FACTORS INFLUENCING INTENTION ON SELECTING TOURISM DESTINATION: CASE STUDY SUMAI HOTEL

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ABSTRACT

This study examined factors that influence the intention of tourists to select a tourism destination. Data quantitative was collected from tourists across Peninsular Malaysia. A frequency, percentage, and mean analysis were used to identify the specific respondent's view. The variables assessed in this study, including tourism tendencies, coastal tourism, sustainable coastal tourism, accommodation, and demographic profile. The result showed that the majority of respondents choose Sumai Hotel & Apartment for religious purposes. In addition, the English-speaking staff, interesting places nearby, and transportation were the top three reasons why they choose to stay in Sumai Hotel & Apartment Sdn. Bhd.

KEYWORDS: Influence, Intention, Tourism Destination, Sumai Hotel

PURPOSE AND BACKGROUND

The tourism industry is recognised as one of the fastest economic drivers in the world. Many countries have seen this industry as significant especially as a mechanism for economic growth. The hotel industry is an essential element of tourism.

In addition, Leisen (2001) says that hotels can influence tourist's perception because they are an information sources for tourists. The hotel plays a role as the main attraction for tourists. Hoteliers have to make tourism destinations even more competitive through a package offered, facilities, and services.

Hotel managers must invest more in their marketing activities to attract, retain customers and maintain their place in the industry. Since the demand for traveling keeps increasing hotel industry has to be more competitive and attractive. The objectives of this study were:

- 1) to identify the demographic customer of Sumai Hotel and Apartment Sdn. Bhd. and
- 2) to identify the most significant factor a tourist would use to select a tourism destination.

METHODOLOGY

The descriptive quantitative survey research design was used in this study. The target population of this study was domestic tourists. The survey instrument for this study was purposely to identify the intention of tourists to select a tourist destination. Data was collected between September and October 2019.

A total of 600 questionnaires were distributed via a self-administered survey and only 367 were returned which representing a 61.2% response rate. The questionnaire was prepared in Malay and English as the two languages were the most common in Malaysia. The questionnaire consists of five sections. The statistical analysis is carried out using the Statistical Packages for the Social Sciences (SPSS-21) to analyse the tourist's views to select a tourism destination.

FINDINGS

In this section, information about the respondents' background that participated in this study was presented. The result showed that the distribution of the respondents based on gender indicated that about 78.5% of the respondents were female, whereas 21.5% of the respondents were male.

Hence it is indicated that female respondents were the majority of respondents that participated in this study. Besides that, the majority of the respondents were Malay (97.7%) and also a married (65.7%).

On other hand, it is also can be concluded that the majority of the respondents who participated in this study were in the range of 21 years to 40 years old (50.7%), whereas respondents who are in the ranged of 41 years old and above (17.8%) can be considered as minority groups. In addition, in terms of nationality status, the majority of respondents that participated in this study were Malaysian (99.2%) citizens and most of the respondent's having a monthly income below RM5000 (58.9%).

Respondents who had a monthly income of less than RM1000 (21%) can be considered as the second highest group. Descriptive analyses which comprise a frequency, percentage, median, mean and standard deviation, were used to describe items within each variable. The result indicated that the majority of the respondents know (77.6%) about Sumai Hotel and Apartments and they choose (74.2%) Sumai Hotel and Apartments for their accommodation/hospitality and food services.

The primary purpose they visited Sumai Hotel and Apartments services was for religious reasons (30.2%), followed by individual business/education (26.8%), leisure (26.2%) and lastly for group business/education (16.9%).

CONCLUSION

The analysis revealed that the top three reasons why they choose Sumai Hotel and Apartments services are because of the English-speaking staff (10.9%), followed by interesting attraction nearby factors (10.1%) and transportation factors (9.2%). The majority (63.4%) of the respondents indicated that the service they received while in Sumai Hotel and Apartments was reasonable. Most of them stated that they will repeat a stay at Sumai Hotel and Apartment (68.6%).

CONTRIBUTION/PRACTICAL IMPLICATIONS

The finding revealed that most respondents of this study choose Sumai Hotel & Apartment because of religious purposes compared to business or educational reasons. Therefore, Sumai Hotel and Apartments would need to take necessary action to match with the target tourists.

Previous studies have identified services quality will lead customers satisfaction (Bakti & Sumaedi, 2013), customer trust (Moliner, 2009), and destination loyalty (Hui et al., 2007).

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