

ANTECEDENTS OF SWITCHING BEHAVIOR IN HOTEL INDUSTRY

ABSTRACT

The purpose of this study is to develop a measurement scale of antecedents of switching behaviour in the hotel industry. By following Churchill's (1979) rigorous measurement scale development procedures, the developed scale was found to be both reliable and valid among overall, high and medium to low tariff hotel customers. Both qualitative and quantitative approaches were applied to conduct the research. Twenty-seven interviews were done to generate and consolidate the measurement items. 540 valid responses were collected via online questionnaire survey. As a result, three dimensions of antecedents of switching behaviour, namely "Facility, Service & Surrounding", "Loyalty Program" and "Availability of Alternatives" were identified. Based on the results, both theoretical and practical implications were provided and discussed.

KEY WORDS

Antecedents of switching behaviour, hotel industry, measurement development, service quality, loyalty program, availability of alternatives