Dear Sir/ Madam,

I am a student of University Malaya currently undertaking a research project. The topic of my research is the Mediating Influence of Customer Choice on the Relationship between Service Innovation and Customer Value in the Malaysian Hospitality Industry. The research enquires information from customers who have stayed in hotels regarding their reasons of choice, the factors that affect their choice and their satisfaction. You are invited to participate in this study. The questionnaire will take approximately 10 minutes to complete. All information obtained will be kept strictly private and confidential. The results will be presented in aggregate forms and no individual identity will be revealed.

Thank you for your time and cooperation in making this study a success. Kindly return the questionnaire before 31 March 2009

Yours sincerely

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The following questions are intended to evaluate your opinion based on the experiences you have had during your stay at hotels. Kindly read the instructions given and answer the questions accordingly.

What is your usual purpose of stay in a hotel? *(you may tick more than 1)*

- [ ] Holiday with family/friends
- [ ] Visiting family/friends
- [ ] Attending meetings
- [ ] Incentive visits
- [ ] Attending conferences
- [ ] Attending exhibitions
- [ ] Attending trainings
- [ ] Business trips
- [ ] Others ____________________

**Part 1**
Using the scale given below, please indicate how important are the following criteria for you in choosing a hotel to stay.

<table>
<thead>
<tr>
<th>1=not important at all, 2=not important, 3=neutral</th>
<th>4=important</th>
<th>5=very important</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel Type</strong></td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>1. A unique hotel experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. A boutique type hotel</td>
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<td></td>
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<tr>
<td>3. A small hotel (less than 100 rooms)</td>
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<td></td>
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<tr>
<td>4. An eco-friendly hotel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. A hotel with is surrounded by greeneries</td>
<td></td>
<td></td>
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<tr>
<td>6. A hotel which promotes healthy lifestyle and living</td>
<td></td>
<td></td>
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<tr>
<td>7. A hotel with a clear branding image (e.g. facilities offered, services standard)</td>
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<tr>
<td>8. An international franchised hotel with a recognizable name</td>
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<td></td>
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<tr>
<td>9. A Theme Park based hotel</td>
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<td></td>
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<tr>
<td>10. A thematic hotel which changes with different seasons.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Information Technology</strong></th>
<th>1 2 3 4 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A hotel with high information technology implementation and facilities.</td>
<td></td>
</tr>
<tr>
<td>2. A hotel with online reservation system and room confirmation.</td>
<td></td>
</tr>
<tr>
<td>3. A hotel with excellent internet access at various locations (e.g. restaurant, lobby, pool side, etc)</td>
<td></td>
</tr>
<tr>
<td>4. A hotel with new technology wake up system</td>
<td></td>
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<tr>
<td>5. A hotel with a password electronic door lock system</td>
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</tr>
<tr>
<td>6. A hotel with electronic save</td>
<td></td>
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<tr>
<td>7. A hotel with voice mail service in the room.</td>
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<tr>
<td>8. A hotel with in room personal computer and modems.</td>
<td></td>
</tr>
</tbody>
</table>
9. A hotel with multiple phone lines and in room fax facility.

<table>
<thead>
<tr>
<th>Customization of Service</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>
1. A hotel with flexible check in/out times.
2. A hotel which allows me to personalize my room deco.
3. A hotel which has child care options available e.g. fee based nanny or kids club
4. A hotel with DVD player in the room.
5. A hotel which provides kitchen facilities at request.
6. A hotel which allows small pets in rooms
7. A hotel which has in room library
8. A hotel which keeps my profile and provides customization to my needs.

**Part 2**

Please rate the following items based on their important contribution to your decision to stay in a hotel using the scale given below

1=not important at all, 2=not important, 3=neutral 4=important 5=very important

<table>
<thead>
<tr>
<th>Customer Choice</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>
1. The reputation of a hotel
2. The physical facilities available in the hotel
3. The interior design of the hotel
4. The quality of goods and services provided in the hotel
5. The excellent delivery of the promised service
6. The excellent complaint handling service
7. The availability of strategic alliance privilege
8. The courtesy of employees
9. The availability of rewards from customer loyalty programs
10. The availability of business discounts
11. Membership card recognition e.g. Timesharing or Club Membership
Part 3
Please rate the following items based on your intention to return and recommend to others the hotel you occupied.

1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree

<table>
<thead>
<tr>
<th>Customer Value</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I will return to a hotel because of the type of the hotel.</td>
<td></td>
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<tr>
<td>2. I will return to a hotel because of its up-to-date e-commerce system.</td>
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<tr>
<td>3. I will return to a hotel which provides customization of its services.</td>
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<tr>
<td>4. I will recommend a hotel to my family and friends based on the hotel type.</td>
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<tr>
<td>5. I will recommend a hotel to my family and friends because of its up-to-date e-commerce system.</td>
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</tr>
<tr>
<td>6. I will recommend a hotel to my family and friends because it provides services customization.</td>
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<td></td>
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<td></td>
</tr>
</tbody>
</table>

General Information

1. Gender
   - [ ] Male
   - [ ] Female

2. Age
   - [ ] Below 20 years
   - [ ] 21 to 30 years
   - [ ] 31 to 40 years
   - [ ] More than 61 years

3. Marital Status
   - [ ] Single
   - [ ] Married without child
   - [ ] Married with 1 child
   - [ ] Divorced with child
   - [ ] Divorced without child

4. Level of Education
   - [ ] High School
   - [ ] Undergraduate
   - [ ] Post Graduate

5. Occupation
   - [ ] Student
   - [ ] Professional
   - [ ] Management
   - [ ] Self Employed
   - [ ] Clerical
   - [ ] Retired
   - [ ] Home Maker
   - [ ] Executive
   - [ ] Others ____________________

THANK YOU