



Guest Perspective of Management Performance on Budget Hotel at Shah Alam Malaysia

Ahmad Pitra¹(✉), Revita Desi¹, Agnemas Yusuf¹, and Ahmad Albattat²

¹ Faculty of Economy Business, Jakarta Global University, Depok, Indonesia
pitra@jgu.ac.id

² Postgraduate Centre, Management and Science University, Shah Alam, Malaysia

Abstract. In the current economic, the nation's tourism industry recorded a positive tourist arrivals growth of +4.8% for the January–May 2019 period, registering a total of **10,954,014** tourist arrivals compared to **10,454,447** in the same period last year (Tourism Malaysia). Shah Alam is part of the good destination in Malaysia, in this place more than 184 hotels ready to stay. Therefore, businesses must always consider competitive strategies in maintaining customer satisfaction in order to create customer loyalty. Consistency in quality service, Cost, Restaurant, room Design, Public Area have a significant positive correlation with Guest satisfaction. The purpose of this paper is to propose a conceptual model of the factors that influence the Guest Satisfaction of “budget hotel” in Shah Alam, Malaysia, which was built based on extensive review of journals marketing and existing theories, Descriptive and analytical research methodology is applied in this research paper. This article provides two benefits: first, the theory expands knowledge and strengthens understanding of the factors that influence Guest Satisfaction, Second, Contributions to managerial concepts, papers this is to be a resource for decision makers in maintaining the sustainability of their hotel business.

Keywords: Management_Performance · Guest_Perspective · Budget hotel

1 Introduction

According by UNWTO 2012, Foreign tourist arrivals (tourists) around the world through the 1.035 billion, is an increase of 4.0% from the previous year. Southeast Asia received 80.4 million foreign tourists visiting with 7% growth per year [1]. Malaysia in 2009 received a visit of 23.6 million foreign tourists with a total income of 16.7 billion dollars equal to Rp 225.45 trillion or equivalent to 10.2% of Malaysian GDP [2].

To meet the needs of hotel for foreign tourists whose numbers continue to increase each year, the number of hotels also continues to grow-up. The hotel industry is also following the changing need for hotel in the global community. The development of hospitality when viewed historically, in the era of the 1660 ago, hotel visitors have the perspective that the service must be with luxury in room facilities, a good swimming pool and restaurant/cafe with luxury food. At that time five-star hotels such as Hilton and Wilson were built to answer the need for luxury lodging at the time [3]. The growth

of hotels in Asia including Malaysia for both business and leisure has also increased rapidly. The Asian hotel approach changed from an emphasis on luxury aspects to an emphasis on “technology” and “human intensive” and most importantly on the human intensive aspect was the price of the room [4]. Some hotel visitors now tend not to be solely interested in luxury or star classification, but rather prioritize the need for standard overnight services and entertainment while traveling.

Worldwide acknowledgment Course of events, Malaysia are pleased with numerous accomplishments. The travel industry Malaysia and its numerous emphases over the course of the years have gotten many honors and acknowledgment. Malaysia proudest minutes:

Figure 1 six achievement, that has supported by the hotel services. It is not only coming from hotel four star or Five-star hotel, but it includes budget hotel. Furthermore, in every management hotel has targeted that guest will be satisfied during stay in hotel itself even in budget hotel. Factor visitor fulfilled is looking of Room design, Restaurant, Public area, cost as well as administration quality by the official [5]. All through this journal will be grow information about financial plan lodging by the viewpoint visitor in light of guest to have remained at the spending plan inn. According by Karina Dewi Kusumastuty [6], a budget hotel is a hotel without restaurant of banquet facilities, with the services and facilities offered for this hotel fairly simple. But in the past 10 years, service and facilities have evolved, and currently types of budget hotel facilities can include business centres, fitness rooms, guest laundry facilities, pantry kitchens, indoor or outdoor pools and whirl pools, and small meeting rooms. Budget hotels are increasingly trending due to high occupancy. Besides being practical and efficient, this hotel does not require a lot of high maintenance costs for swimming pools and ballrooms, which are usually charged to consumers in the room rate.

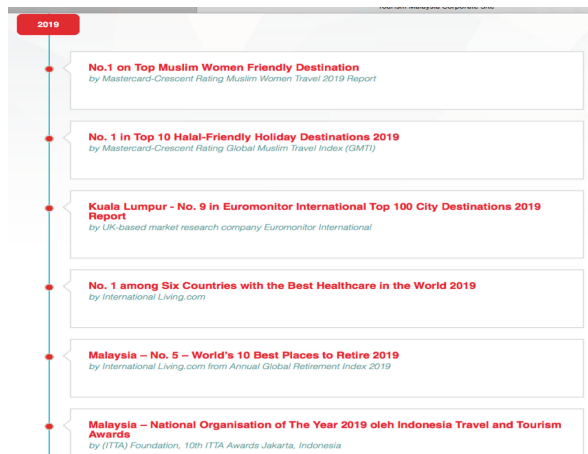


Fig. 1. Tourism malaysia.

2 Literature Review

2.1 Room Design

The room design consists of sleeping rooms for guests stay overnight, equipped with facilities for bedrooms, toilets, corridors, elevators, and other equipment. Hotels as a business service industry and serve guests in the form of goods and services. In terms of appearance, the hotel industry product consists of two parts, as follow [7]:

- **Tangible Product:** Hotel products that can be clearly seen, touched, or directly seen in the form of objects, such as bedrooms, food, drinks, etc. inside of the room. Some of the hotel that are not focus what guest need during stay at hotel, it is basic should be provided in the room such as Drinking water, towel, Qiblat position as well as prayer mates. Hereinafter, some of the budget hotel that are not provided space for pray in the room. As Malaysia is Muslim country the basic of Tangible should be prepared for guest.
- **Intangible Product:** Hotel products that are not clearly visible, but very influential on the value or quality of Tangible products, for example ambience, tranquillity, cleanliness, etc.

2.2 Menu Restaurant

Increasing competition for consumer satisfaction as its main goal. No exception in culinary businesses that start from small scale such as stalls and cafe tents of medium-scale food businesses such as restaurants and cafes to large-scale food businesses such as restaurants in star hotels. The restaurant business is currently one of the most popular businesses. This can be proven from the many new restaurants that have sprung up in recent years. Each restaurant tries to accentuate their uniqueness, both in the style of presentation and in the menu provided. As budget hotel, the management can be proposing the simple breakfast, lunch and dinner for the guest with lower price. The restaurant more help for guest staying in hotel, sometimes the guest didn't have time to go out for buying the food [8].

2.3 Public Area

Public Areas are the common places and facilitates accessible to in house guest and on-resident guest. Guest requires common areas to meet, sit and carry other activities. The place comes under the are lobby, restaurants, bars, banquets, and other Food and Beverage Outlets. Public area cleaning is the most important and challenging task for hotel/hospitality housekeeping. According by BNG Hotel management Public area consist of:

- **Entrance-Visitor** get their first impression of lodging from the entry entryway. Passageways which are not cleaned and kept up with every day. It will become unsavory for the visitor because of weighty traffic and openness. The upkeep and cleaning of the entry and the entryway is significant. So legitimate and every day cleaning is expected around here.

- Lobbies - these are normal gathering focuses in of the mission close to the gathering. Many halls are covered while other are hard ground surface. Floor in the anterooms should be cleaned regular, since there visitor communicate, unwind and so forth [9].
- Front office - housekeeping division is liable for this Public region cleaning and keeping up with of front office since front office is the essence of the lodging. So every day cleaning of the office is required. Cleaning of the floor, tidying of the furnishings and apparatus and vacuuming of rugs are basics [10].
- Lifts should be cleaned at the hour of day when is least utilized. The important sheets arrainging the clearing is done should be shown quickly. Lifts entryways are made of steel. In steel entryway shows loads of oil, arks from finger effectively [11].
- Step case - Step case ought to be cleaned when there is less traffic. While cleaning of flight of stairs care should be taken that dart and residue don't tumble down words.
- Guest Cooridor - While cleaning of the halls essential sheets showing the public region cleaning is continued should be shown conspicuously. Floor coverings in the passages ought to be vacuumed every day [12].

2.4 Cost

The purpose of Budget Hotels is to provide standard accommodation at affordable prices. The main difference between luxury hotels and budget hotels is the intensity of contact between staff and guests. Budget hotels are only done when checking in and checking out so staff costs can be minimized [13]. Hotels like this are sought after by business travellers, who are increasingly numerous in Indonesia. Budget hotels are also sought after by both domestic and foreign tourists. And if seen from the essence of the hotel itself is offering a comfortable stay for guests with a variety of facilities and rooms that are quite spacious. However, budget hotels have less spacious rooms and also limited service, including facilities and staff numbers. It is necessary to organize a good space to create an efficient design so that it still considers the comfort of guests despite having limited facilities and the number of staffs [14].

3 Research Methodology

Total of sample for this journal is 100 respondents that have been collected. The data collected it was organized and analysed by computer program called statically package for Social Science (SPSS) was used. Data was analysed by using descriptive statistic. Frequency tables were drawn and from these the data was presented in pie diagrams and bar graphs.

4 Result and Discussion

4.1 Respondent Profile

See Table 1.

Table 1. Respondents profile

Items		Frequency	Percent	Cumulative Percent
Gender	Male	44	44	49.3
	Female	56	56	100.0
Language	Malay	53	53	53.6
	English	29	29	81.2
	Mandarin	18	18	91.3
Level of Education	No formal education	4	4	5.8
Level of Education	High school or equivalent	23	23	24.6
	Vocational/technical school	9	9	36.2
	College	33	33	69.6
	Bachelor’s degree	27	27	94.2
	Master’s degree	2	2	97.1
	Professional degree (MD, JD, ETC)	1	1	98.6
	Others	1	1	100.0
Marital Status	Single	51	51	59.4
	Married	33	33	92.8
	Divorced	14	14	98.6
	Widowed	2	2	100.0

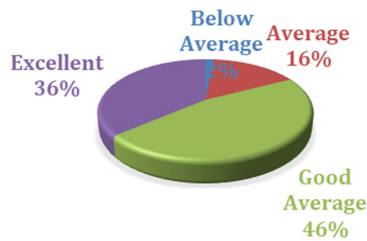


Fig. 2. Room design.

4.2 Room Design

The pie chart in Fig. 2 showed that room design in the budget hotel in Shah Alam is satisfied with total of *Good Average* is 46% as well as *Excellent* 36%. From this research that are only one respondent not satisfied from 100 respondents.

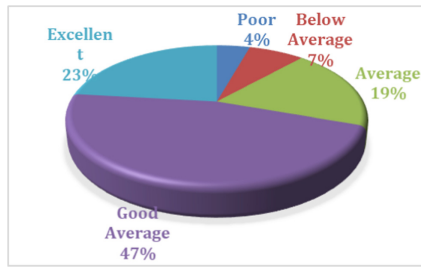


Fig. 3. Menu restaurant

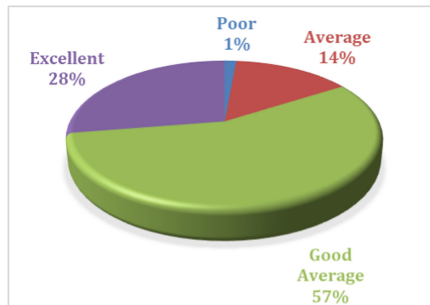


Fig. 4. Public area

4.3 Menu Restaurant

According by Tjiptono [10] ‘Increasing competition for consumer satisfaction as its main goal. No exception in culinary businesses that start from small scale such as stalls and cafe tents of medium-scale food businesses such as restaurants and cafes to large-scale food businesses such as restaurants in budget hotels’.

Based on the Fig. 3 statement, budget hotel in Shah Alam still facing this issue because it is so many budget hotels not provide for the food & Beverage. Furthermore, result from the respondent 4% is *Poor* as well as 7% is *Below Average*.

4.4 Public Area

According by BNG Hotel management [10], “Public area cleaning is the most important and challenging task for hotel/hospitality housekeeping”. Hotel budget in Shah Alam is very good to maintain the cleaning, based on the result that *Average* is 14%, *Good Average* is 57%, and *Excellent* is 28%. The statement from BNG Hotel Management is answered by this result that Hotel budget in Shah Alam has good keep Cleaning by the Housekeeping department (Fig. 4).

4.5 Cost

According by Karina Dwi Kusumastuty [6], “The purpose of Budget Hotels is to provide standard accommodation at affordable prices.” The price for the budget hotels in Shah

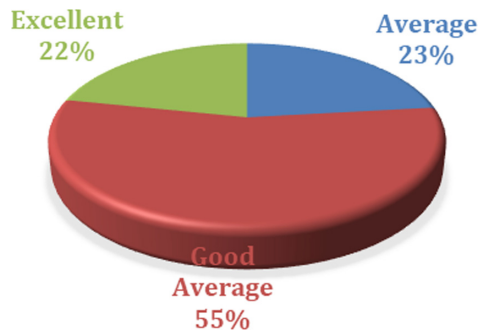


Fig. 5. Cost

Alam is really cheap based on feedback from respondents. Furthermore, the result is to answer statement from Karina Dwi Kusumastuty [6] (Fig. 5).

5 Conclusion

This research report will be able to improve existing theories and practices in relation to that factors that influence guest satisfaction. Thus, improve work performance of the employees within an organization, particularly into the hospitality and hotel industry. All the variable above is the influencing guest satisfaction from budget hotel. Through this journal, Management from budget hotel highest possibility to increase valuable rating of the hotel. Beside of that, the company can get additional income from restaurant itself.

References

1. Hitchcoc, M., King, V. T., & Parnwell, M. (2019). *Tourism in Southeast Asia: Challenges and new directions*. Nias Press.
2. Hanafiah, M. H., & Harun, M. F. (2019). Tourism demand in Malaysia: A cross-sectional pool time-series analysis. *International Journal of Trade, Economics and Finance*, 1(1), 80–83.
3. Pitra, A., Manshor, A. T., Tham, J., Azam, F., & Yusuf, E. (2018). Introducing the practices of shariah-compliant hotel (SCH) in Shah Alam. *The Journal of Social Sciences Research*, 701–709.
4. Dwyer, L., Mistilis, N., Forsyth, P., & Rao, P. (2018). International price competitiveness of Australia's MICE industry. *International Journal of Tourism Research*, 3(2), 123–139.
5. Ooi, C. A., Hooy, C. W., & Mat Som, A. P. (2013). Tourism crises and state level tourism demand in Malaysia. *International Journal of Business & Society*, 14(3).
6. Sohail, M. S., Royal, M., Saeed, M., & Ahmed, Z. (2007). Determinants of service quality in the hospitality industry: The case of Malaysian hotels. *Journal of Accounting-Business & Management*, 14, 64–74.
7. Ariffin, A. A., & Maghzi, A. (2012). A preliminary study on customer expectations of hotel hospitality: Influences of personal and hotel factors. *International Journal of Hospitality Management*, 31(1), 191–198.
8. Omar, C. M., & Arif, M. Prospects and Challenges of Budget Hotels in Malaysia.
9. Ahmad, A., Ibrahim, R., Abd, R., Raof, R., Nasruddin, N. A., & So'od, Y. S. The Characteristics of Guest Needs in Budget Hotel Section 13. Shah Alam, Selangor.

10. Rashid, S. A., Abu, N. K., & Ahmad, R. H. R. (2021). Influence of relationship quality on hotel Guests' loyalty: A case study of a Malaysian budget hotel. *Journal on Scientific and Industrial Research*, 2(6).
11. Joo-Ee, G. (2016). Minimum wage and the hospitality industry in Malaysia: An analysis of employee perceptions. *Journal of Human Resources in Hospitality & Tourism*, 15(1), 29–44.
12. Siti-Nabiha, A. K., Nordin, N., & Poh, B. K. (2021). Social media usage in business decision-making: The case of Malaysian small hospitality organisations. *Asia-Pacific Journal of Business Administration*, 13(2), 272–289.
13. Ariffin, A. A. M., Maghzi, A., Soon, J. L. M., & Alam, S. S. (2018). Exploring the influence of hospitality on guest satisfaction in luxury hotel services. *E-Review of Tourism Research*, 15(1).
14. Abdul Razak N. H. (2018). Malaysian accommodation providers 'understanding of Halal hospitality.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

