

# The Factor Analysis of Hotel Attributes between Business Travelers and Leisure Travelers in Choosing an Upscale Hotel in Bandung City

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**Abstract**—The factor of hotel choice attributes is a useful thing to understand what the hotel attribute considered to be important for the guest therefore it can influence the guest in choosing a hotel, especially for business travelers and leisure travelers. This study aims to analyze the factor of the hotel choice of attributes that can affect the guest in choosing a hotel and to compare the factor of the hotel choice of attributes based on business and leisure travelers' perceptions in choosing an upscale hotel in Bandung City. This research uses a quantitative approach based on data collected by a survey with questionnaires for two hundred respondents. The data analysis technique in this research is factor analysis. The results of this study indicate that there are seven factors of hotel attributes based on business travelers' perceptions, there is core service, service quality, convenience, business facilities, general amenities, ambiance, and leisure facilities; there are also five factors of hotel attributes based on leisure travelers' perceptions which are core service, leisure facilities, service quality, business facilities and ambiance, and general amenities. The dominant factor based on business and leisure travelers is core service.

**Keywords**—hotel attributes; upscale hotel; business travelers; leisure travelers

## I. INTRODUCTION

This study aims to discuss what hotel attribute factors are the guests' choice in choosing upscale hotels in the city of Bandung based on the perceptions of business travelers and leisure travelers. To understand the needs of the guests, the manager needs a guarantee of how guests choose the hotel and find out what hotel attributes can influence the guests in choosing a hotel. Because if a guest considers the hotel attribute to be important, then the hotel attribute that they want will be a consideration for the guest in determining the hotel. Many

pieces of research beforehand have examined the criteria of the guest in choosing a hotel, while in this study there are two groups of tourists who will be examined with different goals.

The tourists who will be discussed in this study are business travelers and leisure travelers. Both groups of tourists are the type of tourists with different segments, a previous study stated that a consumer behavior in the selection of hotels related to business purposes (business travelers) and vacation (leisure travelers) have different issues. In [1] and [2] research show that important attributes that influence guests who aim to do business are cleanliness and location. According to [3], [4] and [5], namely security, personal interaction, and room rates are the important considerations for tourists. Comprehensive study in [6] shows that both guests who have a business purpose and vacation guests consider that cleanliness and comfort, well-maintained rooms, convenient location, fast and courteous service, a safe environment, friendly and polite employees are important when choosing a hotel for the first time or visiting the hotel in the future. In [7] study, three hotel attributes, namely employee attitudes, location, and condition of the room are prominent things that can influence the decision to choose a hotel. Therefore, this becomes important for hotel business managers in understanding and identifying the selection of the hotel attributes. Given that, guest's behavior in hotel selection involves a process consisting of a number of interrelated stages.

## II. LITERATURE REVIEW

Some hotel attributes can directly affect a person in choosing a hotel and can be said as a determining factor in choosing a hotel. This can encourage guest's intention to buy and can also be used as a distinguishing feature between

competitors in the hospitality business [8]. [9] define the perceptions about hotel attributes, namely the level of guests in obtaining various services and facilities, it is important for the guest's satisfaction. [10] said that the cleanliness of accommodation, followed by security and safety, room rates, courtesy and employee concern are the most important attributes for guests in choosing a hotel. [11] mention that service, physical attractiveness, opportunity to relax, service quality standards, attractive impressions, and prices are important values for guests. [12] examined 510 tourists and asked them to rate the 57 most important hotel attributes in their decision to choose a hotel. The results show that price and quality are the most important attributes for all age categories, followed by attributes related to the security and convenience of the location. [13] wrote a special five-factor hotel examination that might indicate a hotel picture for tourists; these factors are the physical environment, corporate identity, quality of service, and accessibility.

### III. METHOD

The method used in this study is descriptive with a quantitative approach. The data analysis technique used is factor analysis. The samples taken in this study were two hundred people, namely from one hundred business travelers and one hundred leisure travelers, using the convenience sampling method and the Slovin formula.

### IV. FINDINGS AN DISCUSSION

In this study, the researcher distributed questionnaires to two hundred respondents who were guests or tourists who had stayed at upscale hotels in Bandung with the aim of doing as many as 100 business people and as many as 100 vacationing people. After dissemination, then the results of the questionnaire were analyzed and the results showed that the respondents were dominated by male guests with a percentage of 53.5%, 37.5% of the respondents aged 25-35 years, 57.5% of undergraduate education background, 81% came from outside of Bandung, 44.5% work as private employees, 27% have income rate of Rp. 7,000,000 - Rp. 10,000,000, 53% stayed for two-three nights, and 45.5% with a frequency of staying at the hotel two or three times in the last two years.

The results of factor analysis showed that seven new factors were formed based on the perception of business travelers, and five new factors were formed based on the perception of leisure travelers. The factors for business travelers are Core Service, Leisure Facilities, Ambiance, Business Facilities, Quality Service, General Amenities, and Convenience factors. While the factors resulting from leisure travelers are Core Service, Leisure Facilities, Service Quality, Business facilities & Ambiance factors, and General Amenities factors.

According to the results of the research conducted on domestic tourists who have stayed at the upscale hotel in Bandung City with the aim of doing business and leisure, assuming that core service factors are the main factors that can influence them in choosing a hotel, all guests will prioritize the safety while in hotels, prices of rooms and food are also very

important considerations in doing a comparison to some other hotels, as well as the cleanliness of the room that can make guests feel comfortable and will increase the guest's satisfaction.

### V. CONCLUSION

Based on the results of the research and discussion that have been conducted by researchers from two hundred respondents, regarding hotel attribute factors based on the perception of business travelers and leisure travelers in choosing an upscale hotel in the city of Bandung, this study produced seven new factors from business travelers and five new factors from leisure travelers. Some of these factors have similarities with previous studies. The factors from business travelers are Core Service, Leisure Facilities, Ambiance, Business Facilities, Quality Service, General Amenities, and Convenience factors. While the factors resulting from leisure travelers are Core Service, Leisure Facilities, Service Quality, Business facilities & Ambiance factors, and General Amenities factors.

From these factors, it can be seen that although the number of factors produced by the two types of tourists is different, the factors that are formed have similarities and linkages. Hotel attribute factor that is considered as the most dominant choice to influence the guests in choosing upscale hotels in the city of Bandung, based on the perception of business travelers and leisure travelers is the same, namely the Core Service factor. Although several factors are formed similarly to the previous studies, the items or indicators that fall into these factors have differences. This study analyzed the hotel attribute factors between two different types of tourists, but some of the factors produced were similar and related. It can be concluded that both business travelers and leisure travelers have different destinations when staying at a hotel, but they both consider that a hotel attribute is an important matter and a consideration that can affect their decision to choose a hotel.

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