu which are approximately 123,285 peoples [12]. In [16] mentioned that the appropriate sample size must not be less than 30 and not more than 500. Therefore, 250 samples have been chosen as the sample size, however, only 234 questionnaires were returned. This study employed the use of quantitative research design with data generally gathered through questionnaire as the research instrument. A simple random sampling is being used where each item in the population has the same probability of being selected as part of the sample as any other item.

Research framework

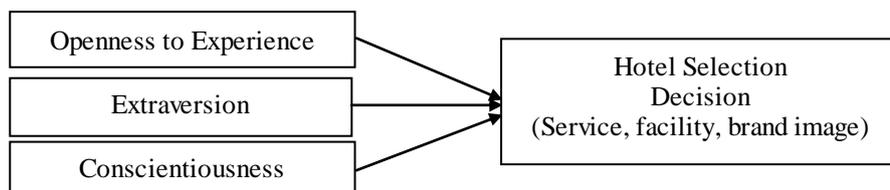


Figure 1: Research framework

The questionnaires were designed based on the variables indicated in the research framework shown in Figure 1. Through literature review, this study has identified the independent variables namely personality traits that contribute to the hotel selection decision which are openness to experience, extraversion and conscientiousness. The dependent variable is the hotel selection decision from the perspective of service, facility and brand image.

FINDINGS AND DISCUSSION

Analysis

Table 1: Descriptive statistics

Variables	N	Mean	Standard Deviation
Openness to Experience	234	5.39	4.892
Extraversion	234	5.00	2.732
Conscientiousness	234	4.79	0.688
Hotel Selection Decision	234	5.17	0.692

All the variables indicated in the Table 1 are measured on a seven point Likert-type scale. From the results, it can be seen that the mean for all of the variables such as openness to experience (5.39), extraversion (5.00), conscientiousness (4.79) and hotel selection decision (5.17) indicate that the general awareness and interest is on these issues has always been there.

Correlation Analysis

Table 2: Correlations

		Openness to Experience	Extraversion	Conscientiousness	Hotel Selection Decision
Openness to Experience	Pearson Correlation	1	0.010	0.075	-0.073
	Sig. (2-tailed)		0.881	0.253	0.264
Extraversion	Pearson Correlation	0.010	1	0.174**	0.166**
	Sig. (2-tailed)	0.881		0.008	0.011
Conscientiousness	Pearson Correlation	0.075**	0.174**	1	0.639**
	Sig. (2-tailed)	0.253	0.008		0.000
Hotel Selection Decision	Pearson Correlation	-0.073**	0.166*	0.639**	1
	Sig. (2-tailed)	0.264	0.011	0.000	

** Correlation is significant at the 0.05 level (2-tailed)

The correlation is not significant if the P-value > 0.05 and the correlation is significant when P-value < 0.05. It seem to indicate that only openness to experience that has no significant correlation which is P = 0.264 > 0.05, whereas other independent variables are significant for this study.

Regression Analysis

The Predicts of Hotel Selection Decision

To test whether the independent variable is strongly influence the hotel selection decision, a multiple regression model was proposed. The predictor variables are openness to experience, extraversion and conscientiousness. Based on the method used, the predictor variables which are openness to experience and conscientiousness were found to be significance in explaining hotel selection decision. Meanwhile, for extraversion there is no significant in explaining hotel selection decision.

Table 3: Coefficient

		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	Constant	2.117	0.245		8.645	0.000
	Openness to Experience	-0.017	0.007	-0.122	-2.431	0.016
	Extraversion	0.014	0.013	0.056	1.104	0.271
	Conscientiousness	0.642	0.051	0.638	12.540	0.000

a. Dependent variable: hotel selection decision

As depicted in Table 3, the independent variables, which are openness to experience and conscientiousness, are significant. Out of all the independent variables, openness to experience and conscientiousness are significant at 0.016 and 0.000. The largest beta coefficient is 0.638 which is for conscientiousness. These further explain that this variable is the most favorable factor that influences hotel selection decision. This shows that this type of person is very concern when selecting hotel based on services, facilities and brand image. Meanwhile, extraversion is one of the variables that are not significant at 0.271 > 0.05. This proved that this type of people did not really care about the criteria of the hotel and did not mind to stay at the hotel that just provides an ordinary service and a basic facility.

Table 4: Model summary

Model	R Square	Std. Error of Estimate	R Square Change	F Change	Sig. F Change
1	0.426	0.528	0.426	56.831	0.000

As depicted in Table 4, the R-squared of 0.426 implies that the predictor variable explain about 42.6% of the variance/variation in the dependent variable. The ANOVA table revealed that the F-statistics (56.831) and the corresponding P-value is highly significant at 0.000.

Table 5: ANOVA

Model		F	Sig.
1	Regression Residual Total	56.831	0.000(a)

Model 1 predictors: (Constant), openness to experience, extraversion, conscientiousness
 Dependent variable: Hotel selection decision

As mentioned in the above discussion, it can be concluded that all the independent variables namely openness to experience, extraversion and conscientiousness do have a relationship and influences midscale hotel selection decision in Dungun, Terengganu, Malaysia.

Estimated Model

To predict of hotel selection decision:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 2.117 - 0.017X_1 + 0.014X_2 + 0.642X_3$$

Y = dependent variable; a = constant (intercept); b_n = estimates;

X_1 = independent variable (openness to experience); X_2 = independent variable (extraversion); X_3 = independent variable (conscientiousness)

Final Estimated Model

With only significant predictors to predict of hotel selection decision:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 2.117 - 0.017X_1 + 0.642X_2$$

Y = dependent variable; a = constant (intercept); b_n = estimates;

X_1 = independent variable (openness to experience); X_2 = independent variable (conscientiousness)

As we can see from Table 4, it shows that there is $R^2 = 0.426$ (42.6%) level of significant between all independent variables with hotel selection decision. The strongest level of significant is $R^2 = 1.00$ (100%). The three elements of factors influencing restaurant decisions F-change = 56.831, ($p < 0.05$) of the variation on hotel selection decision. The result from the table of coefficient (Standardize Coefficient = β) shows that only openness to experience and conscientiousness significantly influence the hotel selection decision. CONSCIENTIOUSNESS ($\beta = 0.642$) is the most favorable factor influencing hotel selection decision followed by OPENNESS TO EXPERIENCE ($\beta = -0.017$) respectively. Based on the result, it shows that conscientiousness give the positive influence meanwhile openness to experience give the negative influence towards hotel selection decision in Dungun.

CONCLUSION

The purpose of this study, therefore, is to investigate the influence of guest's personality traits components namely openness to experience, extraversion and conscientiousness on hotel selection decision and to better understand the most favorable personality traits and self concept that best explain midscale hotel selection decision in Dungun, Terengganu, Malaysia. After conducted this study, it was found that only openness to experience and conscientiousness influence hotel selection decision from the perspective of service, facility and brand image. The most dominant factor that contributes to hotel selection decision is conscientiousness. This indicates that the people in Dungun are more concern on midscale hotel selection decision criteria including service, facility and brand image. It is hope that the finding of this study will help hotel provider to improve the quality of services, adding values on facilities offered and provide high brand image equity to cater the guest based on the personality traits attributes. Furthermore, it is hope that the hotel provider will understand and have clear view on how important to study the personality of the guest in a way to fulfil their needs and wants. Thus, this study is being held to help the hotel providers to know well their customer preference in order to capture their attention to stay at their hotel. For future research, it is suggested that this study could be extended to other hotel selection decision such as upscale hotel and the conceptual model of this research hopefully can be develop widely top represent more accurate results from respondents in Malaysia. It is recommended that the systematic or cluster sampling producers can be for the future research used to get more general results.

Acknowledgement

The authors would like to thank Mr Zairi Ismael Rizman for his guidance and assistance in getting this paper published.

REFERENCES

1. Abdullah, A.A. and H.H. Mohad, 2012. Internal Success Factor of Hotel Occupancy Rate. *International Journal of Business and Social Science*, 3 (22): 199-218.
2. Apichatvullop, W. and M. Wolenski, 2003. Case analysis project: Mid scale hotels. Retrieved from <http://www.provalisresearch.com/Documents/study2.pdf>.
3. Crick, A.P. and A. Spencer, 2011. Hospitality Quality: New Directions and New Challenges. *International Journal of Contemporary Hospitality Management*, 23 (4): 463-478.

4. Garaigordobil, M. and E. Bernarás, 2009. Self-Concept, Self-esteem, Personality Traits and Psychopathological Symptoms in Adolescents with and Without Visual Impairment. *The Spanish Journal of Psychology*, 12 (1): 149-160.
5. Jones, P. and M.-M. Chen, 2011. Factors Determining Hotel Selection: Online Behavior by Leisure Travellers, *Journal of Tourism and Hospitality Research*, 11 (1): 83-95.
6. John, O.P. and S. Sanjay, 1999. The big-five trait taxonomy: History, measurement, and theoretical perspectives. In: *Handbook of Personality: Theory and Research* (eds L.A. Pervin and O.P. John) pp. 102-138. Elsevier.
7. Kassim, Z.A., 2010. Does Complimentary In-Room Internet Access Influence Business Traveller's Decision on Hotel Selection in Singapore. UNLV Theses/Dissertations/Professional Papers/Capstones, Paper 688. Retrieved from <http://digitalscholarship.unlv.edu/thesesdissertations/688>.
8. Lewis R.C. and R.E. Chambers, 1999. *Marketing leadership in hospitality: Foundations and practices*. John Wiley and Sons.
9. Liu, M. and R. He, 2013. Factors affecting students' decision of hotel selection, MBA Student Scholarship, Paper 17, Johnson & Wales University, Providence, RI. Retrieved from http://scholarsarchive.jwu.edu/cgi/viewcontent.cgi?article=1015&context=mba_student.
10. Liu, S., Q. Xu and T. Tao, 2014. Analysis of development trend and operation models for midscale hotels in China. Retrieved from <http://www.hospitalitynet.org/file/152005375.pdf>.
11. Lockyer, T. and L. Roberts, 2009. Motel Accommodation: Trigger Points to Guest Accommodation Selection. *International Journal of Contemporary Hospitality Management*, 21 (1): 24-37.
12. Majlis Perbandaran Dungun, 2011. Jadual mukim. Retrieved from http://mpd.terengganu.gov.my/web/guest/jadual_mukim.
13. Mccleary, K.W., P.A. Weaver and J.C. Hutchinson, 1993. Hotel Selection Factors as They Relate to Business Travel Situations. *Journal of Travel Research*, 32 (2): 42-48.
14. L. Moutinho, L., 2011. *Strategic management in tourism*. CABI.
15. Chu, R.K. and T. Choi, 2000. An Importance-Performance Analysis of Hotel Selection Factors in the Hong Kong Hotel Industry: A Comparison of Business and Leisure Travellers. *Tourism Management*, 21 (4): 363-377.
16. John T. Roscoe, 1979. *Fundamental research statistic for the behavioural science*. Holt, Rinehart and Winston.