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Guest's Behavioral Intention based on its Experiential Value: Malaysian Perspective

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Abstract

The aim of this research is to study the relationship between perceived efficiency and perceived service excellent toward behavioral intention among hotel's guests in Malaysia. There were 80 hotel guests who participated in this study. The quantitative analysis was carried out to achieve the objectives of the survey. The results of the study found that personal interaction has a positive significant effect on behavioral intention. Conversely, perceived service excellent does not have relationship with behavioral intention. Further, there is a gap in the past; the researchers indicated that there is still a lack of empirical research that examines this experiential value and behavioral intention in the context of hotel sectors in Asia that is unclear in most researchers. Therefore, it is suggested to conduct future research on the same subject to overcome these limitations. Future studies could also consider how people with different characteristics have experimental value and effect on their behavioral intention to consume it.

Keywords: Guests' Behavioral Intention; Experiential Value; Malaysia

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Introduction

This study begins by providing a background of study research that is relationship between service providers and the guest's experiential value that influenced behavioral intention in Malaysian hotels. Barlow and Maul (2000) have mentioned that tourism is known as a service industry, or leisure industry or industry of experience. The hotels are the main elements of the tourism industry and offer the hotel product, which consists of its location, climate, decoration, courtesy of the staff and various services for the customers who make them feel like "guests" and enjoy a pleasant leisure experience.

Stamboulis and Skayannis (2003) indicated that tourism was also mainly interested in the tourist experience of visiting, seeing, learning, having fun and living in a different way of life. In this sense, all that tourists travel through in a destination can be an experience, behavioral or perceptive, cognitive or emotional, expressed or implied.

According to Hyde & Harman, (2011) travelers dream of a unique holiday that would be remembered and worthy of being shared with others.

As studied by Aksu et al. (2010), this states that tourists should have unique, memorable, attractive and personal experiences in the hotel, its surroundings and other organizations representing the tourism system. Gilmore and Pine, (2002); Yuan and Wu, (2008) in their study revealed that tourism and hospitality were seen as most experience-based services. The services are not sufficient to differentiate your offers; It is necessary to provide memorable experiences to hotel guests from Gilmore and Pine, (2002).

Despite this growth, it is important by service providers and client's experiential value in the hospitality and tourism sector, literature does not find much in the research related to the experiential value of customers in this sector. Furthermore, due to globalization, there has been rapid growth in the hospitality sector, which also requires research in this area. Therefore, this study focuses on understanding the relationship between service providers and guest's experiential value resulting in behavioral intention toward hotels in Malaysia.

The researcher has adopted the experience value model by Mathwick et al. (2001) to predict the key results of customer behavioral intentions that are perceived efficiency and perceived service excellent to provide a better understanding of the client's experiential value and service provider which is personal interaction. This theoretical have two models, personal interaction encounters and physical environment encounters were under service encounters. While perceived efficiency, perceived service excellent, perceived aesthetics, and perceived playfulness are under experiential value. However, theoretical framework is divided into two which are the researcher only studied on personal interaction encounter under service encounter, and perceived efficiency and perceived service excellent under the experiential value by Mathwick et.al (2001).

The hospitality industry is a broad category of sectors within the service sector that includes accommodation, event planning, theme parks, transportation, cruise lines and other fields in the tourism sector. Currently, tourism will stand out among the fastest rate of development of commercial enterprises in the benefits segment and the second biggest gross domestic (GOP) that contribute and helps industry of Malaysia. Tourist accommodation or an occasional settlement will be a type of request as a type of residential accommodation. People who go to hotels more than a day have convincing to sleep, rest, eat, protect, shelter from cold temperatures or rainy reasons, and enter the normal family unit.

Furthermore, Singh et al. (1989) claimed that the improvement in the tourism sector contributed positively to the growth of remediation activities from other subsectors, including hospitality, travel and tourism, retail and restaurants, and additional transportation. The tourism industry also ranked second in Hong Kong, Malaysia and the Philippines, followed by the third respectively from Singapore and Indonesia.

Idris Jala, (2016) indicated that, as part of the growth plan in Malaysia to obtain a high level of income, tourism was selected as one of the National Key Economic Areas (NKEA) under Transformation Program (NTP) in 2010. It was expected that it would be a quick victory in terms of attracting tourism spending.

As stated by Tourism Malaysia, (2010) growth in travel and tourism in Malaysia contributed RM65.3 billion in revenue and 7% of GDP in Malaysia in 2012 and continues to show an upward trend. It is expected that the amount contributed to GDP will increase by 5.5% a year, to reach RM113.3 billion by 2023 and become a promising national tourism agenda in the coming years. According to statistics from the Malaysian

Immigration Department, it was shown that there were 24.6 million tourists from all over the world who visited Malaysia in 2010.

However, tourism is one of the fastest growing sectors in the services sector and the second largest gross domestic product (GDP) contributing to the Malaysian industry. This sector has achieved favorable results, as shown by the growth of tourist arrivals and tourist incomes. For example, in 1974, Malaysia attracted only 1.2 million international tourist arrivals. However, in 2007, the Malaysian tourism promotion board said that this figure increased to 20.9 million. Revenue generated by foreigners' arrivals increased from RM 0.35 billion to RM46.07 billion for the same period. This sector is expanding at an incredible rate.

Meanwhile, in 2015, tourism was the second largest private investment taxpayer to RM 24.5 billion and the third largest contributor to RNB to RM67.1 billion. This year, Malaysia aims to attract 30.5 million tourists on our coasts of 25.7 million, contributing to a turnover of RM103 billion RM69.1 billion. As eloquently stated by Norsiah Kadir and Mohd Zaini Abd Karim (2012), today it has become one of the most dynamic economic sectors of the world economy. The tourism industry can be substantially measured through research reports and statistical data produced by various organizations linked to tourism and the economic sector such as the United Nations World Tourism Organization (UNWTO), the World Tourism and Travel Council (WTTC). The organization of economic cooperation and development (OECD) and satellite tourism account (TSA), which is a basic economic tool for measuring tourism industries in the economy.

Interestingly, the best ten markets for vacationer age in Malaysia in 2016 were Singapore (13.3 million), Indonesia (3.1 million), China (2.1), Thailand (1.8 million), Brunei (1, 4 million), India (0.64 million), South Korea (0.44). million), the Philippines (0.42 million), Japan (0.41 million) and the United Kingdom (0.40 million) demonstrated by Tourism Malaysia (2016). The ASEAN district has remained the biggest supporter of traveller entries with a 75.8% offer of aggregate landings. Thailand recorded the most astounding development of 32.5%, trailed by Laos (+ 27%), Brunei (+ 22.7%), Indonesia (+ 9.4%) and Singapore (+ 2.6%). Midway markets added to 18.5% of Malaysia's aggregate entries. The business sectors that recorded positive development were China (+ 26.7%), Saudi Arabia (+ 24.2%), Iraq (+ 12.1%), Taiwan (+ 6.2%) and South Korea (+ 5.5%).

Tourism Malaysia (2016) expressed that traveller landings from long-haul markets achieved 5.8% of the aggregate offer of entries in Malaysia. Malaysia's most grounded vacationer execution in 2016 is ascribed to enhanced openness of flights and travel help, and to the conversion standard. In this year, Tourism Malaysia (2018) announced that the visitor destinations of Malaysia in 2017 of traveller entries are 31.8 million and the tourist receipts are RM118 billion. Thusly, the vision of tourism in Malaysia in 2020 is that it can reach 36 million sightseers and achieve the RM168 billions of vacationer income. Nonetheless, tourism and friendliness administrations can be viewed as a decent space for examining encounters, since tourism is in a general sense a human ordeal of Gunn, (1988). Hyde and Harman, (2011) specified that voyagers longed for a one of a kind occasion that would be recalled and deserving of being imparted to others.

As a result, the motivation behind this study is to fill the gaps and hole in the importance of the service providers and experiential guests that will influence behavioral intention in the hotel and facilitating industry. It has the accompanying goals: to study the relationship between personal interaction encounter and perceived efficiency, to study the relationship between personal interaction and perceived service excellent, to study the

relationship between perceived efficiency and behavioral intention, and to study the relationship between perceived service excellent and behavioral intention.

Problem Statement

The postmodern tourism industry, the value that tourists receive can be maximized by offering as many personal and memorable experiences as possible. Cohen, (1972); Uriely, (2005) stated that, after all, tourists travel to experience something new, different and new. Tourists want to compensate for their boring lives through exposure to others and participation with adventurers, foreigners, ancient or spectacular. Tourist facilities should be able to offer such experiences. Therefore, Sternberg (1997) indicated that the central product of tourism activity is the creation of experiences by the service provider and examining the guest's experiential value in tourism is an important issue of practical importance.

Despite extensive research into the experiential value and its consequences in the West, there is still a lack of empirical research examining these variables in the context of Asia's hotel sectors such as Malaysia. Binkhorst and Dekker (2009); Ritchie and Hudson (2009) have argued that, according to the literature, there is not much research related to the client's experiential value and behavior intention in this area, especially in Asia's hotel in the universities. To bridge the gap, this study aims to examine the relationship between service provider and client's experiential value in the hospitality industry of Malaysia, particularly in the Universiti Teknologi Mara (UiTM) Puncak Alam, which resulting behavioral intentions.

Therefore, this study will provide important contributions to the marketing literature of hotel services using the model of typology experiential value by Mathwick et.al (2001). The elements of the value chain proposed in this study can guide service companies to provide better service to customers and increase their experiential value created through the personal interaction encounter of the various activities offered in this research. This study suggests that the client's experiential value is related to the intentions of consumer behavior. The structure of this document is organized as follows: after having explored the concepts of the service encounter, followed by the client's experiential value, and behavioral intentions. The study proposes hypotheses on the service encounter, client's experiential value, and in turn, the intentions of the client's behaviour.

Therefore, a great deal of efforts has been made on the discussion of experiential value. What seems to be lacking, however, is only a little attention have so far been made at the examination of the relationships between the strategies of experiential value and consumers' behavior intention. The primary objective of this study was to propose understanding theories of and conceptual relationships among the constructs of the service provider, customer experiential value, and subsequently drive guest behavior intention.

However, Scott W. Kelley (2007) had mentioned that the problem of perceived efficiency of services is a vital concern to service marketers. Yet, today many service organization in any sectors are making the same potentially fatal error. The efficient of service process will be essential because it leads to utilization of resources to their greatest advantage and minimizes associated costs. Unfortunately, the characteristic of services by many sectors especially in hotel sectors make efficient difficult.

Literature Review

This is the model to access the client's experiential value in almost the service sectors. This model is based on the evaluation by the client's experiential value in the hotel sectors specifically in Universiti Teknologi Mara (UiTM). Table 1 shows the 'Theory of Experimental Value' by Mathwick et al., Malhotra and Rigdonn (2001) and also known as The Experimental Value Scale Theory (EVS). This theoretical model are have four (4) variables of experiential value which are perceived efficiency value, perceived service excellent, perceived aesthetics, and perceived playfulness. But the researcher were divided into two (2) and only studied on perceived efficiency and perceived service excellent under experiential value.

Consumers today are seeking value, choice, and great customer experience. Current literature highlights the critical role of service experience and propose any sectors of facilities must encourage greater customer participation in the hotel service experience by (Baron et al., 2000; Mathwick et al., 2001). Market trends also show that the role of customer experiential value has attracted increasing attention among hosting professionals. Holbrook (1994) extended the traditional conceptualization of experiential value to incorporate three spheres: (1) extrinsic value with respect to intrinsic value; (2) active value with respect to reagent; and (3) self-value versus other oriented.

It suggests that a landscape of value has been divided into four quadrants framed by sources of intrinsic or extrinsic value in one axis and active or reactive value in the other. Based on Mathwick et al. (2001), researcher labelled these four quadrants as follows:

- (1) Perceived efficiency value, or return on consumer investment (CROI) (active-extrinsic);
- (2) Perceived service excellence (reactive-extrinsic);
- (3) Perceived aesthetic value (reactive-intrinsic); and
- (4) Playfulness perception (intrinsic active).

The researcher only took two (2) among the four (4) of experiential value (i.e. perceived efficiency value and perceived service excellent). Perceived efficiency was classifies under active-extrinsic, while perceived service excellent was under reactive-extrinsic. An experiential value scale (EVS) was devised by Mathwick et al. (2001) for measuring these four sub-dimensions of the customer experiential value. One main contribution of the present study is to link service encounters with the experiential value theory that led to behavioural intention. Specifically, researchers are argues that hotel guest responses toward the service encounter (i.e. personal interaction encounter) are reflected by two dimensions of experiential value: perceived efficiency and perceived service excellent.

Service Encounter

Service encounters and customer experiential value have been researched separately in a number of studies, the two have not been examined simultaneously in a hotels context. Scholars in service encounters have often focused on personal interaction because making service encounters more enjoyable can "reduce the perceived risk associated with purchasing a service and improve the buying experience" (Julian and Ramaseshan, 1994, p. 30).

The influence of the service encounters can be broken down into two main components: personal interactions with the service provider and the physical environment of the hotel sectors (Bitner, 1990; Harris et al., 2003). Personal interaction encounters are

viewed as a period of time during which a consumer interacts with service personnel (Bitner, 1990). The quality of personal interaction encounters can be assessed based on the service provider's competence, listening skills, and level of dedications (Chandon et al., 1997). Coye (2004) also found that a service provider's behavior at the point of delivery may influence consumer expectations toward the service offering.

Meanwhile, physical environment encounters are defined as a period of time during which a consumer interacts with physical facilities and other tangible elements in the service environment (Bitner, 1990). Crane and Clarke (1988) noted that customers in four different service industries list the service environment – the location where service encounters occur – as a consideration in their evaluation of service quality. Additionally, Wakefield and Blodgett (1999, p. 51) suggested that “tangible physical environment plays an important role in generating excitement in leisure settings; excitement, in turn, plays a significant role in determining customer behavioral intentions and willingness to recommend. But, the investigation of service encounters in this study is only personal interaction encounters that may jointly influence client's experiential value toward behavioral intention by (Shostack, 1977; Booms and Bitner, 1982; Baker, 1987).

Personal Interaction Encounters

Personal interaction encounters are viewed as a period of time during which a customer interacts with service personnel by (Bitner, 1990). The quality of personal interaction encounters can be assessed based on the service provider's competence, listening skills, and level of dedications stated by Chandon et al., 1997). Coye (2004) also found that a service provider's behavior at the point of delivery may influence consumer expectations toward the service offering.

Experiential Value

As specified by Wu and Liang (2009), the estimation of experience is identified with feelings and collaborations with the item and administration that are exceptional and paramount instead of value-based in nature. As concentrated by Holbrook (1999), the incentive for the customer incorporates different components other than proficiency; These are greatness, status, regard, play, feel, morals and profound advantages

The perceptions of experimental values are based on interactions that involve direct use or distanced appreciation of goods and services. These interactions provide the basis for relativistic preferences held by individuals involved by Holbrook and Corfman (1985). It has been said that experiential value offers both extrinsic and intrinsic benefits Babin and Darden (1995); Batra and Ahtola (1991); Crowley, Spangenberg and Hughes (1992); Mano and Oliver (1993).

Mathwick et al. (2002) offered four measurements of experiential esteem, for example, benefit greatness, diversion, feel and productivity or the arrival of customer speculation. A few different investigations have inspected the estimation of experience and have discovered a constructive outcome of the customer's involvement on wanted customer practices (fulfillment, faithfulness and proposal) (eg, Bilgihan et al., 2013; Keng et al., 2007 , Mathwick et al., 2002, Reinus and Fredman, 2007, Shieh and Cheng, 2007).

As indicated by Pine and Gilmore (1999) encounters have a monetary esteem. LaSalle and Britton (2003) additionally expressed that the esteem removed as a matter of fact is the after effect of the cooperation between clients, items, administrations, brands and other invested individuals. Advertising messages that incorporate trial pieces of information are more compelling than kneads that convey simply useful hints (Schmitt,

1999). Prahalad and Ramasway (2004) likewise express that client esteem is center around the client encounter.

Blattberg (1998) noted that customers are the most important asset for companies, so companies should focus on long-term management of customer value and attract, develop and maintain relationships with their customers. When customers experience the services that businesses create for them, at the same time that customers interact with service providers, customers will perceive the values that businesses want to offer them. Understanding what factors create value for the customer is obviously an important concern in the marketing field. To maintain a competitive edge, Kotler & Armstrong (2000) must create a value for the special and innovative customer. Customers can get experiential value from different types of experiences. In comparison with the value for the client, the experiential value focuses on the value that customers maintain from these experiences.

Consequently, following the modules of the experiential esteem proposed by Mathwick et. al (2001), can be characterized as the utilitarian and libertine esteem apparent by customers through discernment, feeling, thought, acting and relationship. A tangible affair is outlined by the invigorating and charming discernments that are gotten by observing, tuning in, noticing, enjoying and touching. A felt understanding, made out of positive or negative feelings, can be refined and have purchasers drenched in a given circumstance. A keen affair can motivate buyers to think imaginatively and along these lines stir their creative ability. The apparent experiential esteem might be more suitable to perceive how intellectual and passionate instruments intervene between the outer incitement of a lodging and the behavioral expectation of customers.

Holbrook and Corfman (1985) have expressed that view of experiential esteem depend on communications including direct utilize or removed energy about merchandise and enterprises. These associations give the premise to the relativistic inclinations of the people included. As indicated by (Babin and Darden, 1995, Batra and Ahtola, 1991, Crowley, Spangenberg and Hughes, 1992, Mano and Oliver, 1993), it has been said that experiential esteem offers extraneous and inborn advantages.

Albert Graf, 2008 showed that the customer's experiential esteem can be seen from two perspectives. One from the side of the organization and the other is the client's point of view. Since this examination is considered with the customer, this will concentrate just on the client's point of view. On the customer's side, the experiential esteem is characterized as "Esteem created by the item or administration of an organization as a client encounter" by Albert Graf, (2008). In any case, Yuan and Wu (2008) said that clients characterize the experiential incentive from the diverse kinds of encounters that are acquired by meeting specialist organizations. A size of experiential esteems (EVS) or hypothesis of the typology of experiential esteem was contrived by Mathwick et al. (2001) to gauge these four sub-measurements of the customer's experiential esteem. An essential commitment of the present investigation is to connect the hypothesis of experiential incentive with behavioral expectation.

Efficiency value

Bonoma and Clark (1988) in their study revealed that the most popular measure of marketing performance is efficiency. Scott W. Kelley (2007) said that an efficient service leads to the use of resources to the maximum advantage and minimizes associated costs. For example, when the hotel sectors offer good service at an acceptable and worthy price, hotel guests can save more on their finances instead of going to another competitive hotel

that offers the same service but a different price which is more expensive for Naehyun (Paul) Jin; Nathaniel D. Line; Ben Goh (2013).

Ching-Jui Keng, Tseng-Lung Huang, Li-Jie Zheng, and Maxwell K. Hsu (2007) indicated that the efficiency value reflect the utilitarian aspects of staying at the hotel, and describe active investment in economic, temporal, behavioral, and psychological resources that may result in positive return. For example, consumer consider all of the related input resources, namely time spent queuing, energy spend on finding desired products, monetary cost of parking and transportation, and various others.

As indicated by Charla Mathwicka *, Naresh Malhotrab, Edward Rigdonc (2000), efficiency can make someone else's life easier because it can save more time, energy, effort, money and more because everything is already in a building. Also, when someone (hotel guest) visits the hotel, he knows more about managing and maximizing his time and adapts it to his schedule, which is when the client has the biggest advantage he can use in the hotel.

Considering that, according to Sabine Fließ, Michael Kleinaltenkamp, 1 (2004) stated that in order to make service processes efficient, customer participation is required: without the client, process efficiency can not be achieved. The fact that service efficiency depends on customer participation creates difficulties in managing service processes efficiently and effectively, as customer contributions can be influenced to a certain extent by the supplier.

Barros and Santos (2006) Barros, CAP and Santos, CA (2006) stated that they intend to implement efficiency improvements, improve the quality of hotel management practices, adjust prices according to market demands, ensure better workforce control and adopt procedures for benchmarking.

Research in Crete, Greece, has shown that hotels with national brands are more efficient, followed by local brands and independent hotels. While international brand hotels are the least efficient (Manasakis, Apostolakis and Datsaris, 2013). Therefore, the research was conducted due to filling the gaps in the efficiency level of hotels in Klang Valley, Malaysia.

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Service Excellent

Service excellent viewed by customer as part of the reactive side of the customer experience. Perceived service excellent value reflect the product and services performance and generalized consumer appreciation of a service provider who demonstrates his or her expertise and maintain reliable service performance stated by Ching-Jui Keng, Tseng-Lung Huang, Li-Jie Zheng, and Maxwell K. Hsu (2007). Holbrook (1994) suggested that consumer favour particular object or experiences owing to their ability to accomplish certain objectives or perform certain expected function. That is, perceived service excellent involves ensuring that product and service results in value-added services that exceed ordinary expectations. Therefore, Parasuraman et al. define service excellent as what a customer believes should be offered by service provider companies in a particular service sector and service perceptions such as the evaluation of the service offered by a particular company in that sector by Gaston LeBlanc, Nha Nguyen (1997).

As mentioned by Mathwick et al. (2001), the perceived service excellence value reflects service performance and the general appreciation of the consumer by a service provider who demonstrates their experience and maintains the consistency and reliable performance of the service. Current marketing literature highlights the importance of

service, suggesting that service providers should not only create a theater environment that offers fun, excitement and entertainment, but should also encourage customers to participate in the service experience that will bring them to an excellent service of Mathwick et al. (2001).

Keng, Huang, Zheng and Hsu (2007) indicated that service excellence reflects the degree to which services meet customer expectations. As stated by Kuo-Ming Lin Chair: Dr. Ric Esposito Daphne, Alabama June (2006) and Wakefield and Baker (1998) and Bitner (1990) Ching-Jui Keng; Tseng-Lung Huang; Li-Jie Zheng; Maxwell K. Hsu, excellent service can be seen through the hotel staff is very professional in explaining the facilities and operations for the customer who are experts in offering their service or merchandise.

Furthermore, Naehyun (Paul) Jin; Nathaniel D. Line; Ben Goh (2013) in their study reveal that the hotel staff is also willing to help the client as much as possible. So customers will experience an excellent quality of excellent service. Holbrook (1994) suggested that consumers prefer particular objects or experiences because of their ability to achieve certain goals or perform certain intended functions. In other words, the value of excellence implies that hotel results in value added services exceed ordinary expectations. The excellence of the service seen by the customer is considered part of the reactive side of the customer experience.

Matzler et al. (2006) indicated that hotel guests expect to receive a higher level of service when they pay more for this. Today, hotel guests choose a hotel that offers the best value based on existing budget constraints. This means that, prior to pricing, hotel managers must determine which products and services the hotel's guests prefer. Of this, the service can be more excellent because the hotel manager takes care of satisfying the needs and desires of the customers. Olsen and Connolly (2000) said that this should allow them to prioritize customer preferences that could add the most value to the hotel's existing service offering, which allows price justification.

Behavioral Intention

When the customer of hotels is perceived exciting, they may visit it more frequently and be less likely to visit other hotels stated by (Lumpkin et al., 1986). The concept of behavioral intention derives from the revisited intention. Baker & Crompton, (2000) stated that from the standpoint of leisure and recreation, the behavior intention is the intention of the hotel guests to revisit within a year and their willingness to stay in that hotel.

As mentioned by Chandon et al. (1997) and Ching-Jui Keng; Tseng-Lung Huang; Li-Jie Zheng; Maxwell K. Hsu. (2007), behavioral intention can be captured by the strong desire of visitors of hotel guests to return to the hotel in the future, which means that when the customer is satisfied and satisfied with the service provided by the hotel's facilities and staff, customers come back to visit the hotel again. According to Zeithaml, Berry and Parasuraman (1996), the consumer will purchase the service again. Han, Back and Barrett (2009) in their study revealed that behavioral intention is described as an established likelihood of revisiting the hotel either in the absence or in the presence of a positive attitude towards the service provider.

Faizan Ali (2015) stated that satisfied customers will tend to continue to visit and pass on positive comments about that hotel, will recommend it to their friends and will consider that hotel their first option in the future. Bigne, Sánchez and Sánchez, (2001) also argue that other factors involved in the assessment of behavioral intentions include a willingness to recommend others and positive word of mouth. Although, the intention of

behavior refers to the concept of repeated purchase. Cronin, Brady and Hult (2000) have mentioned that there is another dimension of behavioral intent that is word of mouth. Oliver (1997) also defines behavioral intention as intentions of repurchase and word of mouth as "a declared probability of participating in a behavior" (p.28).

As indicated by the experimental research led by Juaneda (1996), when inn visitors had positive sentiments about their occasions, they are probably going to expand their odds of attempting once more. Iglesias and Guillén (2004) demonstrated that experiential esteem positively affects behavioral purpose and decides if purchasers will visit again in a similar inn or not. Shoemaker and Lewis (1999) uncovered that keeping up existing clients for the most part has a much lower related cost than new clients. Current clients will probably prescribe companions, relatives, or other potential clients to an item or administration that goes about as a verbal informal. Ali et al., (2014); Inkabaran, Jackson and Chhetri, (2004) asserted that inns have turned out to be one of the predominant portions of the demonstrated tourism industry and concentrate fundamentally on clients and looking for better experiential esteem apparent by clients than guarantee consumer loyalty and expectations of ideal conduct built up by Hu, Kandampully and Juwaheer, (2009).

Zeithaml, Berry and Parasuraman (1996, p.33) state that behavioral intentions "... indicate if customers will continue in the company or not". These behavioral intentions are favorable or unfavorable. The favorite includes positive word of mouth plus expenses with the service provider, paying a premium price and remaining loyal. The unfavorable includes the abandonment of the service provider, a negative word of mouth, less expenses with the company and / or the adoption of legal measures established by Ali & Amin, (2014); Ladhari, (2009).

Likewise, Oliver (1997, p.28) described behavioral intentions as "a declared probability of participating in behavior". In this context, Jani and Han, (2011) have indicated that behavioral intentions are considered to include revisit intention and words accordingly, Han & Kim (2009) have indicated that previous customer experiences with a product or service result in a training of an attitude towards the supplier that is closely associated with the consumer's intentions to reacquire and recommend. Ali & Amin, (2014) stated in their study that many academics have stressed the importance of incorporating consumer behavior intent because they are predictors of consumers' real behavior.

On the other hand, Han and Ryu (2009) also studied the behavior of guests in the hospitality industry and stated that visitors' intentions to review are a positive function of satisfaction. In the hospitality industry, Kao, Huang and Wu (2008) have postulated that improving customer satisfaction is essential to increase review and recommendation intentions. UNWTO (2014) has stated that the importance of hotels in tourism and hospitality has been constant. However, Ali and Amin (2014) have indicated that it is surprising.

The concept of behavioral intention derives from the intention to revise. Oliver (1997) defines the intention of behavior as the repurchase and the intentions of word of mouth. Baker & Crompton, (2000) stated that from the point of view of leisure and recreation, the intention of the behavior is the intention of visitors (hotel guests) to visit again in a year and their willingness to traveling often and staying in that hotel Bigne, Sánchez and Sánchez, (2001) indicated that other factors involved in the assessment of behavioral intentions include a willingness to recommend others and positive word of mouth.

Ajzen (1991) has stated that it is assumed that the behavioral intentions of the individual, in psychology, capture the motivational factors that influence a particular behavior, so they are indications of how much effort the individual is planning to exercise and how much he is willing to try, to perform the behavior. Heider, (1944); Milier, (1956); Anderson, (1974); Godin and Shephard, (1987); Wu and Wang, (2005) point out that many authors point out that the intention of the individual's behavior is the result of their set of beliefs.

As stated by Ajzen (1991), as a general rule, the more favorable are the convictions with respect to behavior, the stronger the intention of the individual to perform that behavior indicated as behavioral intention. Therefore, the individual forms beliefs about an object by associating it with certain attributes and, finally, is related to the particular behavioral intention. It is these extraordinary beliefs that are considered the prevailing determinants of an individual's behavioral intentions and their subsequent actions (Wang and Sun, 2010). Accordingly, the following hypotheses were proposed:

H1: Personal interaction encounter has a significant relationship with behavior intention

H2: Efficiency value has a significant relationship with behavior intention

H3: Personal service excellent has a significant relationship with behavior intention

Methodology

This study was conducted by using correlational research technique which describes the relationship among variables (Salkind, 2009). This research is designed to investigate the relationship between Experiential Values namely personal interaction encounters, efficiency value and perceived service excellent and behavior intention among hotel's guests. The sample was drawn from the hotel's guests in Klang Valley, Malaysia. From the accessible of 182 samples, only 123 participated in this study using convenient sampling technique. This technique is used as it provides fast, inexpensive and easier for researcher to obtain the data. The required data for this study were collected by using survey instrument which consists of a set of structured questions on personal interaction encounters, efficiency value and perceived service excellent and behavior intention. These data were coded and analyzed using SPSS Version 20.0.

Data was collected from hotel guest that visit a hotel through self-administered questionnaires which filled out by the respondent rather than interviewer. This type of method are printed on paper and distributed via e-mail or on the Internet. The information that is needed to be obtained in this research is personal interaction encounter, efficiency value, and perceived service excellent that can influence the consumer behavioral intention. A structured questionnaire, with a five point-Likert scale is used to gather respondents' feedback, closed-ended questions, and demographic profile questions. The Likert scale used in this research will include four response categories which are personal interaction encounter, efficiency value, and perceived service excellent as well as behavioral intention towards hotels guests that ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Demographic Profile of Respondents

Table 1. Respondent's Profile.

		Frequency	Percentage
Gender	Male	37	30.0
	Female	86	70.0
Occupation	Private	95	77.5
	Government	28	22.5
Age	<34 years old	103	83.7
	>33 years old	20	16.4
Education level	SPM/A-level	6	5.0
	Diploma	31	25.0
	Bachelor Degree	75	61.3
	Postgraduate	11	8.8

The above table shows that the data for the study were collected from 123 sets of questionnaire which responded by 86 female and remaining 37 were answered by male. The majority of the respondents are working with private sector which comprise of 77.5 percent out of total sample. For the age distribution of the respondents, most of them aged more than 33 years old which indicates 83.7 percent while remaining 16.4 percent was below 34 years old. Besides, for the educational level, majority of the respondents are graduated with bachelor degree which comprise 61.3percent.

Reliability Analysis

The reliability analysis facilitates the goodness of a measure for each variable by computing the Cronbach's alpha score. Based on the table 2, the Cronbach's alphas for all the variables are in the range of 0.801 to 0.934 which indicates that the items measured were well understood by the targeted respondents. In addition, results of correlation analysis have shown that all variables are good and correlated with each other. Hence, it has been proven that the measures used for this study are highly reliable and ready for further analyses.

Table 2. The results of a reliability analysis for Experiential Value Dimensions and Behavior Intention

Variables	No. of Items	Cronbach's Alpha	Indicator
Behavior Intention	5	0.885	Good
Personal Interaction Encounters	5	0.907	Excellent
Efficiency Value	5	0.801	Good
Perceived Service Excellent	5	0.934	Excellent

Findings and Discussion

The hypotheses designed in this study are tested by examining the influence of the elements of Experiential Values namely personal interaction encounters, efficiency value and perceived service excellent towards behavior intention among hotel's guests. The multiple regression result indicates that a strong relationship existed among some variables as hypothesized. The results of the regression analyses have shown that there was no serious violation of the assumption of independent observations which stipulated no

multicollienarity issue. Besides, R value pointed out that some strong association between the independent variables and dependent variables existed.

Multiple Regression Analysis for Independent Variables and Dependent Variable

The purpose of this paper is to investigate the relationship between Experiential Values namely personal interaction encounters, efficiency value and perceived service excellent towards behavior intention among hotel’s guests. The specific results are shown in table 3.

Table 3. The Regression Coefficients for Experiential Value Dimensions and Behavior Intention

Variables	Standardized Beta
Personal Interaction Encounters	.653**
Efficiency Value	.061
Personal service excellent	.013
R ²	.501
F Value	25.441
Significance F Value	.000

The result on table 3 above shown that only one variable of Experiential Value namely personal interaction encounters showed significant relationship with behavior intention with the values of ($\beta= 0.653, p<0.05$) which indicates that this variable significantly influence the behavior intention among hotel’s guests. Conversely, efficiency value and personal service excellent showed non-significant values of ($\beta=0.061, p>0.05$) and ($\beta=0.013, p>0.05$) respectively which connoted that those variables seems do not influence the behavior intention among hotel’s guests in Selangor, Malaysia.

Table 4 summarize the result of hypothesis testing in the study.

Table 4. The Result of Hypothesis Testing

H	Relationship	Beta Value	p-value	Decision
H1	Personal Interaction Encounters => Behavior Intention	0.653	<0.05	Supported
H2	Efficiency Value => Behavior Intention	0.061	>0.05	Not Supported
H3	Perceived Service Excellent => Behavior Intention	0.013	>0.05	Not Supported

This finding supported by Culnan (1999) which stated that privacy and security are the key evaluative criteria to satisfy the users in online services. Besides, security involves protecting users from the risk of fraud and financial loss from the use of their credit card or other financial information. Moreover, security risk perceptions have been shown to have a strong impact on attitude toward the use of online financial services (Montoya-Weiss et. al., 2000).

Besides, Lai (2004) supported that empathy is the vital factor related to customer satisfaction which if the bank provider provide special attention to their customers, the level of the customer satisfaction will be increased (Beatty, Mayer, Coleman, Reynolds & Lee, 1996). Furthermore, in the virtual environment of service, empathy seems significant in customer’s perception towards service quality as the users do not interact the service provider physically.

Conclusion

The main objective of this research is to study the relationship between personal interaction encounter toward perceived efficiency value, to study the relationship between personal interaction encounter toward perceived service excellent, to study the relationship between perceived efficiency toward behavioral intention, and to study the relationship between perceived service excellent toward behavioral intention.

For this reason, 80 questionnaires were distributed to respondents who stayed at the UiTM hotel of Puncak Alam, Selangor. The correct method of analysis was achieved to achieve the objectives of the survey. There were two phases of analysis in this survey. The first phases of analysis concerned the reliability test. While the second phase of the analysis is the multiple regression analysis. Three research objectives have been achieved. It was found that personal interaction have a positive relationship in behavioral intention. It also has a significant effect on behavioral intention. While, efficient value and perceived service excellent has no positive relationship with behavioral intentions. These show that studies conducted on the factors leading to behavioral intentions focused primarily on the variables that influenced the hotel guest.

However, there is a gap in the past, the researchers indicated that there is still a lack of empirical research that examines this experiential value and behavioral intention in the context of hotel sectors in Asia that is unclear in most researchers. Therefore, this research was carried out to close the gap in answering research questions. It is knowledge that can be used for future research. The differences between past and current research are also discovered. Current research focuses more on the value of the customer experience and behavioral intentions in the UiTM hotel of Puncak Alam, Selangor. Binkhorst and Dekker (2009); Ritchie and Hudson (2009) have argued that, according to the literature, there is not much research related to the client's experiential value and the intention of behavior in this area, especially in Asia. Apart from this, the current research is made specifically for hotel guests who visit and stay in hotels in Selangor. Unlike previous researchers, who for the most part did research, not in Malaysia but in western countries.

Furthermore, the current study has contributed to theoretical and practical involvement. For the theoretical implications, this study has provided a contribution that can be used for future research showing that personal interaction encounter, perceived efficient value, and perceived service excellent are related to behavioral intention. In addition to practical implications, it is the reality that would occur if certain conditions were met. Practical means actual results, while implication is the rational connection between a condition and its result. In addition to the implications of the study, current research also had its limit which is data coverage is only from a hotel guest in Selangor. Journal and resources related to previous researchers are also limited.

Therefore, it is suggested to conduct future research on the same subject to overcome these limitations. Future research should examine the proposed reports in other types of hotels, industries and countries with a larger sample. Future studies could also consider how people with different characteristics have experimental value and effect on their behavioral intention to consume it. In summary, future research should also be conducted in others scope of hotels such other states of Malaysia. So that a complete conclusion on dependent variables (behavioral intentions) and independent variables (personal interaction encounter, perceived efficiency value, and perceived service excellent) in the Malaysia hotels can be done effectively in the future.

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