

# Malaysian Diners' Complaint Behavior In The Hotel Restaurant Sector

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## ABSTRACT

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Malaysian hotel restaurant sector has been increasingly competitive recently, thus providing products and services with quality that meets diners' expectations has become the main concern for hotel restaurant managers. Complaint serves as one of the best inputs for improvements. However, Malaysian diners have lesser tendencies to express their dissatisfaction due to several underlying factors. The objectives of this research are to identify those influential factors and investigate their effects on Malaysian diners' complaint behavior. It was identified that such factors as demographics, individualism, and attitudes toward complaining have been influencing Malaysian diners' complaint intention. Additionally, having decided to make a complaint, a Malaysian diners' complaint motives influence his or her channel choices. In order to study the effects of these factors, a questionnaire survey was conducted on 200 diners at five star-rated hotels in Kuala Lumpur and Johor Bahru. Complainers and non-complainers were profiled among the respondents, and it was found out that the effects of demographics, individualistic character, and attitudes toward complaining on their complaint intention are significant. Lastly, based on results of the survey, several conclusions were made and recommendations were suggested to hotel restaurant managers for encouraging desired complaint behavior among their customer, and facilitating their ability to retain their customers.