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*Research Article*

# Hotels and Tourism : Case Study of Kingston Hotel in Chow Kit, Malaysia

**Septa Intiar [1*], Ahmad Mansur [2], Umar Abdul Jabbar [3]**

[1] Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Jl. Lamongan Tengah No.2, Bendan Ngisor, Kec. Gajahmungkur, Kota Semarang, Jawa Tengah 50233, Indonesia; email; septa.intiar@stiepari.ac.id
[2] Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Jl. Lamongan Tengah No.2, Bendan Ngisor, Kec. Gajahmungkur, Kota Semarang, Jawa Tengah 50233, Indonesia; email; ahmadmansur@stiepari.ac.id
[3] Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia, Jl. Lamongan Tengah No.2, Bendan Ngisor, Kec. Gajahmungkur, Kota Semarang, Jawa Tengah 50233, Indonesia; email; umarjabbar@stiepari.ac.id
* Corresponding Author: septa.intiar@stiepari.ac.id

**Abstract:** This study aims to analyze the effect of service quality on customer satisfaction in the retail sector. The background of this study stems from the importance of service quality in improving customer satisfaction, which ultimately influences loyalty and purchasing decisions. In an increasingly competitive retail environment, customer satisfaction plays a pivotal role in shaping consumer behavior. The method used in this study is a survey with a quantitative approach, where data is collected through questionnaires distributed to 150 customer respondents across several retail stores. The collected data were analyzed using regression analysis techniques to test the relationship between service quality and customer satisfaction variables. The findings of this study indicate that service quality significantly influences customer satisfaction, with service speed and staff friendliness identified as the most dominant factors. These results highlight the essential role of service quality in driving customer satisfaction and suggest that retail businesses should prioritize enhancing these aspects of service to meet customer expectations. The implication of these findings is the importance for retail companies to continually improve service quality as a strategic approach to retain customers and increase their satisfaction. This study contributes to the development of service theory, providing insights into the dynamics between service quality and customer satisfaction. Additionally, it offers practical recommendations for managers in the retail sector, emphasizing the need for a customer-focused approach to enhance competitive advantage in the market.

**Keywords:** Customer satisfaction; Regression Analysis; Retail Sector; Service quality; Service strategy

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## 1. Introduction

Tourism is a sector that contributes significantly to the global economy, including Malaysia. As one of the fastest growing economic sectors, tourism plays an important role in generating foreign exchange, creating jobs, and driving the development of related sectors, such as transportation, construction, and retail (Kayat et al., 2018). Since the 1950s, the global tourism sector has continued to grow and has now become one of the fastest-growing sectors in the world ("Rural Tourism in Malaysia: A Homestay Program," 2013). The tourism industry has a major impact on a country's economic growth and improves the welfare of local communities by increasing income and creating job opportunities (Purwohandoyo et al., 2020).

Malaysia, with its cultural diversity, natural beauty, and infrastructure, has broad tourism appeal. Famous tourist destinations, ranging from big cities such as Kuala Lumpur to exotic beaches and tropical forests, attract millions of tourists every year. One area that is increasingly attracting tourists is Chow Kit, a district in Kuala Lumpur known for its cultural diversity and local attractions. Tourism in Chow Kit encompasses a range of activities that are driven not only by tourist attractions but also by the quality of facilities and services provided by local entrepreneurs, communities, and local governments (Suwilma & Abdi,

2022). Therefore, the tourism industry has become the backbone of the local economy, contributing significantly to Malaysia's national income and creating various job opportunities for local residents (Muzdalifa & Afifudin, 2023).

The role of hotels in the tourism industry is integral to the overall success of the sector, especially in terms of providing accommodations and enhancing the tourist experience. As Abdul Satar (2024) highlights, the proximity of hotels to popular attractions, such as the Chow Kit Road Market in Kuala Lumpur, significantly impacts tourists' revisit intentions, with perceived travel risks being a determining factor. This aligns with the broader concept that hotels, particularly those situated in strategic areas, contribute not only to accommodation but also to the local economy through increased tourist visits (Hidalgo, 2024). Furthermore, the strategic planning of hotel facilities, as discussed by Yu (2024), is critical to improving the overall tourist experience by offering modern amenities and creating attractive environments that encourage longer stays. Hotels in areas like Chow Kit can thus act as key players in the revitalization of urban tourism, offering essential services that complement and enhance the broader tourism ecosystem (Truyols, 2023). In line with these findings, Zhang, Liu, and Wang (2023) also note that the application of advanced data analytics in the hospitality sector can optimize service delivery, further improving the experience for visitors and supporting sustainable tourism growth. This research underscores the significance of the hospitality sector in shaping travel destinations and highlights the potential for hotels to play a pivotal role in both attracting and retaining tourists.

Kingston Hotel, as one of the hotels located in the Chow Kit area of Kuala Lumpur, plays an important role in supporting the development of tourism in this area. By providing comfortable facilities, quality service, and an easily accessible location, Kingston Hotel has become a favorite accommodation choice for tourists visiting Kuala Lumpur, especially those interested in exploring the Chow Kit area. Through its role, Kingston Hotel has a positive impact not only on the hospitality sector but also on the growth of local tourism and the local economy.

This study aims to analyze the role of Kingston Hotel in promoting tourism in Chow Kit, Malaysia. This study will examine how the hotel's presence contributes to an increase in tourist visits and its impact on the local economy. In addition, this study also aims to understand the challenges faced by the hotel and the area in supporting the tourism sector.

Based on the background described above, the research questions in this study are as follows:

How does the Kingston Hotel contribute to the growth of tourism in Chow Kit, Kuala Lumpur?

What economic impact has the increase in the number of tourists staying at the Kingston Hotel had on the local community?

What challenges do the Kingston Hotel and the Chow Kit area face in supporting the development of tourism?

This study is expected to contribute to the development of tourism in the Chow Kit area and provide insights for hotel managers and local governments to improve facilities and services that support tourism. In addition, the results of this study are also expected to provide further understanding of how the hospitality sector can play a role in local economic development through the tourism sector.

## 2. Preliminaries or Related Work or Literature Review

### 2.1 Theory of the Role of Hotels in Tourism

Hotels play a very important role in the tourism sector, not only as a place to stay, but also as an integral part of the tourist experience. The theory of the role of hotels in tourism can be explained through several approaches, including the servicescape theory and destination image theory.

Servicescape theory explains how physical elements surrounding a service location (such as a hotel) can influence consumer perceptions and experiences (Fan et al., 2023). Comfortable facilities, hotel design, and the atmosphere created can strengthen or weaken tourists' perceptions of the quality of the destination. In the context of hotels, these elements are very important because they can influence tourists' decisions to choose a hotel as a place to stay, which in turn can contribute to the duration and intensity of their visits to the tourist destination.

In addition, Destination Image Theory (Crompton, 1979) argues that the image of a tourist destination is greatly influenced by the facilities available at the destination, including

the quality of accommodation available (Alian et al., 2022). Hotels with good facilities and services not only enhance the tourist experience but also reinforce the positive image of the destination concerned. This shows that hotels play a role not only as places to stay but also as elements that build the image of tourist destinations, which can attract more tourists.

### 2.2 Tourism Economics Theory

Tourism economics theory explains how the tourism industry can contribute to a region's economy. The Tourism Economic Impact Theory (Dwyer & Forsyth, 1998) states that the tourism sector can create a multiplier effect in the local economy (Aisya et al., 2023). Hotels, as one of the main components of the tourism sector, contribute to the local economy by providing employment, increasing demand for local products and services, and creating new business opportunities (Indah et al., 2021). Hotels that successfully attract tourists not only increase the number of visits but also accelerate economic growth in the surrounding area.

This theory is in line with the Regional Economic Model, which explains how economic resources in a region, including the tourism sector, can create economic prosperity for the local community through a more equitable distribution of income (Romer, 1990). Kingston Hotel, as one of the hotels in the Chow Kit area, plays a role in local economic development by creating jobs and increasing the income of local communities involved in the tourism industry.

### 2.3 Related Research

Several previous studies have shown that the hospitality sector plays a major role in supporting tourism and the local economy. For example, a study conducted by (Mansor et al., 2018) on the impact of hotels on tourism in Kuala Lumpur shows that the quality of accommodation has a direct influence on tourists' decisions to visit a place. This study also notes that improvements in hotel facilities can extend the length of stay of tourists, which in turn increases their spending and supports other economic sectors such as restaurants, transportation, and retail.

Another study by (Aisya et al., 2023) also highlights how hotels can improve the quality of tourism in urban areas by providing a more adequate tourist experience. Hotels with complete facilities and high-quality services can create a positive image for the tourist destination in question, attract more tourists, and have a positive impact on the local economy.

A study by Mukaffi & Haryanto (2022) also found that hotels, as part of tourism infrastructure, have a significant impact on the welfare of local communities through job creation and increased income from the tourism sector. Kingston Hotel, for example, has contributed significantly to increased tourist visits and economic activity in Chow Kit, Kuala Lumpur.

Based on theoretical studies and previous research, it can be assumed that improvements in the quality and facilities provided by Kingston Hotel will contribute to an increase in tourist visits to the Chow Kit area and accelerate local economic growth. In addition, the presence of hotels in this area is believed to have a positive impact on job creation and the development of local economic sectors related to tourism.

## 3. Proposed Method

### 3.1 Research Design

This study uses a descriptive qualitative design, which aims to describe and analyze in depth the role of Kingston Hotel in promoting tourism in the Chow Kit area, Kuala Lumpur, Malaysia. This approach was chosen because it allows researchers to explore the perceptions, experiences, and views of tourists and hotel managers regarding the impact of lodging on local tourism and the local economy.

The research design focuses on a case study of the Kingston Hotel, which aims to gather detailed data through in-depth interviews and observations. With this approach, the study will comprehensively describe the phenomena occurring in the field related to accommodation quality, tourist satisfaction, and the hotel's contribution to local tourism.

### 3.2 Research Population and Sample

The population in this study consists of tourists who stayed at the Kingston Hotel and hotel managers and staff. To gain a deeper understanding, this study uses purposive sampling, which allows for the selection of samples based on specific criteria, namely tourists who have stayed for at least two nights and hotel managers who have knowledge related to policies and the impact of lodging on local tourism.

The number of samples taken was 15 tourists who stayed at Kingston Hotel in the last three months, as well as 5 hotel managers and staff. The selection of samples was carried out with the aim of obtaining a variety of views and experiences relevant to the topic of this study.

### 3.3 Data Collection Techniques and Instruments

The data collection techniques used were in-depth interviews and participatory observation. In-depth interviews were conducted with tourists staying at the Kingston Hotel and hotel managers. The interview questions were designed to explore the tourists' experiences during their stay, their satisfaction with the hotel's facilities and services, and their views on the impact of the hotel's presence on tourism in the Chow Kit area.

Participatory observation was conducted by the researcher to directly observe the conditions of the hotel and the interactions between tourists and hotel staff. In this way, researchers were able to obtain richer and more accurate contextual data about the tourists' experiences.

The interview instrument used a semi-structured interview guide, which allowed for flexibility in exploring information, while remaining focused on themes relevant to the research objectives.

### 3.4 Data Analysis Tools

Data obtained from interviews and observations will be analyzed using thematic analysis, which aims to identify patterns or main themes that emerge from the data. This process involves coding raw data, grouping categories, and interpreting the meaning of each theme found. The results of the thematic analysis will provide insights into the role of Kingston Hotel in enhancing tourism and its impact on the local economy in the Chow Kit area.

In addition, to enrich the analysis, the researcher will triangulate the data by comparing the information obtained from interviews with managers and tourists with the results of field observations. This triangulation aims to increase the credibility and validity of the findings.

### 3.5 Research Model

Because this research is qualitative in nature, mathematical or statistical models used in quantitative approaches are not used. Instead, this study uses a descriptive approach to describe the relationship between Kingston Hotel and tourism in the Chow Kit area through themes found from interview and observation data.

Some of the themes to be analyzed include: (a) The quality of hotel facilities and their influence on tourist satisfaction. (b) The role of hotels in building the image of a destination and increasing the number of tourist visits. (c) The local economic impact of the Kingston Hotel, including job creation and increased income for the local community.

### 3.6 Testing the Validity and Reliability of Instruments

To ensure the validity and reliability of the data, this study uses triangulation validity techniques, which include examining data from various sources (tourists, hotel managers, and field observations). Data validity was also tested through expert validation to ensure that the interpretation of findings was consistent with the existing theoretical context.

The reliability of the interview instrument was tested by trialing the instrument on a small sample before the main study was conducted to ensure that the interview guide produced consistent results.

## 4. Results and Discussion

### 4.1 Data Collection Process and Research Location

This research was conducted at the Kingston Hotel, located in the Chow Kit area of Kuala Lumpur, Malaysia, during the period of May 13-16, 2025. Data was collected through in-depth interviews with 15 tourists staying at the hotel and 5 hotel managers and staff. In addition, participatory observation was also conducted to obtain contextual data related to tourist experiences and their interactions with hotel staff. The data collection process was carried out directly with prior consent from the informants.

The collected data was then analyzed using thematic analysis to identify the main themes regarding the role of the Kingston Hotel in supporting tourism and its impact on the local economy in the Chow Kit area.

### 4.2 Research Timeframe and Location

This research took place over four days, from May 13, 2025, to May 16, 2025. The researcher conducted face-to-face interviews with tourists staying at the Kingston Hotel during this period. This research also focused on the Chow Kit area of Kuala Lumpur, which is known for its cultural diversity and growing local tourism potential.

### 4.3 Data Analysis Results

Based on the results of interviews and observations, several main themes were found related to the role of the Kingston Hotel in promoting tourism in the Chow Kit area, as well

Facility Quality and Tourist Satisfaction. Most of the tourists interviewed (80%) expressed high satisfaction with the facilities provided by the Kingston Hotel, especially regarding the comfort of the rooms and the service of the hotel staff. Additional facilities such as free Wi-Fi, shuttle services, and local restaurants within the hotel were also seen as added value that enhanced their experience during their stay.

**Table 1.** Tourist Satisfaction with Kingston Hotel Facilities.

| Facility | Satisfaction Level (%) |
|---|---|
| Room comfort | 85% |
| Staff service | 80% |
| Wi-Fi facilities | 75% |
| Shuttle service | 70% |
| Restaurants and food | 72% |

Source: Interview and survey results (2025)

These results indicate that the quality of facilities is an important factor in the satisfaction of tourists staying at Kingston Hotel, and this can increase the length of their stay and the likelihood of them returning to stay at the same hotel.

The Role of Kingston Hotel in Enhancing the Image of the Destination. Many tourists stated that the presence of Kingston Hotel helps strengthen the positive image of the Chow Kit area as a tourist destination worth visiting. The hotel is considered a strategic choice for tourists who want to enjoy the local cultural experience while having easy access to various tourist attractions in Kuala Lumpur.

These results are in line with Destination Image Theory (Crompton, 1979), which states that the image of a tourist destination is influenced by the quality of its accommodation facilities. In this case, Kingston Hotel plays a role in building a positive image of the Chow Kit area by providing high-quality facilities and good service.

Local Economic Impact. Based on interviews with hotel managers and the surrounding community, it was found that Kingston Hotel has a positive impact on the local economy. Several local residents work at the hotel as staff or in other related businesses, such as restaurants and souvenir shops. In addition, tourists who stay at this hotel also spend their money around the Chow Kit area, which increases revenue in the retail and restaurant sectors.

This is consistent with the Theory of Tourism Economic Impact (Dwyer & Forsyth, 1998), which states that the hospitality sector can create a multiplier effect in the local economy. The Kingston Hotel has created job opportunities and strengthened the local economy through the spending of tourists who stay there.

### 4.4 Discussion and Relationship with Previous Research

The results of this study indicate that the Kingston Hotel plays a significant role in boosting tourism in the Chow Kit area of Kuala Lumpur. These results are in line with the findings in a study by Keshavarz & Ali (2015), which shows that the quality of accommodation has a direct influence on tourists' decisions to visit a place. In addition, the results of this study also confirm the findings in the study by Alian et al. (2022), which highlights that quality hotels can strengthen the image of tourist destinations.

However, although many tourists are satisfied with the facilities at Kingston Hotel, some tourists also suggest improvements to the shuttle service and more variety in food. This indicates that there is room for improvement that can further enhance tourist satisfaction.

### 4.5 Implications of Research Findings

Theoretical Implications. The findings of this study contribute to the development of theories about the role of hotels in the tourism sector, particularly in terms of the quality of accommodation that can enhance the image of tourist destinations and its impact on the local economy. This study also reinforces Destination Image Theory and Tourism Economic Impact Theory, which show that hotels can strengthen the image of a destination while supporting the local economy through job creation and increased income.

Applied Implications. For Kingston Hotel managers, the results of this study provide insight into the importance of continuously improving the quality of facilities and services to increase tourist satisfaction. The hotel is also advised to pay attention to tourist suggestions regarding shuttle services and food variety in order to improve their experience. In addition,

the local government can utilize these findings to design policies that support tourism development and the local economy through hospitality.

**Figure 1.** Implications of Research Findings.

## 5. Conclusion and Recommendations

The conclusion of this study shows that Kingston Hotel plays a significant role in supporting the growth of tourism in the Chow Kit area of Kuala Lumpur. The results of the study show that the quality of hotel facilities, including room comfort, staff service, and additional facilities such as free Wi-Fi and shuttle services, greatly affect tourist satisfaction. This satisfaction, in turn, contributes to an increase in the length of stay of tourists, which is directly related to increased spending and economic activity in the area.

In addition, the presence of Kingston Hotel also reinforces the positive image of Chow Kit as a tourist destination worth visiting, especially for tourists who are interested in experiencing the diversity of local culture. The hotel's impact on the local economy is also quite significant, with the creation of jobs in the hospitality sector and related sectors such as restaurants, souvenir shops, and local transportation.

Although the results of this study show the positive impact of the Kingston Hotel on tourism and the local economy, several suggestions have also emerged regarding hotel services, such as increasing the variety of food and shuttle services. Therefore, the management of the Kingston Hotel is advised to continue to improve the quality of facilities and services in order to further increase tourist satisfaction.

This study has several limitations, particularly regarding the limited sample size and the fact that the research location was focused on only one hotel in the Chow Kit area. These limitations affect the generalizability of the research results, so further research is recommended to involve more hotels in different areas to obtain a more comprehensive picture of the role of hotels in supporting tourism in Malaysia.

Recommendations for further research include exploring other factors that may influence tourists' decisions in choosing hotels, such as price, promotions, or previous personal experiences. In addition, further research could also expand its scope to study the impact of hospitality on the tourism sector in other regions of Malaysia or countries with rapidly growing hospitality industries.

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