

SPECIAL PAPER**A Conceptual Analysis of Personality Traits and Customer-Oriented Behaviour in the Health Tourism Hospitals****Ong Choon Hee, DBA**

School of Business and Management, College of Business, Universiti Utara Malaysia, Malaysia

Husna Johari, PhD

School of Business and Management, College of Business, Universiti Utara Malaysia, Malaysia

Correspondence: Ong Choon Hee, School of Business and Management, College of Business, Universiti Utara Malaysia, Malaysia. Email: ongchoonhee@gmail.com**Abstract**

Introduction: Customer-oriented behaviour refers to particular behaviours exhibited by individuals during service encounters and such behaviours will lead to satisfying customers. Since the introduction of customer-oriented behaviour, it has received much attention in the area of enhancing service performance. However, previous literature provides limited discussion on the relationship between personality traits and customer-oriented behaviour especially in the health tourism industry. Given the paucity of research on this subject, this study attempts to explain customer-oriented behaviour by using personality traits in the health tourism hospitals.

Aim: The aim of this paper is to provide a conceptual analysis of personality traits and customer-oriented behaviour in the health tourism hospitals. This paper applies trait theory to examine the relationship between personality traits and customer-oriented behaviour.

Results: Our conceptual analysis suggests that individuals who possess high level of openness to experience, conscientiousness, extraversion and agreeableness will demonstrate high level of customer-oriented behaviour whereas individuals who possess high level of neuroticism will demonstrate no or low level of customer-oriented behaviour.

Research Implications: This paper attempts to examine customer-oriented behaviour in the health tourism hospitals by applying trait theory. It adds to the literature of customer-oriented behaviour and may guide future empirical research in this industry. In addition, measuring and identifying the existing state of customer-oriented behaviour can essentially aid managers in designing training programs to improve the level of service behaviour among various levels of personnel in the health tourism hospitals.

Keywords: customer-oriented behaviour, personality traits, health tourism hospitals