

# A Study on Push and Pull Factors of Consumers Purchase Decision to Stay in Boutique Hotel Melaka, Malaysia

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**Abstract:** Boutique hotel is one of the tourist lodging in Malaysia and Melaka which has been growth sporadic in the hotel industry. With the unique design and theme, it can attract many tourist from over the world to experience themselves in the difference type of accommodation. Thus, the research conducted to identify the push and pull factor that motivate consumer to visit boutique hotel and determine the most agreeable factors towards purchase decision of boutique hotels. The push motivation factor that been examine are uniqueness seeking, interpersonal experience / novelty, social factor, achievement, relaxation and safety. The pull motivation are site value, decoration and theme, exotic atmosphere, different culture and entertainment. A self-administered questionnaire was distributed and 116 valid respondent were collected in four boutique hotel which is Venus Boutique Hotel, Ginger flower Boutique Hotel, Jonker Boutique Hotel and JW Boutique Hotel in Melaka. The valid questionnaire will be further analyzed using the SPSS to measure the most agreeable factors (push and pull) towards consumer purchase decision to stay in the boutique hotel.

## 1 INTRODUCTION

Tourism is an economic powerhouse that has become the service industry of the new millennium. During the past decade, the international accommodation sector witnessed the evolution of different types of tourist lodging all over the world (Timothy and Teye, 2009). In the past twenty years, market change, shifting production and varying guest trends have encouraged product differentiation in the hotel industry (Timothy and Teye, 2009). Customers have begun to prefer unique experiences. The newest concept in the hotel market today is the boutique (Hartesvelt, 2006).

Boutique hotel is a niche market started in North America and the United Kingdom to describe the modern and luxurious design along with quirky hotel environments (Olga, 2009). Hoener and Swarbrooke (2005) identified the emergence of boutique hotels as one of the most interesting developments in the hospitality sector of the leisure industry. Similarly, the emergence of boutique hotel as a new segment of accommodation has becoming popular in Malaysia especially in the states of Melaka. There are four

boutique hotels located in the state of Melaka according to Malaysian Association Hotel (MAH). There are Venus Boutique Hotel, Ginger flower Boutique Hotel, Jonker Boutique Hotel, and JW Boutique Hotel. As Melaka has been officially recognized as a UNESCO World Heritage Site on 7<sup>th</sup> July 2008, boutique hotels have become a new trend of lodging business in the historical area (Ng and Jessica, 2012). Although boutique hotels have captured the market, its accommodation concept and definition are still indistinct. Limited study has investigated consumer motivation in the context of boutique hotels (Tao Wang Yi Luo Liang Rebecca Tang, 2015), even though there is significant number of boutique hotel exist throughout Malaysia (Ariffin et al., 2015). Moreover, Keulen et al. (2002) stated that boutique hotels are still new and underdeveloped in the Malaysia market and these hotels are mostly family-owned or small-scale owned business. Therefore, this study will look into the push and pull factor that lead to consumer purchase decision to stay in boutique hotel.

## 2 LITERATURE REVIEW

The literature review will focus on definition of boutique hotel, consumer motivation, purchase decision and conceptual framework for this research.

### 2.1 Boutique Hotel

Boutique hotel were invented in the early 1980s and today the boutique hotel sector is growing worldwide and it is an example of customer experience differentiation because guest are treated with personalized service (Arifin et al., 2015). The universal definition of boutique hotel is still being debated among scholars (Gao, 2012). However, according to Agget, 2007; Henderson, 2011, boutique hotel may only have a maximum number of 100 rooms. Besides, according to the Victorino et al. (2005), boutique hotel can be referred to as a unique or special type of accommodation, which feature a particular style décor, modern, minimalist or heritage, and offer additional lifestyle amenities. Boutique hotel also can be described based on the pricing, motivation of the host, and tenure of business (i.e. age) and so on (Mcintosh and Siggs, 2005). With this definition of boutique hotel, it can describe the boutique hotel is one of the unique hotel with a high technology use to attract more people to stay there.

The majority of researchers have reached consensus regarding the most important in defining characteristics of boutique hotels and it have been indicate in Table 1 below.

Table 1: Characteristic of boutique hotel.

Characteristic	Definition
Size	Boutique hotels are generally smaller in size than traditional hotels, with less than 100 rooms (Erkutlu and Chafra, 2005). The majority of boutique hotels are privately owned, independent hotels, thereby contributing to their individual and unique character (McIntosh and Siggs, 2005). Lim and Endean, (2009) disagree claiming that the ownership of boutique hotels is evenly split among private and group enterprises.
Quality	In every aspect of boutique hotels- food and beverage, interior design, services provided et cetera – the aim is to reach or even surpass the common quality standards laid out. According to Agget (2007) and

Characteristic	Definition
	McIntosh et al., (2005), client are attracted to boutique hotels because of their quality image.
Appealing location	Boutique hotels are generally found in trendy neighborhoods of suburban areas or city centres (Lim and Endean, 2009; Albazzaz et al., 2003). Nowadays, the concept is also introduced in rural locations and resort destinations.
Architecture and Design	Boutique hotels are commonly situated in historical building and sites or building with interesting architectural aspects (Agget, 2007; McIntosh et al., 2005; Lim and Endean, 2009). Furthermore, the interior is tailored to the personality of the building with stylish, deluxe, design furniture; sometimes themes are incorporated as well, for example the decoration of each room might be based upon the works of a well-known painter (Lim and Endean, 2009; Erkutlu and Chafra, 2005).
Service	Boutique hotel have a high staff-to-guest ratio, allowing them to provide a personalized service (Lim and Endean, 2009; Erkutlu and Chafra, 2005). Guest can be attended to 24/7 by the hotel staff, giving each guest a special and unique feeling throughout his/her stay. Interaction between staff and guests is more familiar, creating a more relaxed and homely environment (Agget, 2007; McIntosh et al., 2005). Furthermore, high-tech amenities such as high-speed Internet access, cordless phones, CD players, libraries of music and books are offered (Albazzaz et al., 2003)

### 2.2 Consumer Motivation

Motivation refers to “the reasons underlying behavior” (Guay et al., 2010). According to the Gredler, Broussard and Garisson (2004) state that motivation is “the attribute that moves us to do or not to do something”. It can lead toward willingness and drives individual toward something and take some actions in daily life. Motivation also involves a beliefs, values, perceptions, interests and action of the individual.

Leiper (1990) framework on push-pull theory is one of the foundations for understanding tourist

motivations. According to Crompton (1979), push factors describe the drive of an individual to participate in specific activities, or the internal “igniter” that propels an individual to taken actions. Crompton added that push motivation can be seen as the desire for prestige, rest and relaxation, excitement, health and fitness, adventure and social interaction, family togetherness, and escape. According to Iso-Aloha (1982), escaping and seeking are two basic dimensions of touristic behaviour. These attributes may lead to tourist purchase behaviour and destination choice.

Pull effect are positive factors that attract prospective migrants to a particular destination, such as better employment opportunities, higher incomes, or a comfortable environment (Bogue, 1969). According to Kassean and Mauritius (2013), destination should provide unique and distinct attractions to visitor regarding pull factor. Forces that attract an individual to choose a specific product or services can be describe as pull factors (Li et al., 2013). Novelty and education can be significant pull factor (Crompton, 1979). However, another pull factor has been added by Yuan and McDonald (1990) which are budget, wilderness, culture and history, cosmopolitan environment, ease of travel, facilities and hunting.

### 2.3 Purchase Decision

The constant change of the travel industry from mega-aircraft to small boutique hotels are directly engaged by demand of customer in the current market which is determined by the price sensitivity and other socio-demographic factors. Many researcher from different field including social psychology (Ajzen, 1991; Armitage and Conner, 2001), festival and event (Horng et al., 2013; Kim et al., 2011) and tourism (Hsu, 2012; Yamada and Fu, 2012) have extensively referenced and successfully used the Theory of Planned Behavior (TPB) to understand motivational influences on behavioral intentions and behaviors. According to Ajzen (1991), explaining human behavior in all its complexity is a difficult task. Ajzen (1991) specify that extent to which individuals view a particular behavior positively (attitude), think significant others want them to engage in the behavior of (perceived behavioral control), serves as direct antecedents of the strength of their intention to carry out the behavior (Ajzen, 1991).

## 3 METHODOLOGY

The main objective in this research is to identify the push and pull factor that can motivate consumer to visit boutique hotel and towards the purchase decision of consumer to stay at boutique hotel. This is a quantitative research design with a questionnaire as instrumentation. This research had focused on guest who stayed at the boutique hotels Melaka which are Jonker Boutique Hotel, Ginger flower Boutique Hotel, JW Boutique Hotel and Venus Boutique Hotel which registered under Malaysia Association of Hotel (MAH). 400 questionnaire have been distributed but only 116 were valid questionnaire to use for the analysis. Therefore, the response rate was 30.2 %.

This research used close ended self - administered questionnaire for the actual study and online survey questionnaire for the pilot study. Data gathered from the questionnaire was possess and analyzed using the Statistical Package for the Social Sciences (SPSS). A descriptive analysis was used including means, standard deviation, frequencies and percentage and describe the data distribution. Cronbach Alpha was run to test the reliability of the instrument. The regression have been used to analyze the most agreeable factor of push and pull motivation factor that are lead to the purchase decision to stay in boutique hotel among tourists.

## 4 RESULTS

The result revealed that the majority of the respondent were female which is 77 (66.4%) and male indicated 39 (33.6%), the highest frequency of age 18-25 years old is 41 respondent (35.3%) and age 56-65 is the least which is 5 (4.3%). The highest frequency for education level is college degree which is 68 (58.6%) and lowest is master degree 17 (14.7%), income under RM 2,000 is 47 (40.5%) is the highest and lowest frequency is tied between RM 6,500- RM 8,000 and RM 8,000- RM 9,000 which both have 3 (2.6%) and majority of occupation sector is student which is 41 (35.5%) ad least is retired 3 (2.6%).

Questionnaire were using items adapted from Tao Wang, Yi Luo and Liang Rebecca Tang (2015), Yoon and Uysal (2003), and Mandy Agget (2007), the reliability analysis is conducted. The reliability analysis showed that the instrument used was found reliable based on the Cronbach alpha. The reliability scores ranging from 0.522 to 0.899. As a whole instrument in questionnaire, the reliability scores based on standardized item is 0.920, n=41.

Table 2: Push and pull factors that motivate the consumers to stay in boutique hotels.

Push Factors	
Attributes	Mean
Uniqueness Seeking	18.00
Interpersonal Experience, Novelty	9.80
Social Networking, Social Interaction, Knowledge/ Education, Exciting	18.67
Achievement, Recognition and Prestige	9.12
Relaxation, Escape, Away from home, And Seeing	13.90
Safety/ Fun (IV)	6.12
Pull Factors	
Site Value, Interesting town and village	0.847
Decoration and Theme	0.861
Exotic Atmosphere	0.720
Different Culture, Arts and Crafts	0.877
Nightlife, Entertainment, Shopping Opportunities	0.637

A multi regression was built to determine the influences factor between push and pull factor (independent variables) and consumer purchase decision (dependent variables). The model was significant [F (2,113) = 2.828, p > 0.10] with the predictors explaining 4.8% of the variation between push and pull factor that influenced on consumers purchase decision to stay in boutique hotel in Melaka, Malaysia. Thus, in terms of the agreement ranks, push factor (β = .14, p > 0.10) made most contribution to the model compared to other attributes.

The push and pull factor made statistically contribution to consumer purchase decision to stay at the boutique hotel with push factor (β = .14, p > .10) and pull factor (β = .10, p > .10). From this result, there are possibilities that the push factor (uniqueness seeking, interpersonal experiences/novelty, social networking, social interaction, knowledge/education, exciting, achievement, recognition and prestige, relaxation, escape, away from home and seeing, safety and fun) play important role to influenced consumer on purchase decision to stay at boutique hotel. The volume of push factor possesses stronger impact on

the consumer purchase decision. Below are Anova table that explain the result:

Table 3: Table ANOVA.

Model	Df	F	Sig.
Regression	2	2.828	0.063
Residual	113		9.80
Total	115		18.67

Note:

<sup>a</sup> Dependent variable: Purchase decision

<sup>b</sup> Predictors (constant): Push and pull motivation

Table 4: The influenced of push and pull factor of consumer purchase decision to stay in boutique hotel Melaka, Malaysia.

	B	SE B	β
(Constant)	2.94	0.53	0.00
Push	.17	.14	.14
Pull	.13	.14	.10

Note: R<sup>2</sup> = .048, \*p < .10

## 5 CONCLUSION AND DISCUSSION

Based on the result, it is revealed that push factor possesses stronger impact on the consumer purchase decision rather than pull factor. This is due to the three elements in the push factor which is uniqueness seeking, interpersonal experience and social networking compared only two elements in pull factor which is site value and decoration and theme that can satisfy several levels of human needs (Maslow, 1943). According to Tao Wang, Yi Luo and Liang Rebecca Tang (2015), uniqueness seeking and decoration and theme are used to satisfy the esteems need while interpersonal experience and social networking show that consumers have the belongings needs. Consumer purchase decision have been made when consumers satisfy their lower level of needs (psychological need and safety), they will further pursue to the higher level of needs (belonging, esteem, and self-actualization) according to the hierarchy of needs in Maslow (1943). This shows it related between the need of human in life with the push factor that will contributed to the consumer purchase decision to stay at boutique hotel. Social networking are consistent with previous studies (Bogari, Crowther and Marr, 2003). Exciting



attributes also consistent with the finding of previous studies which suggested exciting is one of the traditional motivational factors of the tourism experience (Loker and Perdue, 1992; Kozak, 2002).

For the future research, it is recommended for the researcher to focus on the other types of hotels or maybe other topic on boutique hotels. In addition, other scholars might consider using additional push and pull items for analysis. The researcher could employ other theories or framework rather than using push and pull theory as the foundation of testing consumer motivations, which may provide different implications.

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