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Section One: Demographic Profile of Respondents

1.   Gender   ( ) Female   ( ) Male

2.   Age group ( ) Under 21   ( ) 21-30   ( ) 31-40   ( ) 41-50   ( ) Over 50

*Hech & Martin (2006), p.70 – traditional youth tourist backpacker (15-25), transition backpacker (26-29), contemporary backpacker (30 and older) –backpacker less about chronological age but more about travel style choice eg. Peter Pan travellers and Baby Boomers.

*Cave, Thyne & Ryan (2008), p.217 – hostels should respond to two age groups who a now commonly represented in hostels (Under 30s and Over 50s)

* maybe categorise age based on college/univ. student, young working adult, retirees?

3.   Nationality _____

4.   Education level   ( ) High school graduate   ( ) Undergraduate (Bachelor/Diploma)

                                   ( ) Postgraduate (Master/PhD)   ( ) No qualifications

                                   ( ) Other _____

*Hecht & Martin (2006), p.70 – better educated, better travelled and expect latest in communications, entertainment and facilitites.

5.   Occupation   ( ) Employed full-time   ( ) Employed part-time

                                   ( ) Retired   ( ) On a career break

                                   ( ) Unemployed   ( ) Student

                                   ( ) Other _____

Q. 4 and 5 relate to Flashpackers and the changing socio-demographics of hostel users.Eg. not just students but working adults as well.

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Section Two: Trip-related Information

Adapted from Walls, A. R. (2012). A cross-sectional examination of hotel consumer experience and relative effects on consumer values. International Journal of Hospitality Management. 32. 179-192

1.   Primary purpose of trip to Malaysia   ( ) Leisure/vacation   ( ) Business/work-related

                                                       ( ) Personal matter   ( ) Other _____

2.   Trip duration in Malaysia ____ nights

3.   Travel companion   ( ) Spouse/partner   ( ) Friends

                                                       ( ) Children   ( ) Other family members

                                                       ( ) No one else   ( ) Other _____

4.   No. of people in travel group _____ people

5.   No. of children in travel group _____ people

6. Total duration in Malaysian hostel ____ nights

7. No. of past hostel experience within Malaysia _____ hostels

8. No. of past hostel experience outside of Malaysia _____ hostels

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Section Three: The Hostel Experience

Please choose ONE hostel in Malaysia that you have stayed in. I would like you to think about other guests' behaviours (positive AND negative) and the interactions you had with them.

1. Name of hostel _____

2. Hostel address/location _____

3. Previous stay at this hostel ( ) No   ( ) Yes. Please provide dates of stay: _____

4. No. of nights stayed in the hostel _____ night(s)

Please indicate your level of agreement with each of the following statements.

(1 = Strongly disagree, 7 = Strongly agree)

Moore, R., Moore, M. L. & Capella, M. (2005). The impact of customer-to-customer interactions in a high personal contact service setting. *Journal of Services Marketing.* 19:7. 482-491.

Guest-to-Guest Interaction

1. I have developed friendships with other guests I met at the hostel

2. I enjoyed spending time with other guests at the hostel (eg. went out to dinner, sightseeing)

3. The other guests in the hostel made my time here more enjoyable (eg. someone to talk to, greetings and smiles from other guests)

4. I interacted frequently with other hostel guests – this statement is a substitute to 'There is a good chance I will run into one of my friends at the hostel' because people in random group settings often come together by chance and do not meet on a regular basis (Finsterwalder & Kuppelwieser, 2011)

*Combined with Musa & Thirumoorthi's SI items in CF and CIT findings

5. The other hostel guests shared their travel experience with me.

6. The other hostel guests exchanged travel information with me.

7. The other hostel guests had deeply personal conversations with me.

8. The other hostels guests offered me help when I needed it.

9. The other hostel guests were friendly towards me.

10. It was easy to talk to other hostel guests.

11. I went sightseeing with other guests at the hostel.

12. I had dinner with other guests from the hostel.

13. I did not talk to any of the hostel guests.

14. The other hostel guests usually kept to themselves.

15. The other hostel guests had their own circle of friends.

* Murphy (2001) - Interactions usually have a ==functional purpose== (eg. share information) but when there is a 'connection', then it will move to detailed touristic experiences and personal information. Thus, ==friendships may deve==lop. Otherwise, guests may get ==bored of the superficial conversations==. This finding is relatively outdated and ==CIT findings== have shown that ==most travel information, especially in developed tourist destinations, can be found on the Internet== so personal recommendations may not be as valuable.

* Scales may be divided into:

- **==functional and personal aspects==**
- **==superficial and deep/personal exchanges==**
- **==Types/Level of activities performed together==** **(eg. short greetings, share food, sightseeing together)**

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Section Four: Guest Responses to the Physical Environment of the Hostel

Adapted from Daunt, K. L. & Harris, L. C. (2012). Exploring forms of dysfunctional customer behaviour: A study of differences in servicescape and customer disaffection with service. _Journal of Marketing Management._ 28:1-2, 129-153.

(1= strongly disagree and 7 = strongly agree)

Layout and design

1. The interior of the hostel was designed to my taste (reverse scored).
2. It was very crowded inside of the hostel.
3. The interior design of the hostel was unpleasant.
4. It was very cramped inside of the hostel.
5. It was easy to move around the hostel (reverse scored)
6. The arrangement of the furnishings is done right. (reverse scored) *Walls (2012)

Atmospherics

1. The temperature inside of the hostel was pleasant (reverse scored)
2. The noise (changed from music) inside of the hostel was too loud.
3. The air quality inside of the hostel was poor.
4. The hostel was very clean (reverse scored)

Exterior environment

1. The exterior of the hostel was unappealing.
2. The hostel was located in a nice area (reverse scored)
3. The outside of the hostel did not look well maintained
4. The exterior of the hostel looked run down
5. The exterior of the hostel looked attractive (reverse scored)

Electronic equipment and facilities (Wakefield & Blodgett, 1996)

1. The hostel offered high-quality internet connection.

2. The hostel had enough computers for guests to use.

3. There is internet connection in all the rooms.

4. There is internet connection in common areas only (eg. kitchen, lounge).

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Section Five: Guest Responses to the Social Environment of the Hostel

Adapted from Walls, A. R. (2012). A cross-sectional examination of hotel consumer experience and relative effects on consumer values. International Journal of Hospitality Management. 32. 179-192

(1 = strongly disagree, 7 = strongly agree)

Employee characteristics

1. Employees of the hostel treated guests with respect

2. Employees of the hostel were consistently courteous to guests

3. Employees of the hostel were friendly

4. Employees of the hostel were helpful*

5. Employees of the hostel were well-groomed

Adapted from Daunt, K. L. & Harris, L. C. (2012). Exploring forms of dysfunctional customer behaviour: A study of differences in servicescape and customer disaffection with service. *Journal of Marketing Management.*28:1-2, 129-153.

Guests'characteristics

1. Fellow guests behaved in a pleasant manner (reverse scored)

2. Fellow guests behaved in a way that I was not expecting

3. I enjoyed being around the other guests in the hostel (reverse scored)

4. Fellow guests conducted themselves in a manner that I did not find appropriate

5. Fellow guests behaved in a way that I found to be unpleasant

6. Fellow guests behaved in a way that I did not agree with

7. Fellow guests dressed appropriately* - added from Brocato et al. (2012)

Social density (adapted from Machleit, Kellaris & Eroglu, 1994)

1. This hostel seems very crowded to me.

2. This hostel was a little too busy.

3. There were a lot of guests in the hostel.

4. The hostel seemed very spacious (reverse coded).

5. I felt cramped staying in this hostel.

6. This hostel felt confining to guests.

Adapted from Brocato, E. D., Voorhees, C. M. & Baker, J. (2012). Understanding the influence of cues from other customers in the service experience: A Scale Development and Validation. Journal of Retailing. 88 (3). 384-398.

Other Customer Perception (OCP) (3 dimensions) - TAKEN OUT OF QUESTIONNAIRE

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Section Six: Service Experience Evaluation

Adapted from Hightower, R., Brady, M. K. & Baker, T. L. (2002). Investigating the role of the physical environment in hedonic service consumption: an exploratory study of sporting events. _Journal of Business Research._ 55. 697-707.

 (1 = strongly disagree, 7 = strongly agree)

Overall satisfaction

1. I am happy with the experiences I have had at this hostel
2. I have been satisfied with my experiences at this hostel
3. I truly enjoy going to this hostel
4. I am elated with the experiences I have had at this hostel
5. Going to this hostel has been delightful

Behavioural intentions

1. I say positive things about going to this hostel to other people
2. I recommend going to this hostel to someone who seeks my advice
3. I encourage friends and relatives to go to this hostel
4. I enjoy spending time at this hostel

Value

1. In general, I believe going to this hostel is worth the cost
2. I believe that this hostel is generally good value
3. On the whole, the services I purchase while at this hostel provide an excellent value.
4. I get good value in going to this hostel.
5. By going to this hostel, I get a lot for my money.

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Section Seven: Personality Factors – TAKEN OUT OF QUESTIONNAIRE

Adapted from Jani, D. & Han, H. (2014) personality, satisfaction, image, ambience and loyalty: Testing their relationships in the hotel industry. _International Journal of Hospitality Management._ 37. 11-20

Five point scale 1=strongly disagree, 5=strongly agree