

**TAYLOR'S UNIVERSITY
FACULTY OF HOSPITALITY, FOOD AND LEISURE MANAGEMENT**

Bachelor of International Hospitality Management (Hons.)

DISSERTATION

**Motivating Factors towards Selection of Airbnb by Tourists
in Klang Valley, Malaysia**

Presented by

William Marinus Van Breukelen

30th April 2018

Under the direction of
Dr. Jeetesh Kumar



Digital Receipt

This receipt acknowledges that **Turnitin** received your paper. Below you will find the receipt information regarding your submission.

The first page of your submissions is displayed below.

Submission author: WILLIAM MARINUS VAN BREUKELE...
Assignment title: Turnitin for Dissertation Dissertati...
Submission title: William Marinus Van Breukelen - Tu..
File name: 133748_WILLIAM_MARINUS_VAN_...
File size: 0
Page count: 55
Word count: 14,572
Character count: 89,556
Submission date: 28-Apr-2018 03:08PM (UTC+0800)
Submission ID: 955153188

Chapter 1: General Introduction

1.0 What is Airbnb?

Airbnb, short for Air Bed and Breakfast, which was launched in August of 2008, is an online company which utilizes a social website and application to market a hospitality service that allows regular people that have a room to share in their private residence, to connect to those who are searching for a place to stay and rent out that room or even an entire house or apartment to them as tourist accommodation, for a fee. Airbnb merely acts as a broker between the guests as well as hosts and the company receives commission fees, 10 – 12% from guests and 3% from hosts with every booking. Prominent examples of a peer to peer (P2P) platform which has flourishingly entered the travel sector like car-sharing is Uber as well as the accommodation sector, for example, home exchanges as well as room/apartment rentals and the most successful and popular P2P platform that has entered the accommodation through this is Airbnb (Gutiérrez, García-Palomares, Romanillos, Salas-Omedo, 2017).

When people travelled in the olden days, it was a norm to stay in homes of families and friends as an alternative to self-supported camping and travellers brought along whatever necessities they required to provide shelter, eat and survive since commercial lodging did not exist. Since then, the hospitality industry has grown and advanced over several centuries and inns, taverns as well as hotels were alternatives to self-sustained travel as well as home-sharing. Although home-sharing is clearly not a new phenomenon, Airbnb possesses a polished and accessible global internet platform that adds a personal empirical difference to one of the earliest forms of hospitality (Lehr, 2015).

The business model for Airbnb relies on direct contact between individuals (P2P), which in Airbnb's case, involves hosts and tourists. According to the company's own data, Airbnb possesses over 160 million guests in over 65,000 cities located in more than 191 countries. Also, as of March 2017, Airbnb's valuation has exceeded \$30 billion, (Zervas, Proserpio, Byers, 2017), which puts it on par with the largest hotel chain in the world, Marriott International. 30 to 240 years was needed for the largest hotel companies to achieve comparable statistics (Lehr, 2015). So, evidently, Airbnb is flourishing and is only expected to grow more. However, by attracting as much demand as they are, Airbnb is bound to have some effect on the hotel industry. The study of (Lehr, 2015) also states that the major difference between Airbnb and

William Marinus Van Breukelen - Turnitin

ORIGINALITY REPORT

6%

SIMILARITY INDEX

4%

INTERNET SOURCES

2%

PUBLICATIONS

2%

STUDENT PAPERS

PRIMARY SOURCES

1

www.researchgate.net

Internet Source

2%

2

digitalscholarship.unlv.edu

Internet Source

1%

3

Daniel Guttentag, Stephen Smith, Luke Potwarka, Mark Havitz. "Why Tourists Choose Airbnb: A Motivation-Based Segmentation Study", Journal of Travel Research, 2017

Publication

<1%

4

www.gms.ha.nhs.uk

Internet Source

<1%

5

journals.ama.org

Internet Source

<1%

6

"Sustainability, Green IT and Education Strategies in the Twenty-first Century", Springer Nature, 2017

Publication

<1%

7

Submitted to University of Plymouth

Student Paper

<1%

8

www.bu.edu

Internet Source

<1 %

9

Liu, Stephanie Q., and Anna S. Mattila. "Airbnb: Online targeted advertising, sense of power, and consumer decisions", International Journal of Hospitality Management, 2017.

Publication

<1 %

10

Yannopoulou, Natalia. "User-Generated Brands and Social Media: Couchsurfing and Airbnb", Contemporary Management Research, 2013.

Publication

<1 %

11

apsu.edu

Internet Source

<1 %

12

scholarworks.uno.edu

Internet Source

<1 %

13

www.danpink.com

Internet Source

<1 %

14

Jacquelyn Gibbs, Deborah Trotta, Amy Overbeck. "Human patient simulation versus case study: Which teaching strategy is more effective in teaching nursing care for the hypoglycemic patient?", Teaching and Learning in Nursing, 2014

Publication

<1 %

15

article.sciencepublishinggroup.com

Internet Source

<1 %

16	Submitted to University of Central Florida Student Paper	<1 %
17	marylandpublicschools.org Internet Source	<1 %
18	"Information and Communication Technologies in Tourism 2018", Springer Nature, 2018 Publication	<1 %
19	Submitted to Higher Education Commission Pakistan Student Paper	<1 %
20	digital.library.txstate.edu Internet Source	<1 %
21	Submitted to Segi University College Student Paper	<1 %
22	Submitted to The University of Manchester Student Paper	<1 %
23	www.ohiodocs.org Internet Source	<1 %
24	www.improvementnetwork.gov.uk Internet Source	<1 %
25	Submitted to Institute For Tourism Studies Student Paper	<1 %
26	Submitted to Howard University Student Paper	<1 %

27	documents.mx Internet Source	<1 %
28	epubs.scu.edu.au Internet Source	<1 %
29	www.policecouncil.ca Internet Source	<1 %
30	www.ukessays.com Internet Source	<1 %
31	digitalcommons.ithaca.edu Internet Source	<1 %
32	survey.nwcs.k12.in.us Internet Source	<1 %
33	citeseerx.ist.psu.edu Internet Source	<1 %
34	Richard TR Qiu, Daisy Xuefeng Fan, Anyu Liu. "Chapter 4 Exploring the Booking Determinants of the Airbnb Properties: An Example of the Listings of London", Springer Nature, 2018 Publication	<1 %
35	pure.uva.nl Internet Source	<1 %
36	eprints.utar.edu.my Internet Source	<1 %
37	L Lakhal. "Impact of quality on competitive	

advantage and organizational performance",
Journal of the Operational Research Society,
2017

Publication

<1 %

38

www.kentuckymathematics.org

Internet Source

<1 %

39

www.usu.edu

Internet Source

<1 %

40

repository.up.ac.za

Internet Source

<1 %

41

scholarworks.wmich.edu

Internet Source

<1 %

42

Submitted to College of Professional and
Continuing Education (CPCE), Polytechnic
University

Student Paper

<1 %

Exclude quotes

Off

Exclude matches

Off

Exclude bibliography

Off

**TAYLOR'S UNIVERSITY
FACULTY OF HOSPITALITY, FOOD AND LEISURE MANAGEMENT**

Bachelor of International Hospitality Management (Hons.)

DISSERTATION

**Motivating Factors towards Selection of Airbnb by Tourists
in Klang Valley, Malaysia**

Presented by

William Marinus Van Breukelen

30th April 2018

Under the direction of
Dr. Jeetesh Kumar

Rubrics



FACULTY OF HOSPITALITY, FOOD AND LEISURE MANAGEMENT DISSERTATION MARK SHEET FOR BACHELOR DEGREE PROGRAM	Name: William Marinus Van Breukelen
	Student No: 0319952
	Name of Marker:
Total Marks 100% (Part 1 & 2)	
/100 (1 st Marker)	/100 (2 nd Marker)

Marks	Guideline Criteria
75-100 Excellent (A- to A)	Outstanding research work, showing an excellent understanding of complex issues and methodologies at the forefront of the discipline or professional practice. The work is supported by up-to-date literature, exhibits independent critical thinking, and is informed by empirical evidence and best practices; the work could not be bettered in the time available.
60-74 Good (B- to B+)	Research work showing satisfactory understanding of key issues and methodologies, familiarity with the basic reading and awareness of the subject or professional practice; faithful representation of ideas and concepts, though with limited critical judgment; a few minor errors and/or minor omissions of essential literature. Overall a work demonstrating good understanding of issues, even complex issues, with respectable and well organized argument and evaluation; accurately supported by a standard range of sources including primary sources.
50-59 Pass (C to C+)	Research work with fragmentary evidence of familiarity with course material or professional practice. Attempts to answer research questions or address research statements with little overall grasp of material. There are major errors, omissions, or misconceptions.
40-49 Weak (D- to D+)	Minimal levels of familiarity with the subject matter; may contain some notions of critical and analytical thinking.
0-39 Failed (F)	Non-submission or work that is largely irrelevant to the question or task set; fundamentally wrong, or plagiarized.
Incomplete (IN)	Turnitin report not attached to the flyleaf of the dissertation

Research Methodology Mark Sheet for Part 1

Introduction	10 %			
	Not relevant	Satisfactory	Proficient	Commendable
Background information provides an overview of the topic to be investigated	0	1	2	3
Relevance to the research problem is clear	0	1	2	3
Appropriate of aim, research question or testable hypothesis	0	1	2	3
Justification of final score:				
(/ 9) x 10% =				

Literature Review	20%			
	Not relevant	Satisfactory	Proficient	Commendable
Literature selected is appropriate to the aims of the proposed study	0	1	2	3
Quantity of literature is sufficient for review	0	1	2	3
Contrast and comparison of the literature	0	1	2	3
Conceptualization of the research	0	1	2	3
Relevance of hypotheses and objectives	0	1	2	3
Clear definition and differentiation between key concept	0	1	2	3
In-text citations	0	1	2	3

Justification of final score: (/ 21) x 20% =

Research Methodology Mark Sheet for Part 2

Methods	50%			
	Not relevant	Satisfactory	Proficient	Commendable
Design				
Selection of research design is justified	0	1	2	3
Subjects				
Indication and justification of sample size	0	1	2	3
Indication of method of subject recruitment	0	1	2	3
The sample size and representative of the population under study	0	1	2	3
Test Protocol				
Comprehensive description of procedure/methodology	0	1	2	3
Relevance of questions designed to justify the objective(s)	0	1	2	3
Data Analysis				
Justification of chosen method(s) and data analysis	0	1	2	3

Justification of final score:

(/21) x 50% =

Conclusion	10%			
	Not relevant	Satisfactory	Proficient	Commendable
Indication of possible study limitations	0	1	2	3
Potential impact of study on wider community discussed	0	1	2	3
Appropriate summary of the main emphasis of the research proposal	0	1	2	3
Recommendations for future improvement of the dissertation	0	1	2	3

Justification of final score:

(/12) x 10% =

References and Appendices	10%			
	Not relevant	Satisfactory	Proficient	Commendable
Reference list (correctly formatted in APA style and accurate)	0	1	2	3

Justification of final score:

(/3) x 10% =

Checklist of Required Documents

Please tick (✓) to indicate the documents that are included with your dissertation

- ☐ **Cover Page.** Printed on hard cover paper
- ☐ **Turnitin Report.** Before the flyleaf, after the cover page.
- ☐ **Flyleaf.** A blank page for reader to write notes or comments if necessary
- ☐ **Title Page.** Similar to cover page, but printed on A4 paper
- ☐ **Evaluation page.**
- ☐ **Statement of Originality**
- ☐ **Statement of Tutor's Role and Student's Role**
- ☐ **Dissertation Discussion Log: Student- Tutor**
- ☐ **Acknowledgements**
- ☐ **Summary of the Table of Contents.**
- ☐ **Abstract in English**
- ☐ **Bibliography.**
- ☐ **List of Tables and List of Diagrams. .**
- ☐ **Annexes.**
- ☐ **Table of Contents.**

I have ensured that the required documents/forms are completed and are attached to my dissertation.

Signature: _____

Date: _____

Statement of Originality

Candidate Name: William Marinus Van Breukelen

Program: Bachelor of International Hospitality Management

Index Number: 0319952

Dissertation Title: Motivating Factors towards Selection of Airbnb by Tourists in Klang Valley, Malaysia

I certify that this dissertation and the research to which it refers, are the products of my own work, and that any idea or quotation from the work of other people, published or otherwise, are fully acknowledged in accordance with the standard academic convention. All data used in this dissertation is obtained via legal sources.

I also certify that the research work done in this dissertation has not been published or submitted for any other programme or degree in any other universities.

Signature: _____

Date: _____

Statement of Tutor's and Student's Role

Tutor's Name: Dr. Jeetesh Kumar

Candidate Name: William Marinus Van Breukelen

Program: Bachelor of International Hospitality Management

Index Number: 0319952

Dissertation Title: Motivating Factors towards Selection of Airbnb by Tourists in Klang Valley, Malaysia

Consultation Hour:

Role of the tutor

The tutor will undertake the following duties:

- a. To provide scientific guidance for the student's dissertation;
- b. To provide consultation hours (Min 1 hour/ week) that is agreeable for students;
- c. To meet with the student via face to face or email discussion pertaining to literature review; choices of research questions; research methodology; model of analysis; structure of table of content and bibliography;
- d. To read draft of dissertation Part 1 and Part 2/3, and to comment upon the student's progression;
- e. To alert lecturer in Research Methodology on weak students' performance;
- f. To comment on students performance during Board of Examiners' meeting.

Signature: _____

Date: _____

Role of the student

The student will undertake the following duties:

- a. To perform preliminary reading on academic literature related to topic chosen;
- b. To draft table of content outlining logic of development in chosen topic;
- c. To select research questions based on literature reviewed;
- d. To propose research methodology to answer research questions;
- e. To create research tool to collect primary data;
- f. To draft data processing plan and model of analysis;
- g. To consult tutor's opinion at least 6 times.

Signature: _____

Date: _____

DISSERTATION DISCUSSION LOG STUDENT-TUTOR

STUDENT NAME	William Marinus Van Breukelen
ID NUMBER	0319952
DISSERTATION TOPIC	Motivating Factors towards Selection of Airbnb by Tourists in Klang Valley, Malaysia

PART 1- THEORETICAL FRAMEWORK		
CHOICE OF TOPIC AND TABLE OF CONTENTS		
<i>Date</i>	<i>Remarks</i>	<i>Signatures: Student/Tutor</i>
QUALITY OF LITERATURE REVIEW AND RESEARCH QUESTIONS IDENTIFIED		
<i>Date</i>	<i>Remarks</i>	<i>Signatures: Student/Tutor</i>
DRAFT OF PART 1		
<i>Date</i>	<i>Remarks</i>	<i>Signatures: Student/Tutor</i>

PART 2- METHODS AND FINDINGS		
COLLECTION OF DATA		
<i>Date</i>	<i>Remarks</i>	<i>Signatures: Student/Tutor</i>
ANALYSIS AND WRITING		
<i>Date</i>	<i>Remarks</i>	<i>Signatures: Student/Tutor</i>
FINAL DISSERTATION		
<i>Date</i>	<i>Remarks</i>	<i>Signatures: Student/Tutor</i>

Summary Table of Contents

Acknowledgements	1
Abstract:	2
Chapter 1: General Introduction.....	3
1.0 What is Airbnb?	3
1.1 Background of the Study	4
Chapter 2: Literature Review	10
2.0 Sharing Economy	10
2.1 History of Home Sharing and Airbnb	11
2.2 Overview of Airbnb	12
2.3 The Significance of Airbnb towards the Hotel Industry	12
2.4 Airbnb's Competitors in the Peer-to-Peer Accommodation Market	14
2.5 Airbnb in Malaysia	16
2.6 Conceptual Framework & Hypotheses	17
Chapter 3: Research Methodology	25
3.0 Key Research Questions	25
3.1 Research Design	25
3.2 Data Collection Procedure	26
3.3 Research Instrument	27
3.4 Sampling Method.....	28
3.5 Profile of Respondents	28
Chapter 4: Data Analysis / Findings.....	29
4.0 Introduction	29
4.1 Demographic Breakdown of Sample	29
4.2 Section A – Demographic and Descriptive Part	31
4.3 Section B – Selection of Airbnb in Klang Valley, Malaysia (DV).....	36

4.4	Section C – Motivating Factors towards Selection of Airbnb by Tourists in Klang Valley, Malaysia	38
4.5	Reliability Analysis.....	52
4.6	Correlation Analysis.....	53
	Chapter 5: Conclusion	54
5.0	Summary	54
5.1	Recommendations.....	55
5.2	Limitations of the Overall Study and Future Research	57
	Bibliography	58
	List of Tables.....	64
	List of Diagrams	65
	Annexes	66
	Table of Contents.....	72

Acknowledgements

First and foremost, I would like to thank Dr. Jeetesh Kumar for his guidance throughout the course of the assembly of this dissertation. It would have been extremely difficult if it wasn't Dr. Jeetesh's extensive knowledge on dissertation writing. His patience as well as continual supervision and assistance was paramount to the completion of this study. I have learned so much from Dr. Jeetesh and I will certainly put the knowledge acquired to good use in future studies. Also, I would like to express my gratitude towards my peers and classmates who helped me immensely by maintaining my morale and encouraging me through the difficult moments that were brought about by confusion, a struggle to find information as well as sleep deprivation. I am immensely elated that we managed to complete our dissertations together by keeping each other going and we ended up bonding on a deeper level as friends as well as companions in the process.

Furthermore, I would like to thank Ms. Karen Ho Kai Hui who guided me in forming the literature review of this study. The transition into writing a dissertation for the first time in my life was a bewildering experience as it was a lot of material to take in and apply. Ms. Karen remained steadfast throughout teaching us the subject and answered barrages of questions by my classmates and me, in a composed manner. Therefore, I managed to produce a satisfactory literature review and research proposal which was the foundation of this study. Moreover, I would like to sincerely thank Chew Xuan Jia, a close friend of mine who possessed previous experience in using the SPSS software which I initially struggled in utilizing. She taught me how to enter my data into the software in a more streamlined and organized manner which made it possible for me to run analyses like the reliability analysis and correlation analysis. These analyses were essential to my study as they were required to evaluate the results acquired from the online survey questionnaire related to this study.

To everyone mentioned above, words cannot express the gratitude I feel towards each and every one of you. It has been a process filled with trials and turbulences but ultimately, I feel that I have grown leaps and bounds due to the writing for this dissertation and I certainly could not have done it without the support of all of you. I owe it to all of you. Thank you.

Motivating Factors towards Selection of Airbnb by Tourists in Klang Valley, Malaysia

William Marinus Van Breukelen
Taylor's University Lakeside Campus

Abstract:

Airbnb, a peer-to-peer accommodation platform has taken the hospitality industry by storm on a worldwide scale. Malaysia is certainly not an exception to this fact and this study aims to investigate the factors that motivate tourists to select Airbnb in Klang, Valley, Malaysia. The study was based on the tourists that have utilized Airbnb in Klang Valley, Malaysia. Six (6) independent factors – 'Affordability', 'Interaction Between Hosts & Guests as Part of Travel Experience', 'Uniqueness of Online Facilities', 'Design Uniqueness', 'Subjective Norm' and 'Electronic Word of Mouth' were utilized to evaluate one (1) dependant factor -- 'Selection of Airbnb in Klang Valley'. Using a quantitative research approach, an online survey questionnaire was utilized to gather 280 responses of individuals who have utilized Airbnb as an accommodation option in Klang Valley, Malaysia. Purposive homogenous sampling and convenience sampling were implemented in this study. The data acquired was analysed and deemed reliable via a reliability analysis and a correlation analysis was conducted to test the relationship between the independent variables and the dependent variable.

Keywords: Airbnb, Selection of Airbnb in Klang Valley, Malaysia, Tourists

Chapter 1: General Introduction

1.0 What is Airbnb?

Airbnb, short for Air Bed and Breakfast, which was launched in August of 2008, is an online company which utilizes a social website and application to market a hospitality service that allows regular people that have a room to share in their private residence, to connect to those who are searching for a place to stay and rent out that room or even an entire house or apartment to them as tourist accommodation, for a fee. Airbnb merely acts as a broker between the guests as well as hosts and the company receives commission fees, 10 – 12% from guests and 3% from hosts with every booking. Prominent examples of a peer to peer/P2P platform which has flourishingly entered the travel sector like car-sharing is Uber as well as the accommodation sector, for example, home exchanges as well as room/apartment rentals and the most successful and popular P2P platform that has entered the accommodation through this is Airbnb (Gutiérrez, García-Palomares, Romanillos, Salas-Olmedo, 2017).

When people travelled in the olden days, it was a norm to stay in homes of families and friends as an alternative to self-supported camping and travellers brought along whatever necessities they required to provide shelter, eat and survive since commercial lodging did not exist. Since then, the hospitality industry has grown and advanced over several centuries and inns, taverns as well as hotels were alternatives to self-sustained travel as well as home-sharing. Although home-sharing is clearly not a new phenomenon, Airbnb possesses a polished and accessible global internet platform that adds a personal empirical difference to one of the earliest forms of hospitality (Lehr, 2015).

The business model for Airbnb relies on direct contact between individuals (P2P), which in Airbnb's case, involves hosts and tourists. According to the company's own data, Airbnb possesses over 160 million guests in over 65,000 cities located in more than 191 countries. Also, as of March 2017, Airbnb's valuation has exceeded \$30 billion, (Zervas, Proserpio, Byers, 2017), which puts it on par with the largest hotel chain in the world, Marriot International. 30 to 240 years was needed for the largest hotel companies to achieve comparable statistics (Lehr, 2015). So, evidently, Airbnb is flourishing and is only expected to grow more. However, by attracting as much demand as they are, Airbnb is bound to have some effect on the hotel industry. The study of (Lehr, 2015) also states that the major difference between Airbnb and

hotels is that it requires a high cost to enter the hotel industry which includes costs of special construction, real estate, furniture, fixtures, equipment, technology, branding, long lead time entitlements and marketing. However, Airbnb does not own any real estate but they are advancing at a more rapid pace compared to any hotel franchise model.

1.1 Background of the Study

1.1.1 Problem Statement

Motivation is a mixture of extrinsic and intrinsic factors that are essential towards both hosts as well as guests of Airbnb and are substantial factors that affect the quality of service and guest satisfaction when utilizing Airbnb as an accommodation option. Currently, an original measurement tool that can be utilized to ascertain the motivating factors towards the selection of Airbnb by tourists in Klang Valley, Malaysia, does not exist. Airbnb are keeping their guests motivated to select Airbnb as an accommodation option by providing affordable rates, providing uniquely designed Airbnb listings, encouraging interaction between hosts and guests, maintaining the uniqueness of the Airbnb online facilities and so on. However, it is crucial but difficult to pinpoint what are the main motivating factors that encourage tourists to select Airbnb as tourists are motivated by different factors and the previously mentioned motivating factors may have the opposite effect on certain tourists. This effect may be caused by tourists being motivated by non-identical factors. Therefore, this study will attempt to distinguish the main factors that motivate tourists in selecting Airbnb in Klang, Valley Malaysia.

1.1.2 Gap of Research

Though numerous studies have been conducted regarding Airbnb, limited research regarding Airbnb in Malaysia exists. As an example, a study conducted in 2017 by Awang Razli on Airbnb being a new platform for peer-to-peer accommodation in Malaysia was the first study of Airbnb in Malaysia, according to the author. Also, Awang Razli also performed another study on the motives for guests to participate in peer-to-peer accommodation in Malaysia like Airbnb and HomeAway. As reported by (Razli, Jamal, Salehuddin, 2018), research on guests' motivations towards selecting peer-to-peer accommodation in Malaysia is still in its early stages. Therefore, there have not been any studies performed regarding the motivational factors towards selection of Airbnb by tourists in Klang Valley, Malaysia. Thus, the lack of research performed on this field is the major influence behind the topic of this dissertation.

1.1.3 Interest & Importance of Research

This study is exceedingly significant for the hotel industry as Airbnb's increasing prominence in Malaysia could be threatening the hotel industry in Malaysia. This research will benefit the Malaysian hotel industry in terms of understanding one of its competitors, Airbnb, in understanding what motivates tourists to forego hotels and choose Airbnb as an accommodation option. The information from this research can be used as a benchmark for hotels to adapt and take steps to recapture the market. Not only that, this study will significantly aid Airbnb hosts in Malaysia by indicating where their rooms of improvement are and what they can do to further capitalize on what they excel at. This is due to this research indicating a substantial amount of information on the motivational factors as to why tourists select Airbnb as an accommodation option in Klang Valley, Malaysia.

In turn, this study will aid the tourism industry of Malaysia by providing customer perception on Airbnb. This is relevant to the tourism industry because it can affect how they distribute their resources in regards to investing for advertising for peer-to-peer accommodation like Airbnb as they will be able to evaluate the performance of Airbnb in terms of customer perception. Also, since there are only two studies regarding Airbnb in Malaysia according to Awang Razli, this study will be an extension to the previous studies and it will provide additional useful information on Airbnb in Malaysia. This study is also an accumulation of the secondary data currently available regarding Airbnb in Malaysia and it also contains new, relevant and updated information which could aid the people that are using this as a reference to understand Airbnbs in the Malaysian market.

1.1.4 Aim of Study

The aim of this study is to investigate the motivating factors towards selection of airbnb by tourists in Klang Valley, Malaysia. The growing presence of Airbnb is concerning to certain hotels and this dissertation aims to help identify why tourists are truly attracted to Airbnb.

1.1.5 Research Objectives

Objective 1: To identify the existing factors which sway tourists to select Airbnb for their lodging preference instead of hotels.

Objective 2: To investigate if demographic factors such as different age groups, genders, occupations and incomes affect tourists' view towards Airbnb and the services offered.

Objective 3: To uncover if Airbnb will have the same effect on hotels like how other peer-to-peer platforms have taken over their own markets. (Eg: Grab)

According to (Nguyen, 2014), an empirical study within the state of Texas by Boston University explored how Airbnb listings affected hotel revenue. If the number of Airbnb listings were to double, hotel revenues would decrease 2.1% in budget hotels, 2.6% in economy hotels, 0.9% in midprice hotels but it will have an insignificant effect on luxury hotels. However, that study also showcased an increase in Airbnb reservations despite an increase in hotel occupancy. This can highlight the main factors as to why tourists, who are the target market of budget to mid-tier hotels, are selecting Airbnb.

Also, according to the study by (Guttentag, Smith, Potwarka, Havitz, 2017) that utilized a sample of 800 tourists who had stayed in accommodation by Airbnb during the previous 12 months, they found that most of the respondents were more attracted towards Airbnb's practical attributes like cost, as compared to its experiential attributes which were deemed secondary. Though common sense would suggest that cost is the main reason as to why people opt for Airbnb lodging; that may not necessarily be the case as there are undoubtedly other factors that play major roles. By identifying these objectives, the motivating factors towards selection of Airbnb by tourists in Klang Valley, Malaysia, which is the main objective of this study, could be gauged more precisely through identifying the factors as to why tourists opt for Airbnb accommodation compared to hotels and how potential customers are lured away from opting for hotel accommodation. Also, identifying the selling points of Airbnb, can help discover methods on how the hotel industry could bounce back or even work together with Airbnb, innovatively to capture the market once again.

Moving on, these research objectives will lead to unveiling the development of Airbnb in fulfilling customer needs that in turn increases customer satisfaction. For example, tourists who were dissatisfied with the communication and restrictive interaction with the host would give Airbnb another chance due to Airbnb implementing a 24/7 telephone customer support line which is a progressive enhancement. Also, an Airbnb employee stated that they have more information regarding their hosts and tourists compared to a hotel guest's information on the front desk staff of the hotel. This is due to the Airbnb platform that encourages a relationship of trust between the host and his/her guest which not only allows guests to review their hosts and their homes but also hosts to review their guests (Lehr, 2015).

1.1.6 Hypothesis of the Study

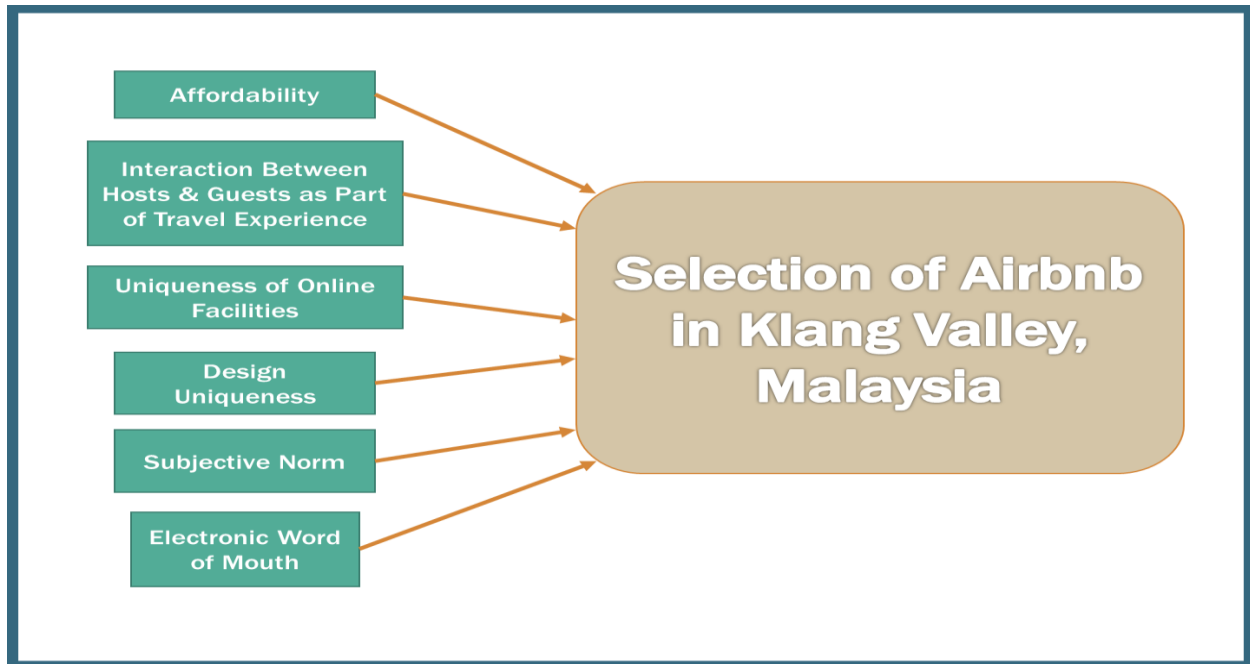


Figure 1: Conceptual Framework

H1: Affordability has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

H2: Host-Guest interaction has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

H3: The uniqueness of online facilities has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

H4: The design uniqueness has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

H5: Subjective norm has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

H6: Electronic word of mouth has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

1.1.7 Structure Plan of Research

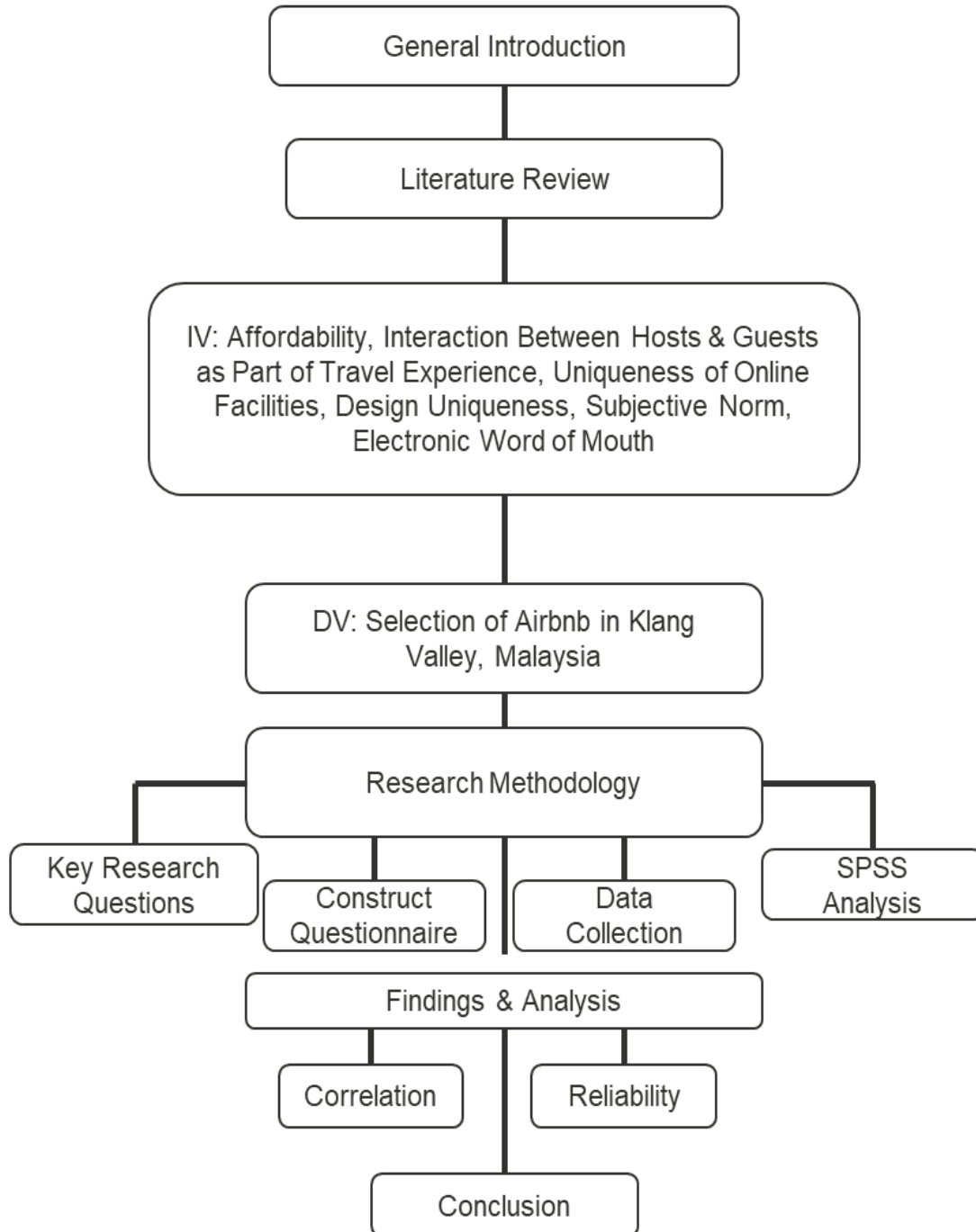


Figure 2: Structure Plan of Research

Chapter 2: Literature Review

2.0 Sharing Economy

Sharing economy is defined as the collaborative consumption made by the acts of sharing (Bruno, Faggini, 2017). It is also a network of markets in which people utilize numerous forms of compensation to handle the reallocation of as well as access to resources, facilitated by a digital platform which is operated by an organization (Mair, Reischauer, 2017). The information market where open source software and file sharing is still examined is the area where sharing is more established. The peer-to-peer market can be looked at as a specific type of two-sided market in which two groups supply each other with network externalities which in relation to Airbnb is money and accommodation, through a platform (Bruno, Faggini, 2017), which in the case of this study, is Airbnb.

In other words, the sharing economy consists of consumers providing temporary access to underused personal goods or physical assets to one another, usually for money. The sharing economy is comprised of online platforms that are basically electronic marketplaces that have the ability to control the range of their activity as well as grow in a more adaptable manner compared to most traditional organizations. With Airbnb having all these advantages, they are looked at as a disruptive innovator within the hospitality industry. In spite of that, Airbnb supporters state that Airbnb increases the range of tourism and at the same time, generates income to homeowners (Gyódi, 2018).

Airbnb is an uncommon example within the sharing economy because in contrast to most sharing economy platforms, Airbnb has become a profitable sharing economy platform in 2016. Furthermore, the sharing economy has experienced an increase in academic attention as it has become a global phenomenon due to the rise of the sharing culture. The rise of the sharing culture can be looked at as a change in customers' desires as consumers are shifting from ownership and instead, preferring to list up their personal items online and give strangers the opportunity to rent or buy them. These personal items can range from household items, vehicles, tools and in relation to this study as well as Airbnb, homes of people. Airbnb is a prominent example due to its profitability and leading position in the sharing economy (Lutz, Newlands, 2018).

2.1 History of Home Sharing and Airbnb

In the 20th century, the year 1953, The Swiss and Dutch Teachers Union formed an actual home sharing alliance in order find a cost-effective way to travel and improve the understanding of different cultures at the same time. In the middle of the 1990's, Craig's List, an Online Vacation Rental Platform (OVRP), and Vacation Rentals by Owner (VRBO) were created. In the past, home sharing was a word of mouth, person to person, flyer and newspaper guerrilla marketed prospect. Shared accommodations were promoted and marketed typically through the neighbourhood marketplace which is an analog method of a low-tech advertising system, or print media, consisting flyers, postings and newspaper categorized adverts.

Joe Gebbia and Brian Chesky were both unemployed in San Francisco and struggling to pay rent in an expensive rental market in 2007. During an Industrial Design Conference in town, most of the hotels were sold out and the hotels with available rooms offered high rates. As a result, Mr. Gebbia and Mr. Chesky noticed an opportunity the opportunity to gain additional income and grabbed it (Lehr, 2015). They prepared air mattresses in their living room and rented the space in their living room to conference attendees for 80\$ a night. Through this, Joe Gebbia and Brian Chesky noticed a chance for a lucrative business and so they recruited Nathan Blecharczyk, a programmer, to design a website that connects locals that possess empty spaces in their homes, with tourists that require accommodation. And thus, Airbnb was born (Nguyen, 2014). Now, in 21st century of the year 2017, Airbnb's valuation has exceeded \$30 billion (Zervas, Proserpio, Byers, 2017).

The Airbnb founders established an innovative global marketplace using an online platform as a medium where hosts rent out shared rooms, private rooms, houses, apartments and other accommodation for guests to stay for a specific agreed upon duration. It is free for tourists to sign up on Airbnb and for hosts to list up the space they wish to rent out on the platform. Airbnb has altered the short term rental market and put it on the map, which in turn, has produced hundreds of thousands of micro-hospitality businesses internationally. It has created its reputation of personalization and dependability early in its history by reinforcing and improving user experience through innovative measures like tourists' and hosts' reviews, performing platform updates, putting in place liability as well as property insurance policies and creating social networking interfaces (Lehr, 2015).

2.2 Overview of Airbnb

A peer-to-peer economy, also known as a sharing economy or collaborative consumption, has gained prominence in the past decade and Airbnb is the most successful peer-to-peer model in the hospitality industry (Liu, Mattila, 2017). It acts as an online community marketplace that allows large-scale renting accommodations from private individuals (Choi, Jung, Ryu, Kim, Yoon, 2015). In other words, Airbnb acts as a company that provides a platform which connects individuals (hosts), via the Internet, who wish to share their unutilized assets or space as accommodation to tourists (guests) who require them, for a fee. Similar to a typical bed and breakfast, a host of a space may be living there during the duration of rental. However, hosts can also operate the space purely for rental purposes only (Guttentag, D. 2013).

Airbnb differentiates itself from traditional accommodation like hotels by providing a feeling of being at home, a sense of belongingness but at the same time, a unique place to stay. A host is urged to promote interesting local hotspots to guests and teach guests something local and memorable through interaction with hosts. Airbnb possesses over 2 million distinctive accommodations that signify the local host's lifestyle, character as well as culture (Liu, Mattila, 2017). Also, Airbnb is defined to be considerably different to typical mainstream consumption in terms of meaningful life enrichment, human contact, access as well as authenticity. What is most wanted by Airbnb guests is the feeling of experiencing a city and living like a local (Gutiérrez, García-Palomares, Romanillos, Salas-Olmedo, 2017). This correlates with Airbnb's philosophy of promoting a feeling of living like a local (Liu, Mattila, 2017) and the company's strategic planning platforms which are, 'Belong Anywhere' and 'Live There', to guests (Mody, Suess, Lehto, 2017).

2.3 The Significance of Airbnb towards the Hotel Industry

Ever since the launch of Airbnb in 2008, people have debated about why tourists opt for Airbnb rather than hotels for lodging. Due to its exponential growth, researchers have conducted several studies on how the hospitality industry is affected by Airbnb. For instance, a study by (Zervas, Proserpio, Byers, 2017) states that a hotel's revenue per room available (RevPAR), which is the product of average room price and occupancy, can be affected by Airbnb through a combination of diminished occupancy rates and lowered hotel room prices. The study also states that, in Texas, there is a 0.39% reduction in hotel room revenue with every 10% increase in the size of the Airbnb market. Many people think that Airbnb will undoubtedly adversely affect

the revenue of all hotels and this opinion is not restricted to the general public. People within the hotel industry assume this as well. According to, (Nguyen, 2014), Christie Hicks, the senior vice president of Starwood Sales Organization mentioned that Airbnb is disrupting the hotel industry and that the emergence of Airbnb and how it has grown immensely will encourage other competitors like Airbnb to emerge as well. However, this is not always the case. This study continues to say that there is a so-called rivalry between the hotel industry and Airbnb that has been portrayed by the mass media due to headlines that point towards Airbnb being a severe threat to hotels.

This assumption has been invalidated because a study that was conducted in Korea has shown that Airbnb did not affect hotel revenues there (Choi, Jung, Ryu, Kim, & Yoon, 2015). Also, Airbnb represents a very low competitive rate in New York City (Lehr, 2015). Not only that, based on the study of (Neeser, Peitz, Stuhler, 2015), Airbnb had no significant impact the hotel's revenue per available room, RevPAR, in Norway, Finland and Sweden when the researchers applied the same methodology used in the study by (Zervas, Proserpio, Byers, 2017). Also, the average daily rate (ADR) and RevPAR of hotels in Boston, USA, continued to grow even with the emergence of Airbnb into the accommodation sector (Mody, Suess, Dogru, 2017). The initial perception that Airbnb will most certainly reduce revenues in all hotels, fails to see that some hotels are equipped to offer amenities to corporate travelers, something Airbnb presently does not offer. Hotels also offer instant reservation confirmation on an international scale, loyalty point programs, concierge services, breakfasts, complimentary Wi-Fi, swimming pools, business facilities, exercise rooms/gyms, which are services that are not easily obtained by Airbnb guests as well as not consistently offered by Airbnb listings (Lehr, 2015).

(Nguyen, 2014) mentions that Airbnb listings and hotel rooms are not exactly the same product and that top executives at large hotel chains have expressed that Airbnb offers a fundamentally different product compared to what branded hotels offer as Airbnb attracts adventurous leisure travelers who are not appealed by perks like in-room dining options and fitness centers that branded hotels offer. Airbnb states that they aim to complement hotels not compete with them as the hotel industry and Airbnb outdo each other at different aspects which means that Airbnb is not a perfect alternative to hotels (Guttentag, Smith, 2017). Hotels that do not cater to business tourists, budget hotels and independent hotels are more affected by Airbnb (Zervas, Proserpio, Byers, 2017) which suggests that the assumption that Airbnb will reduce the

revenues in all hotels fails to take into account the different market segments in the hotel industry. If we continue to believe the presumption that Airbnb is a direct replacement of hotels, we will never understand the larger question of why some consumers choose to select Airbnb instead of hotels.

Furthermore, it is evident that Airbnb is at a disadvantage in the field of hospitality when it comes to quality of service, professionalism of staff, brand reputation and finally, security (Gutiérrez, García-Palomares, Romanillos, Salas-Olmedo, 2017). Yet, Airbnb seems to be flourishing despite this fact. Not only that, according to (Nguyen, 2014), the Digital Marketing & Communications Manager of the Professional Convention Management Association, Daniel Metz, commented that Airbnb mainly attracts leisure guests who are adventurous and not business tourists with expense accounts. Based on several studies previously mentioned, people should not look at Airbnb as a direct competitor to all types of hotels. Due to Airbnb being relatively new, scarce research exists on why some tourists use it compared to hotels (Guttentag, Smith, Potwarka, Havitz, 2017) even though it is easier than ever to acquire hotel accommodation these days. Though Airbnb does draw tourists away from traditional hotels, the company also produces new demand, thus creating an increase in the need for accommodation by tourists. For instance, this analogy relates to the previous statement: In the airline sector, following the penetration of low-cost discount carriers into the market, a large increase in passenger traffic occurred (Forgacs, Dimanche, 2016). So, why exactly do some people prefer utilizing Airbnb as their lodging preference rather than hotels?

2.4 Airbnb's Competitors in the Peer-to-Peer Accommodation Market

Airbnb acts as the leader in the international peer-to-peer accommodation market similarly to how Kleenex is for tissues and how Google dominates the online search engines market (Dolnicar, Hajibaba, 2018). One example that supports this statement is Roomorama, which is a home-sharing site, ceasing its operations due to increased competitors which have made it extremely difficult for them to function and compete in the industry. However, according to the study conducted by Homa Hajibaba and Sara Dolnicar, Airbnb possesses a multitude of competitors. However, these competitors operate in different ways. For instance, most of the peer-to-peer accommodation platforms provide hosts the opportunity to charge a fee for offering a place to lodge for guests and Airbnb is the prime example of this practice.

However, there are peer-to-peer accommodation platforms that function using a barter system where accommodation is offered in exchange for other services. An example that utilizes this system is HomeExchange. In addition, Couchsurfing uses a system where money is irrelevant as no money changes hands during a transaction. Members of the Couchsurfing community offer space in their home which is unused or underutilized to tourists. The only reward they acquire from this is the opportunity to stay at someone else's home in the Couchsurfing community (Dolnicar, Hajibaba, 2018). Not only that, Booking.com also acts as a competitor to Airbnb in the international peer-to-peer accommodation market though it was an online travel agent for several years. Currently, booking.com has 794,537 holiday rentals that are offered by both commercial accommodation providers and individuals as well. In the study conducted by Homa Hajibaba and Sara Dolnicar, Airbnb's competitors can be classified into four basic types:

i. Host-Independent Commercial Provider

- Booking.com fits into this category as it is a heavily renowned commercial online travel intermediary that offers details on lodging options but information on the hosts of holiday rentals is not provided. The information regarding accommodation options on its platform are not verified nor guaranteed to be accurate.

ii. Host-Dependent Commercial Provider

- Airbnb fits into this category as hosts are an integral part of the platform and tourists exchange money for a temporary stay in lodging options provided by hosts. The reputation and rating of both hosts and tourists are immensely significant on the platform.

iii. Host-Independent Non - Commercial Provider

- HomeExchange fits into this category as hosts and guests do not interact with each other directly when exchanging homes. Though an annual membership fee has to be paid to HomeExchange, transactions involving money does not take place between hosts and guests.

iv. Host-Dependent Non - Commercial Provider

- Couchsurfing fits into this category as transactions involving money do not take place between the host and the guest. The host plays a significant role on the platform as they directly affect the guests' experience. This is due to guests sharing the same space with the hosts.

However, in Malaysia, Airbnb only possesses one other competitor in the peer-to-peer accommodation market other than booking.com, which is, HomeAway by Expedia. It possesses an identical system to Airbnb (Razli, Jamal, Salehuddin, 2018). Thus, HomeAway fits into the Host-Dependent Commercial Provider category.

2.5 Airbnb in Malaysia

As previously mentioned, Airbnb was created in 2008. In Malaysia, Airbnb experienced a late flourish as the number of nights booked on Airbnb increased by 350% in 2012 due to aggressive marketing and existing brand knowledge from other states. In addition, Airbnb has experienced a 500% growth in Malaysia in 2013. The Malaysian government then finally acknowledged the positive results of a sharing economy to Malaysia in 2014. They took measures to encouraging tourists to use Airbnb by advertising and endorsing Airbnb during the Visit Malaysia Year 2014. As a result, the tourism industry as well as the local real estate market thrived.

The Malaysian government then initiated a project in Melaka which involved listing 130 homestays in Airbnb in order to increase international and domestic homestay bookings in Malaysia to ultimately increase the level of income of homestay owners via the Airbnb platform. Tourists have travelled to Malaysia from 78 different countries and utilized Airbnb as their accommodation option. In a nutshell, Airbnb has been increasingly successful in Malaysia as it is predicted to continue its performance in the Malaysian market as according to statistics, Malaysia has the third highest increase in bookings in 2015, just behind Japan and Thailand. Currently, there are over 300 Airbnb listings in Malaysia, 306 as of January 2017 (Razli, Jamal, Salehuddin, 2017).

2.6 Conceptual Framework & Hypotheses

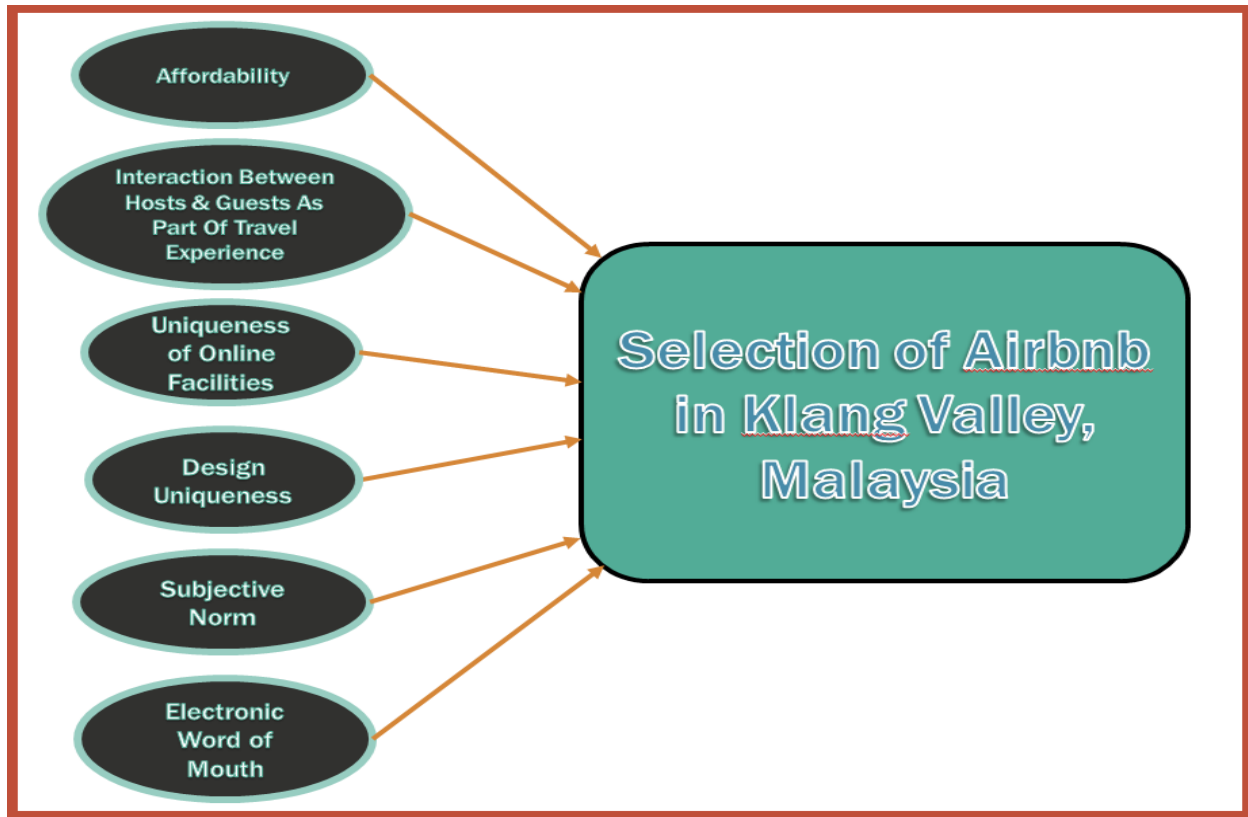


Figure 3: Conceptual Framework

The conceptual framework was made using the study of Stors and Kagermeier in 2015 as a foundation. The study was conducted in Berlin and it focuses on the inspirations and expectations of the guests as driving forces, based on the meaning of collaborative consumption in tourism to tourists. Airbnb has convinced a portion of the public to opt for sleeping in the residence of a stranger found online through the Airbnb platform. Though the basic act of locals renting out accommodation to tourists have been practiced for centuries, the emergence of the Internet and mobile technology has modernized this basic phenomenon by facilitating as well as streamlining virtual markets where communication and trust are established between hosts and guests (Guttentag, Smith, Potwarka, Havitz, 2017).

This conceptual framework suggests that affordability, feeling of authenticity brought about by the interaction between hosts and guests, the uniqueness of the facilities and design of the accommodation as well as subjective norm, are the major factors that influence tourists to opt

for Airbnb accommodation. Through extensive research, these factors were the recurring elements in numerous studies which brought about the rationale to construct this conceptual framework and utilize it as a basis for this dissertation. The significance of the numerous elements within the customer's decision-making process has hardly been studied (Mody, Suess, Lehto, 2017). This conceptual framework breaks down why people opt for Airbnb into 6 main factors. By doing this, the factors that attract people to select Airbnb in the Klang Valley can be tested through using this framework as a foundation to determine the needs and wants of consumers that are fulfilled by Airbnb.

2.6.1 Affordability

It is evident that affordability plays a key role in motivating tourists to opt for Airbnb. (Amaro, Andreu, Huang, 2017) states that one of the main motivational factors that influence tourists to opt for Airbnb is value for money as they offer quality accommodation at relatively low prices, which links to the study of (Stors, Kagermeier, 2015). Also, (Dao, Vu, 2016) conducted a study in Helsinki, Finland regarding customer's purchasing behavior. The data gathered through both qualitative and quantitative research methods showed that budget reasons are the strongest customer' motivation for selecting accommodation in Helsinki.

The role of financial motivation is significant as Airbnb attracts a diverse range of tourists, particularly budget travelers (Lehr, 2015). For example, one-third of the leisure guests and half of the business tourists in Berlin opted for private accommodation through platforms such as Airbnb to save money. Leisure visitors also mentioned that share platforms like Airbnb that offer affordable and reasonable rates allow them to travel to destinations that they are usually unable to visit due to inability to afford the travel and accommodation costs (Stors, Kagermeier, 2015). According to the study by (Guttentag, Smith, Potwarka, Havitz, 2017), the collective levels of agreement with the motivations show that Airbnb's comparatively low cost was by far the primary motivation. On the supply side, hosts are not able to assess the value of their property without comprehending consumer demand. Also, the functional cohesion between Airbnb listings and hotels involves taking into account the competition and market circumstances of the hotel industry in order to accurately measure the value of Airbnb listings.

This is extremely important as hotels or other vacation rentals can distort consumer behavior in demanding for Airbnb accommodation (Chen, Xie, 2017). Though Airbnb's economical prices

may be alluring towards tourists, the hotel industry should look at Airbnb's appealing aspects like their user-friendly website and phone application, as well as the assurance of authentic local experiences, and use these aspects as a benchmark to identify areas of improvement. However, Airbnb hosts and guests have also suffered controversial and negative experiences like hosts that have suffered damages due to thrashing of homes, guests experiencing troubling issues brought about by irresponsible hosts and so on. The hotel industry can utilize this as a foundation to advertise their competitive edge like safety, security, asset protection as well as high quality hospitality and service, in a manner with higher intensity in order to lure potential guests to opting for hotels (Forgacs, Dimanche, 2016).

H1: Affordability has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

2.6.2 Interaction Between Hosts & Guests as Part of the Travel Experience

Based on the interviews in the study of (Stors, Kagermeier, 2015), personal interaction between hosts and guests plays a huge part for the majority of the tourists who utilize Airbnb. Hosts can positively contribute to tourists' experiences through hosting skills and providing a satisfactory quality of service (Lalicic, Weismayer, 2017). This is especially the case for visitors from the leisure segment as they deem it very important to get to know new people and to receive information and personal recommendations from the host. However, for business tourists, the results are very contrasted as they prefer privacy and to not be bothered in order to conduct business activities (Stors, Kagermeier, 2015). This conflicts with the differentiation and services Airbnb offers, which is why most business tourists opt for hotels due to the security and privacy that hotels provide.

The tourism industry cannot flourish long term without a good host – guest relationship (Ap, Crompton, 1998). A good host is essential for a good travel experience for the guests. In Airbnb, guests have a closer relationship to the host as they deal directly with each other. The host also feels the need to be polite and help the guests out in order to receive a higher rating on the Airbnb platform. This will increase the likelihood of their rooms being booked and therefore improve business for them. Airbnb hosts and guests will often have different cultural backgrounds. Bochner argued that, different cultures should have a mutual understanding to

bring rise to better understanding, tolerance, reduced prejudice and conflict. This will reduce tension between both guests and hosts (Bochner, 1982).

This is largely experienced when a guest travels to a foreign place or when an Airbnb host hosts somebody in their homeland. In other words, both the tourists and the host community partake in exploring the culture of one another. Tourists experience the host's culture by learning and exploring it and on the other hand the host's community is interacting with tourists and experiencing their culture. As an example, (Dao, Vu, 2016) expresses that though most tourists are attracted to Airbnb due to low prices, one major factor is the local experience that Airbnb aims to deliver to their guests.

A host's performance in interacting with his/her guest over the course of the guests' stay is the platform of why Airbnb can claim that it offers authentic experiences (Lalicic, Weismayer, 2017). For instance, the Airbnb campaign called '*Don't Go There, Live There*' which insinuates that by opting for Airbnb, tourists will enjoy the local experience through interaction and blending in with locals like the host (Forgacs, Dimanche, 2016). This can develop a closer relationship between the host and the guests, thereby building a companionable experience which leads to the guest feeling more immersed in the travel experience of living like a local (Paulauskaite, Powell, Coca-Stefaniak, Morrison, 2017).

H2: Host-Guest interaction has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

2.6.3 Uniqueness of Online Facilities

There are other relevant factors that come into play when choosing accommodation through Airbnb. Some visitors mentioned that the facilities of Airbnb online platforms are simple to utilize which offers an easy comparison of lodging and rates as well as rapid access to relevant information. For others, the forthright contact with the host is the greatest advantage. In addition, the interviews highlighted that specific locations within a city may be a main factor and extremely relevant for visitors choosing private accommodation over a hotel (Stors, Kagermeier, 2015). A unique point that gains tourists' attention towards Airbnb is the vast and varying options of places to choose from. Airbnb has since been expanding their accommodation listing to multiple countries across the globe.

The user-friendly Airbnb mobile application and website revolves around peer-to-peer interaction between the tourist and the host which makes booking accommodation extremely simple. These online facilities are described as a two-sided platform that is built for a trusted, open community market for hosts to list lodging and tourists to discover as well as book unprecedented lodging all over the world (Razli, Jamal, Zahari, 2017). In contrast to hotels, Airbnb has its own process of exchange as which includes tourists being able to utilize a built-in interface that narrows down their lists of available accommodation based on selected preferences like location, price, number of pax, amenities provided and if parties and events are allowed or not. Furthermore, Airbnb provides hosts the possibility to verify the legitimacy of pictures of the listed property. This benefits guests because it decreases the threat of a guest being greeted by an Airbnb listed property not matching up to its pictures online (Belleflamm, Peitz, 2018).

Hosts can put up listings free of charge and set prices for those listings. Tourists can sign up for free as and once a tourist is happy with a certain listing, payment details will be required in the form of credit card information which will only be charged once the tourists have checked-in and the host recognizes the transaction as appropriate and successful. The guests and hosts will then be charged a 6 – 12% and 3% transaction fee respectively (Razli, Jamal, Zahari, 2017). The online facilities also enable both guests and hosts to rate each other which creates a relationship of accountability between both parties (Leoni, 2017). Moving on, utilizing a peer-to-peer platform which revolves around the interaction between tourists and hosts forms a sharing economy that allows the Airbnb community to manipulate prices unlike most giant hotel corporations.

H3: The uniqueness of online facilities has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

2.6.4 Design Uniqueness

Airbnb advertises and markets a huge variety of unprecedented accommodation for tourists to stay in. Their wide array of accommodation is comprised of simple as well as out-of-the-box designs. This conforms to a Euromonitor International report which states that tourists desire authentic and unique accommodation rather than rooms that are generic and expected. Though Airbnb markets value of money rooms, these unique rooms are for tourists who are willing to

spend as it can cost \$8000 or more and that is only the tip of the iceberg. For instance, one of Airbnb's most renowned uniquely designed accommodations is the Casa Caracol. It is a house designed in the form of a seashell at Isla Mujeres, Mexico (Amaro, Andreu, Huang, 2018).

The interviews with the hosts in the study of (Stors, Kagermeier, 2015) exposed an element that was undervalued in the preceding quantitative surveys. Airbnb hosts were able to perceive that visitors significantly appreciate the mood and ambience of private accommodation that they like to have something more unique and personalized than a hotel. As a result, not only will direct contact with the host and the making of an inside perception affect the specific visitor experience of Airbnb, but the design and amenities of the accommodation plays a huge factor as well. The design and concept of Airbnb listings provides its consumer with a homely appeal which gives guests a sense of home away from home.

Not only that, consumers get to enjoy a wide array of lodging options, ranging from apartments, houses, boats, condos, mansions and even castles if you possess the needed funds. According to (Dogru, Pekin, 2017), guests are attracted to the experience of the uniqueness and design of properties to the extent where they would be willing to pay more to stay in properties like treehouses, villas and yachts. An interesting theory by Forgacs states that the hotel industry can work innovatively with Airbnb to offer both sides of the spectrum like the uniqueness, accommodation design and individuality of the facilities of Airbnb with the security, high quality hospitality and service as well as hotel amenities and facilities by setting aside a portion of hotel rooms in hotels that can be booked through Airbnb (Forgacs, Dimanche, 2016).

H4: The design uniqueness has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

2.6.5 Subjective Norm

(Amaro, Andreu, Huang, 2017) states that subjective norm, which is the supposed social burden to conform to social pressure to execute a certain action, influences tourists to opt for Airbnb as well. However, in the study, these motivational factors mainly affect Generation Y tourists. Supplementarily, (Fleischer, Wåhlin, 2016) highlights that Airbnb has heavily contributed to the development of adapted behaviours among consumers but particularly among Generation Y consumers. However, it is obvious that Generation Y tourists are only a portion of the overall

consumer base of Airbnb as (Guttentag, Smith, 2017) states that according to Airbnb, their average guest age is 35 years old. This suggests that Generation Y tourists, which are known to be born between the years 1981 – 1995 (Zhang, Abound Omran, Cobanoglu, 2017), make up the bulk of the Airbnb customer base.

This underlines that a number of tourists feel a certain social pressure to utilize Airbnb accommodation compared to hotels. This could be due to the immense success of Airbnb and the huge influx of people opting for Airbnb accommodation, worldwide, to the extent where a number of tourists feel obligated to utilize Airbnb accommodation at least once. Another study that supports this factor is (Goh, Ho, Jiang, 2015) which validates that subjective norm heavily influences the intention of consumers to book their accommodation using online peer-to-peer applications like Airbnb. Also, a study by (Mao, Lu, 2017) states that subjective norms influences tourists to have a positive attitude when selecting Airbnb for accommodation.

Additionally, Generation Y tourists yearn to showcase their consumption behaviours to their reference group to indicate that they fit in. A reference group is a group that an individual, or in this case a tourist, identifies with and accepts its values as a guide to his/her life (Kim, Jang, 2014). Based on this rationale, in regards to subjective norm, Generation Y tourists utilizing sharing accommodation could trigger other Generation Y tourists to utilize Airbnb as an accommodation option (Amaro, Andreu, Huang, 2018). To support that statement, the study by Suzanne Amaro showed that subjective norm heavily influenced Generation Y tourists intention to use Airbnb as an accommodation option.

H5: Subjective norm has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

2.6.6 Electronic Word of Mouth (eWoM)

Word of mouth, specifically, electronic word of mouth heavily influences tourists to select Airbnb. Electronic word of mouth is known as the action of making an independent comment or statement regarding significant organizations, individuals and in Airbnb's case, the host, guest and listing. In other words, electronic word of mouth is in the form of positive or negative reviews in relation to Airbnb. This undoubtedly influences the judgements of tourists because electronic word of mouth is viewed as a more trustworthy source of information by other tourists compared

to information from other sources as they are based on the actual experience of the stay. This is due to the fact that the quality of the product and service is difficult to evaluate without experiencing it (Liang, Choi, Joppe, 2017).

In addition, electronic word of mouth is also more efficient compared to traditional word of mouth as it has the ability to reach a larger audience (Goh, 2015). The study also states that electronic word of mouth positively impacts tourists' subjective norms on a significant level which relates to tourists feeling the need to conform to the social pressure of trying Airbnb at least once. The traditional form of word of mouth which is the action of exchanging information through oral communication also certainly motivates tourists to select Airbnb but electronic word of mouth would be more appropriate for this study as it is the main form of communication between Airbnb guests related to the experience of booking and lodging in Airbnb listings according to the study (Liang, Choi, Joppe, 2017). The study further continues that electronic word of mouth directly influences tourists' perceived value of a product as it possesses informational influence that affects views and conformism.

Online reviews on Airbnb act as a solution to the issue of trust. Certain organizations program their websites to only display positive reviews of their product or service. These organizations experience an issue of trust with their customers as it comes across as having something to hide and being dishonest as they are not being transparent about customer's experiences. Airbnb's implementation of reciprocal reviews between hosts and guests not only increases tourists' trust in the organization, it benefits both hosts and guests as they are better informed regarding the airbnb listings, hosts' quality of service, guests conduct and so on. The higher the number of ratings and reviews displayed on the Airbnb mobile application and website, the more informed tourists and hosts will be before coming to a decision on their purchase (Belleflamm, Peitz, 2018).

H6: Electronic word of mouth has a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia.

Chapter 3: Research Methodology

3.0 Key Research Questions

The key research questions that have been developed for the purpose of this study, which is, investigating the motivating factors towards selection of Airbnb by tourists in Klang Valley, Malaysia, are:

- i. What are the main factors as to why tourists are selecting Airbnb in Klang Valley, Malaysia?
- ii. How do demographic factors affect peoples' perception towards Airbnb and its services?
- iii. Is Airbnb viewed as a superior option to hotels or just an alternative?
- iv. Do the motivating factors (*affordability, interaction between hosts and guests as part of travel experience, uniqueness of online facilities, design uniqueness, subjective norm and electronic word of mouth*) have a direct relationship with the selection of Airbnb by tourists in Klang Valley, Malaysia?

3.1 Research Design

To acquire primary data that is related to the aim of this study, a quantitative research method would be more suitable. For this study, a qualitative research method which would have involved individual in-depth interviews, observations or group discussions was unsuitable as it is a text-based, less generalizable exploratory research which would usually require a small sample size. More specifically, this study will be utilizing a structured questionnaire online survey with closed-ended questions based on a Likert-scale to obtain data that can be quantified and tabulated. As the topic of this research is to investigate the motivating factors of why tourists select Airbnb in the Klang Valley, the research is studying the perspective of a sample on a specific issue. Due to this, quantifying their opinions on the questions regarding the topic would produce better results as a larger audience can be reached. Therefore, a quantitative research method was deemed more suitable for this study. The questions that are constructed using the Likert-scale will range from 1 to 5: (1) strongly disagree, (2) disagree, (3) neutral, (4) agree and (5) strongly agree.

Close-ended questions were utilized to remove the risk of unnecessary and irrelevant responses as well as to obtain definite answers. The online survey questionnaire consists of 3 sections. Section A contains 9 demographic and descriptive questions. Next, Section B contains 3 questions in relation to the dependent variable of this study. Lastly, Section C consists of 6 questions based on the 6 independent variables of this study, which have been previously highlighted. These 6 questions comprised of 28 items altogether that were related to the previously mentioned 6 independent variables. Section B and C of the online survey questionnaire were designed with the intention to study if the affordability, interaction between hosts and guests as part of travel experience, uniqueness of online facilities, design uniqueness, subjective norm and electronic word of mouth have a direct relationship with the selection of Airbnb in Klang Valley Malaysia.

3.2 Data Collection Procedure

The online survey questionnaire was distributed to universities and colleges in Klang Valley, Malaysia as these institutions largely consist of Generation Y. The universities and colleges that the online survey questionnaire was distributed to are, *Taylor's University Lakeside Campus* located in Subang Jaya, *Nilai University* in Negeri Sembilan, *Sunway College* in Ipoh and *Aimst University* in Kedah. Universities outside the Klang Valley were selected because students, lecturers or office workers there are more likely to travel to the Klang Valley as a tourist and utilize Airbnb as an accommodation option.

Also, although Taylor's University Lakeside Campus is located in Subang Jaya which is within the Klang Valley, students that study in Taylor's University may utilize Airbnb as a form of student accommodation. These students may also utilize Airbnb listed properties for events and parties as they may prefer a uniquely designed house for a party or event rather than a traditional hotel ballroom. Also, though these students, lecturers, office workers, etc. may study or work in Taylor's University, they may not live close by as Klang Valley covers a large area that lies within Selangor and Kuala Lumpur. It consists of Kuala Lumpur, Klang, Kajang, Subang Jaya, Petaling Jaya, Selayang, Ampang Jaya, Sepang, Shah Alam and Putrajaya (Ong, Choon, 2018)

In addition, the online survey questionnaire was also distributed to people of the general public as this study was not restricted to just universities. The online survey questionnaire was

distributed via social media platforms like Facebook, Instagram and Twitter. For instance, the distribution of the questionnaire consisted of posting the link to the questionnaire on social groups that are affiliated with the universities like confession groups and also university clubs' Facebook pages as these pages are more likely to be frequented by university students and staff. Additionally, an online networking and communication application called WhatsApp was utilized to publicize the online survey questionnaire by sending links to communication groups associated with the universities and colleges. Planting a link online or on a social media platform amplifies the range that the online survey questionnaire possesses, allowing it to reach a wider crowd of people (Hooker, Zúñiga, Gil, 2017).

3.3 Research Instrument

As previously mentioned, the research instrument used was an online survey questionnaire. (Sukamolson, 2007) states that for conducting audience segmentation, which is an element in this research, a quantitative research is more suitable compared to a qualitative research. The audience segmentation performed for this online survey questionnaire is product usage. In other words, the online survey questionnaire's responses are only accepted if the respondents have used Airbnb as an accommodation at least once.

The online survey questionnaire was created using a conceptual framework from the tourists' point of view using Google Forms. As the population size is unknown, a sample size calculation was utilized by multiplying the number of questions related to the independent and dependent variables in the online survey questionnaire by 10. Hence, 280 responses was the targeted number of responses. This is due to the online survey questionnaire being comprised of 28 items which are related to the dependent and independent variables.

Also, sufficient data would be accumulated at that target number of responses and it is enough to drown out any potential biasedness. 300 responses were gathered instead of 280 because a total of 20 respondents have never used Airbnb in Klang Valley as an accommodation option, Malaysia. Due to the fact that this study is based around tourists who have used Airbnb as an accommodation option in Klang Valley, Malaysia at least once, those 20 responses were deemed unusable in this study. Closed-ended questions will be utilized to obtain precise statements similar to the study of (Stors, Kagermeier, 2015).

3.4 Sampling Method

This study involved two sampling methods. Firstly, a purposive sampling method which is also known as judgement sampling was one of the sampling methods implemented for this study. This sampling technique consists of pinpointing and selecting a group of individuals that are deemed suitable or knowledgeable enough for a certain survey (Etikan, 2016). More specifically, a purposive homogenous sampling method was used as it involves focusing on individuals that share a common trait, which in the case of this study, is age and whether Airbnb was utilized as an accommodation option at least once.

As previously mentioned, the online survey questionnaire was distributed to several universities and colleges as Generation Y are more likely to have booked on Airbnb at least once before. For instance, Airbnb's statistics validates this distribution method as their website states that Generation Y makes up approximately 60% of all tourists who have ever utilized Airbnb as an accommodation option. Not only that, Generation Y tourists who have used Airbnb as an accommodation option has skyrocketed by 120% in 2017. Also, according to Airbnb, 83% of tourists in China who have booked Airbnb properties at least once are of Generation Y.

Moreover, by distributing surveys to universities and colleges, the online survey questionnaire will also reach people of different nationalities as universities and colleges are typically multinational institutions. Secondly, a convenience sampling method was also implemented. It is a form of nonprobability sampling (Sedgwick, 2013) where respondents who are easily accessible and willing to participate are included into the pool of respondents of the questionnaire (Etikan, 2016). The link to the online survey questionnaire was sent to people of the general public as well as people who were willing to participate through WhatsApp, Facebook, Instagram and Twitter.

3.5 Profile of Respondents

The targeted survey respondents were individuals who have used Airbnb listed properties as a form of accommodation at least once before. The online survey questionnaire was also mainly spread to individuals of Generation Y as they were more like to have utilized Airbnb before. Other than that, the targeted audience had no preferred gender, profession, income level, nationality or other demographic factors.

Chapter 4: Data Analysis / Findings

4.0 Introduction

Post-data collection, the responses of Section A, B and C of the online survey questionnaire were tabulated and evaluated. The data was then tabulated using IBM Statistical Package for Social Sciences (SPSS) 21.0 for Microsoft Windows and analysed. Using SPSS, the data in Section A: Demographic and Descriptive Part was tabulated based on the responses' frequencies and percentages. The data in Section B: Selection of Airbnb in Klang Valley, Malaysia (DV) and Section C: Motivating Factors towards Selection of Airbnb by Tourists (IV) will then be used to perform a reliability analysis as well as a correlation analysis to test the reliability issues as well as correlation of this study.

4.1 Demographic Breakdown of Sample

I have used Airbnb as an accommodation option in the Klang Valley		
	Frequency (F)	Percentage (%)
Yes	280	100
No	0	0
Total	280	100
Gender		
	Frequency (F)	Percentage (%)
Male	152	54.3
Female	128	45.7
Total	280	100
Age Group		
	Frequency (F)	Percentage (%)
Between 18 - 24 years of age	174	62.1
Between 25 - 31 years of age	47	16.8
Between 32 - 38 years of age	31	11.1
Between 39 - 45 years age	14	5
Above 45 years of age	14	5
Total	280	100
Race		
	Frequency (F)	Percentage (%)
Indian	55	19.6
Malay	53	18.9
Chinese	150	53.6
Others	22	7.9
Total	280	100

Motivating Factors towards Selection of Airbnb by Tourists

Nationality		
	Frequency (F)	Percentage (%)
Malaysian	247	88.2
American	1	0.4
Bangladeshi	1	0.4
Chinese	1	0.4
Indonesian	21	7.5
Italian	1	0.4
Kazakhstani	1	0.4
Maldivian	5	1.8
Mozambican	1	0.4
Sri Lankan	1	0.4
Total	280	100
Occupation/Work Field		
	Frequency (F)	Percentage (%)
Student	157	56.1
Education	19	6.8
Accounting / Finance / Business	39	13.9
Entertainment / Communication	27	9.6
Hospitality / Food Industry	37	13.2
Human Resources (Others)	1	0.4
Total	280	100
Level of Income		
	Frequency (F)	Percentage (%)
Less than RM 1000 per month	128	45.7
RM 1000 - RM 3000 per month	72	25.7
RM3001 - RM 5000 per month	43	15.4
More than RM 5000 per month	37	13.2
Total	280	100
Level of Education		
	Frequency (F)	Percentage (%)
No Schooling Completed	3	1.1
O-Levels	7	2.5
A-Levels	9	3.2
Diploma	40	14.3
Degree	185	66.1
Masters	27	9.6
PhD	9	3.2
Total	280	100
In my opinion, Airbnb is a better alternative to hotels.		
	Frequency (F)	Percentage (%)
Yes	243	86.8
No	37	13.2
Total	280	100

Table 1: Demographic & Descriptive Breakdown of Sample (n = 280)

4.2 Section A – Demographic and Descriptive Part

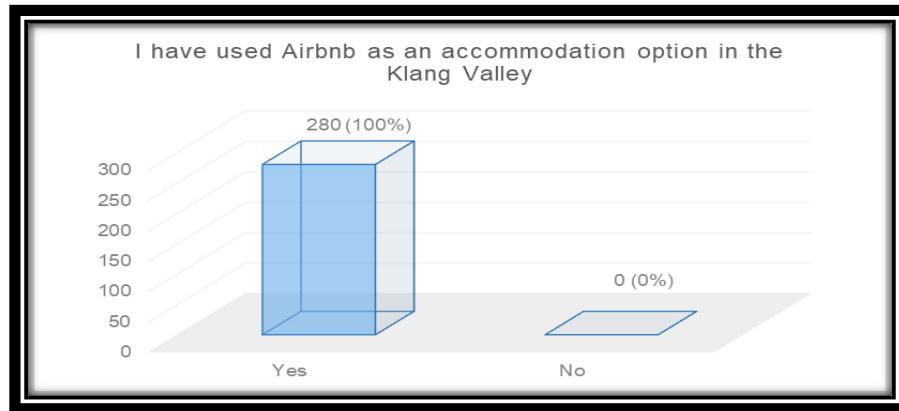


Figure 4: I have used Airbnb as an accommodation option in the Klang Valley

Figure 4 indicates that all 280 respondents (100%) have used Airbnb listed properties as a form of accommodation. This is the case because the responses of respondents that have answered no to this question were unusable in this study.

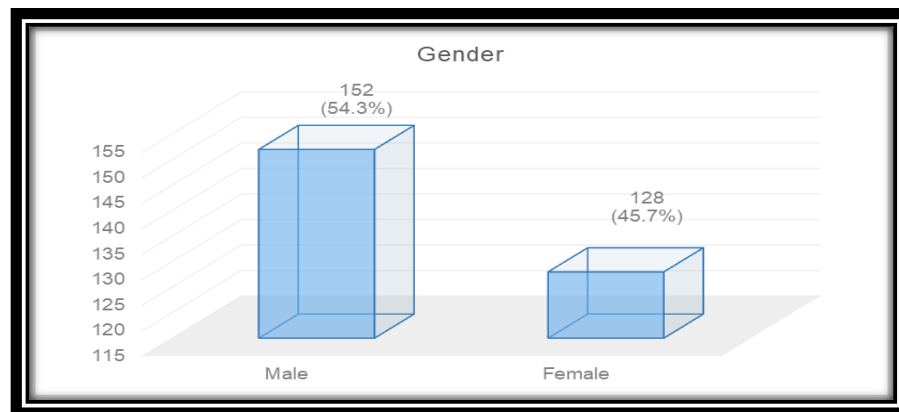


Figure 5: Gender

Displayed on the figure above are the gender profiles of the online survey questionnaire. There is no vast difference between the genders. 152 respondents (54.3%) are male and 128 respondents (45.7%) are female.

Motivating Factors towards Selection of Airbnb by Tourists

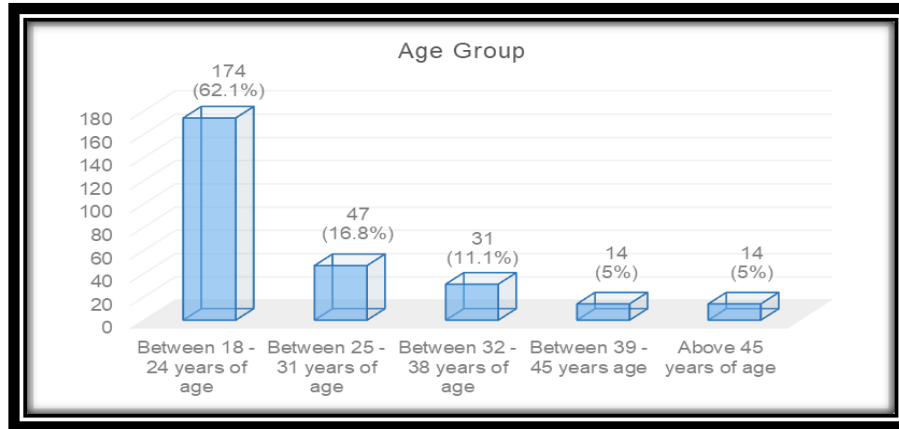


Figure 6: Age Group

Figure 6 showcases that most of the respondents are within 18 – 24 years of age as 174 respondents (62.1%) are in that age group. It is then followed by the group 47 respondents (16.8%) who are 25 – 31 years of age. Next, the third largest group are the 31 respondents (11.1%) who are 32 – 38 years of age. The smallest groups are both the groups of respondents who are 39 – 45 and above 45 years of age. Both groups are comprised of 14 respondents (5%) each. These results were expected as most respondents were from universities and colleges. Also, these results tally with Airbnb's statistics where 60% of their clientele since they were established are made up of Generation Y.

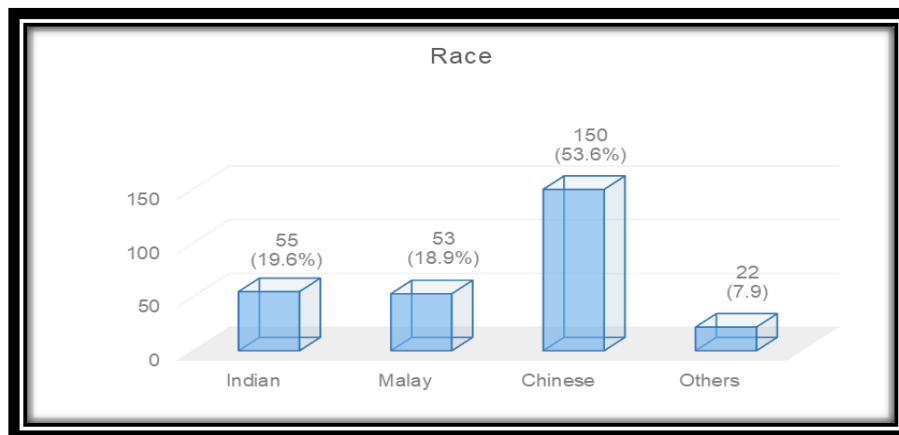


Figure 7: Race

Figure 7 highlights the frequencies and percentages of the respondents' races. 150 Chinese respondents (53.6%) make up the bulk of the total 280 respondents. Followed by 55 Indian respondents (19.6%), 53 Malay respondents (18.9%) and 22 respondents (7.9%) that are made up of other races.

Motivating Factors towards Selection of Airbnb by Tourists

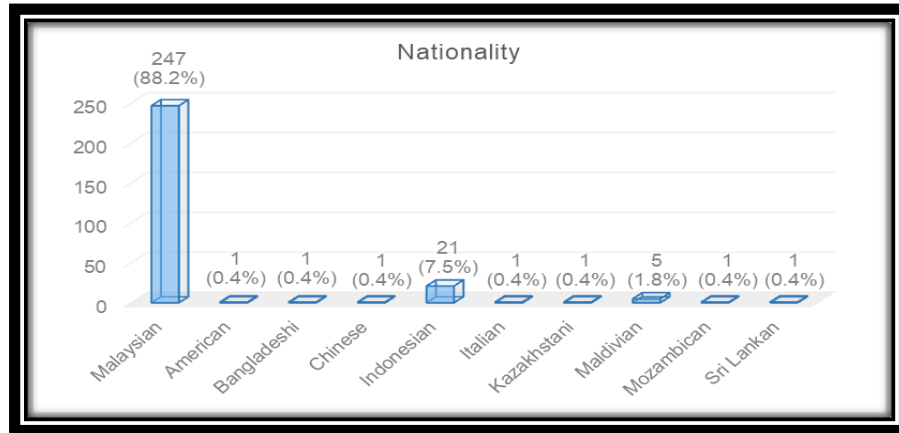


Figure 8: Nationality

Figure 8 shows the nationalities of the respondents. 247 respondents (88.2%) are Malaysian which makes up the significant majority of the total sample size. Indonesians make up the second largest group as there were 21 respondents (7.5%) who are Indonesian. Next, Maldivians make up the third largest group with 5 respondents (1.8%). The other nationalities were made up of 1 respondent (0.4%) each. They are of nationalities from all over the world. They are American, Bangladeshi, Chinese, Indonesian, Italian, Kazakhstani, Maldivian, Mozambican and Sri Lankan. These figures are due to the fact that this study took place in Malaysia and the majority respondents were bound to be Malaysian. However, because universities are multinational institutions, people of other nationalities were expected to be a portion of the sample as well.

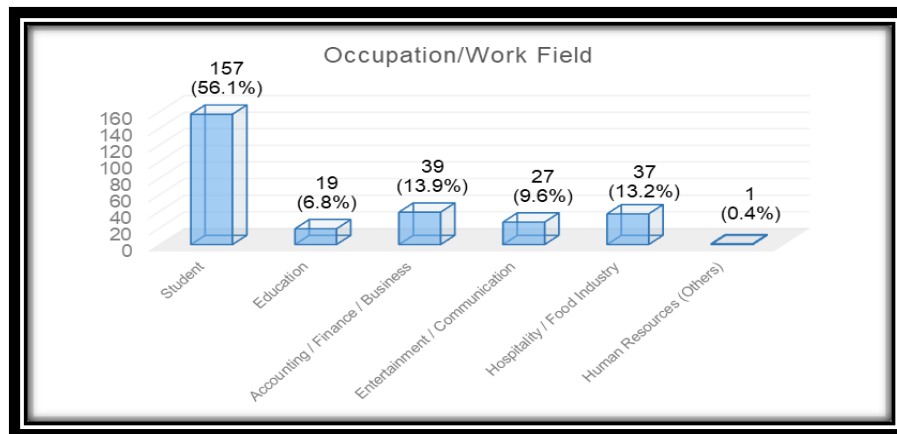


Figure 9: Occupation / Work Field

The figure shows that most of the respondents were students as there were 157 students (56.1%) who responded to the survey. 19 respondents (6.8%) work in the education work field, 31 respondents (13.9%) are of the accounting, finance and business work fields, 27 respondents (9.6%) are of the entertainment and communication work fields and 37 respondents (13.2%) are of the hospitality and food industry. Lastly, 1 respondent (0.4%) is of the human resource work field. Students and individuals who work in the education work fields make up a large portion of the respondents due to the distribution method of the online survey questionnaire which was mainly posting links of the questionnaire through social media pages of social groups that are associated with the universities and colleges that were mentioned in Section 3.3 of this study.

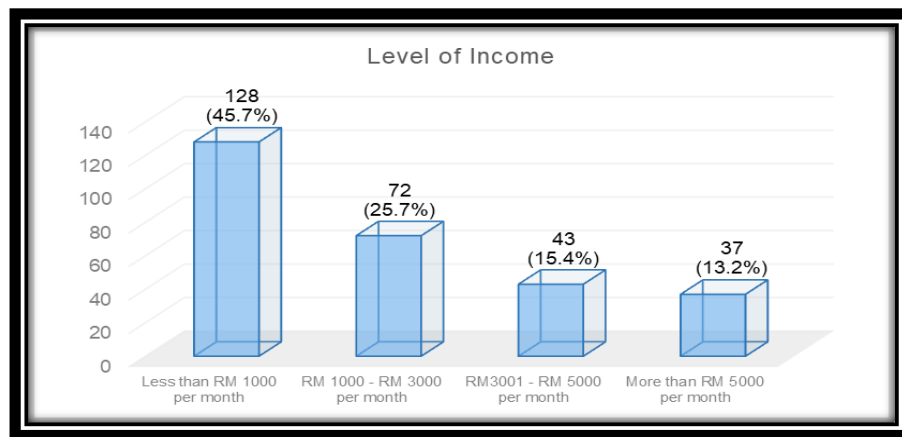


Figure 10: Level of Income

The figure above corresponds with figure 5 which highlights the age groups of the respondents as most of the respondents are of the 18 – 24 years old age group. Therefore it is valid that 128 respondents (45.7%), which is the highest frequency, have a level of income less than RM1000 per month. This is followed by 72 respondents (25.7%) having an income level between RM1000 to RM3000 per month. 43 respondents (15.4%) possess an income level of RM3001 to RM5000 per month. Lastly, 37 respondents (13.2%) have an income level of more than RM5000 per month.

Motivating Factors towards Selection of Airbnb by Tourists

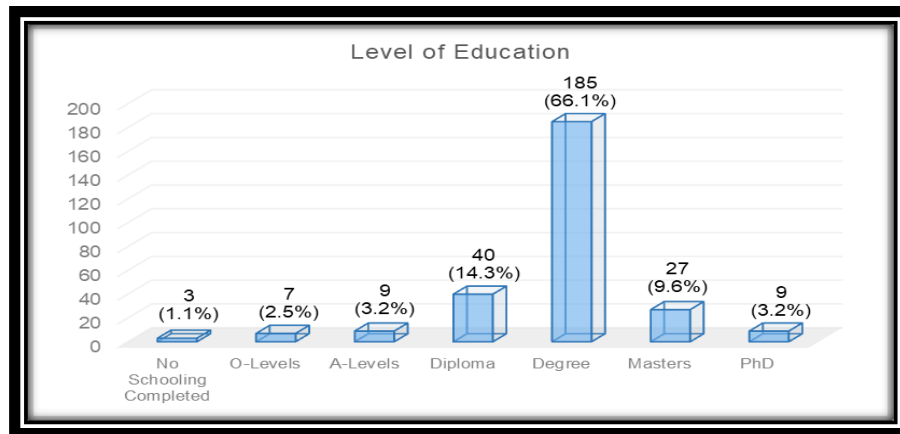


Figure 11: Level of Education

The figure highlights that 185 respondents (66.1%), which represents the highest frequency in terms of education level, are currently pursuing or have completed their Degree. This is then followed by 40 respondents (14.3%) who are pursuing or have completed their Diploma. Next, 27 respondents (9.6%) are currently pursuing or have completed their Masters. The PhD and A-Levels education levels possess the same number of respondents who are currently pursuing or have completed them, which is 9 respondents (3.2%). Furthermore, 7 respondents (2.5%) possess an O-Levels education level. This is followed by 3 respondents (1.1%) who have not completed school.

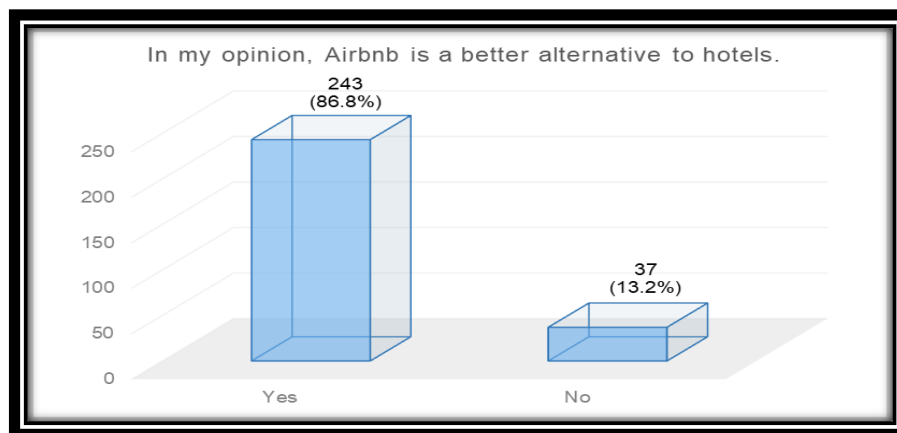


Figure 12: In my opinion, Airbnb is a better alternative to hotels.

The figure above indicates that most of the respondents think that Airbnb is a superior alternative to hotels. 243 respondents (86.8%) think Airbnb is a better alternative to hotels whereas 37 respondents think otherwise. This is due to most of the respondents being of

Motivating Factors towards Selection of Airbnb by Tourists

Generation Y which corresponds with Airbnb's statistics in Section 3.5. Airbnb also boasts that their Generation Y clientele has a year-on-year growth rate of 128%.

4.3 Section B – Selection of Airbnb in Klang Valley, Malaysia (DV)

Rate your overall Airbnb experience in terms of Facilities.		
	Frequency (F)	Percentage (%)
Very dissatisfied	7	2.5
Dissatisfied	19	6.8
Neutral	39	13.9
Satisfied	152	54.3
Very Satisfied	63	22.5
Total	280	100

Table 2: Selection of Airbnb in Klang Valley (DV) – Item 1

Airbnb facilities includes online facilities like the option to select filters when searching for accommodation, the Airbnb review system as well as the picture verification feature as mentioned in Section 2.6.3. Undoubtedly, it also includes physical facilities in Airbnb listed properties like cooking facilities, entertainment facilities, leisure facilities, etc. The table above indicates that 152 respondents (54.3%), were satisfied with the facilities that Airbnb listed properties had to offer when they experienced using Airbnb as an accommodation option. These 152 respondents were the majority as it is the highest frequency. Also, 63 respondents (22.5%) were very satisfied with the facilities during their Airbnb experience. 39 respondents (13.9%) were neutral about the facilities in the course of their Airbnb experience. Also, 19 respondents (6.8%) and 7 respondents (2.5%) were dissatisfied and very dissatisfied, respectively. It is extremely apparent that a significant majority of the respondents were happy with Airbnb's facilities throughout their Airbnb stays.

Rate your overall Airbnb experience in terms of Service.		
	Frequency (F)	Percentage (%)
Very dissatisfied	14	5
Dissatisfied	20	7.1
Neutral	41	14.6
Satisfied	135	48.2
Very Satisfied	70	25
Total	280	100

Table 3: Selection of Airbnb in Klang Valley (DV) – Item 2

Motivating Factors towards Selection of Airbnb by Tourists

Airbnb hosts are the forefront of Airbnb's quality of service as it is the hosts' capability and efficiency that decides the quality of the guests' stay (Lalicic, & Weismayer, 2018). The table above shows that the majority of respondents were both satisfied and very satisfied with the service received during their Airbnb stay as 135 respondents (48.2%) and 70 respondents (25%) were satisfied and very satisfied, respectively. 41 respondents (14.6%) were neutral towards the service they received. However, 20 respondents (7.1%) were dissatisfied and 14 respondents (5%) were very dissatisfied with the service they received when they experienced staying in an Airbnb listed estate. This indicates that Airbnb hosts are generally good at providing service towards tourists.

Rate your overall Airbnb experience in terms of Location.		
	Frequency (F)	Percentage (%)
Very dissatisfied	7	2.5
Dissatisfied	14	5
Neutral	37	13.2
Satisfied	146	52.1
Very Satisfied	76	27.1
Total	280	100

Table 4: Selection of Airbnb in Klang Valley (DV) – Item 3

One major advantage that Airbnb possesses is the ability of Airbnb properties to be situated in places where most hotels cannot due to space restrictions. Some Airbnb listings can be located right on a beach, on the sea in the case of yachts, in areas of heavy density and also tourist hotspots. Some hotels cannot enjoy this convenience because of limited space. The table above shows that 146 respondents (52.1%) and 76 respondents (27.1%) were satisfied and very satisfied with their experience of the location of their Airbnbs, respectively. 37 respondents (13.2%) were neutral and indifferent with the location of their Airbnbs whereas 14 respondents (5%) and 7 respondents (2.5%) were dissatisfied and very dissatisfied with their experience of the location of their Airbnbs, correspondingly. This clearly shows that Airbnb properties has an advantage on location and this can only positively contribute to the experience of tourists when utilizing Airbnb as an accommodation option.

4.4 Section C – Motivating Factors towards Selection of Airbnb by Tourists in Klang Valley, Malaysia

I. Affordability

Airbnb listings provides excellent value for money.		
	Frequency (F)	Percentage (%)
Strongly Disagree	3	1.1
Disagree	29	10.4
Neutral	37	13.2
Agree	146	52.1
Strongly Agree	65	23.2
Total	280	100

Table 5: Affordability (IV) – Item 1

The table showcases that the group of 146 respondents (52.1%) who agree about Airbnb providing excellent value for money for Airbnb listings, make up the bulk of the respondents. This group is then followed by the group of 65 respondents (23.2%) who strongly agree that Airbnb hosts supply listings that are economical. However, 37 respondents (13.2%) chose to remain neutral about the value for money that Airbnb provides. Moving on, 29 respondents (10.4%) disagree on Airbnb giving great value for money towards tourists and only 3 respondents (1.1%) strongly disagree. The table above shows a strong indication on the respondents' positive perception towards the value for money which agrees with studies stating that leisure tourists are able to travel to places they would normally be unable to afford (Stors, Kagermeier, 2015).

For the same room quality, Airbnb rates are cheaper compared to hotels.		
	Frequency (F)	Percentage (%)
Strongly Disagree	22	7.9
Disagree	18	6.4
Neutral	44	15.7
Agree	123	43.9
Strongly Agree	73	26.1
Total	280	100

Table 6: Affordability (IV) – Item 2

In the above table, it is evident that most respondents agree and strongly agree on the matter that Airbnb rates are lower than hotel rates for the same room quality as 123 respondents (43.9%) agree and 73 respondents (26.1%) strongly agree on the issue. Also, 44 respondents (15.7%) are neutral towards the statement and may think both Airbnb and hotel rates are equal for the room quality provided by both parties. However, 18 respondents (6.4%) and 22 respondents (7.9%) disagree and strongly disagree, respectively. Their perception may be that Airbnb listings and hotels are equal in terms of rates for room quality or, that hotels provide superior room quality for similar or better rates. However, it is clear that the majority perception of the respondents is leaning towards Airbnb charging lower rates for similar room quality to hotels. This may be due to Airbnb hosts with a lack of hospitality or business knowledge, renting out accommodation and therefore charging lower rates (Gibbs, Guttentag, Gretzel, Morton, Goodwill, 2017).

I prefer to choose Airbnb as hotel rates are very high.		
	Frequency (F)	Percentage (%)
Strongly Disagree	10	3.6
Disagree	32	11.4
Neutral	45	16.1
Agree	113	40.4
Strongly Agree	80	28.6
Total	280	100

Table 7: Affordability (IV) – Item 3

The table above shows that most of the respondents believe that Airbnb rates are generally cheaper than hotel rates and therefore they prefer Airbnb. This is due to the fact that 113 respondents (40.4%) and 80 respondents (28.6%) agree and strongly agree, correspondingly, that they prefer Airbnb as hotel rates are typically higher. 45 respondents (16.1%), however, are neutral which matches the 44 respondents in Table 5 that are neutral about Airbnb having lower rates than hotels for the same quality of room. Furthermore, 32 respondents (11.4%) disagree and 10 respondents (3.6%) strongly disagree on preferring Airbnb accommodation because hotel rates are high. The respondents' answers to this question may be due to tourists being more motivated to select Airbnb (Amaro, Andreu, Huang, 2018) as it is renowned for its economical rates.

Motivating Factors towards Selection of Airbnb by Tourists

If hotel rates were lower, I would definitely opt to stay in hotels.		
	Frequency (F)	Percentage (%)
Strongly Disagree	4	1.4
Disagree	21	7.5
Neutral	42	15
Agree	128	45.7
Strongly Agree	85	30.4
Total	280	100

Table 8: Affordability (IV) – Item 4

Interestingly, this table indicates that most of the respondents would rather stay in hotels if rates were lowered as 128 respondents (45.7%) and 85 respondents (30.4%) agree and strongly agree, respectively. 42 respondents (15%) were neutral and may be indifferent or unsure if they would opt to stay in hotels if the rates were reduced. Also, 21 respondents (7.5%) disagree and 4 respondents (1.4%) strongly disagree which may mean that they would still prefer Airbnb. These results may be due to hotels and Airbnbs offering, in its core, different products as hotels provide services like room service, turn down service whereas Airbnb offers a more novel product like feeling and living like a local of foreign place (Nguyen, 2014).

I would pay the higher rates for the service and security provided by hotels.		
	Frequency (F)	Percentage (%)
Strongly Disagree	6	2.1
Disagree	28	10
Neutral	50	17.9
Agree	106	37.9
Strongly Agree	90	32.1
Total	280	100

Table 9: Affordability (IV) – Item 5

Similar to the previous table, this table highlights that 106 respondents (37.9%) and 90 respondents (32.1%) agree and strongly agree respectively, that they would pay higher rates for the service and security that hotels provide to its guests. 50 respondents (17.9%) remained neutral on whether or not they would pay increased rates for a hotel's security and service quality. The amounts of respondents who disagreed and strongly disagreed in this question were quite similar with the question in Table 7 as 28 respondents (10%) disagreed and 6 respondents (2.1%) strongly disagreed. This may be because they prefer the concept of Airbnb instead of traditional hotels or they just would not pay extra for the service and security that a hotel can provide.

II. Interaction between Hosts & Guests as Part of Travel Experience

I think Airbnb's 'Don't Go There, Live There' slogan is interesting and accurate.		
	Frequency (F)	Percentage (%)
Strongly Disagree	7	2.5
Disagree	35	12.5
Neutral	78	27.9
Agree	124	44.3
Strongly Agree	36	12.9
Total	280	100

Table 10: Interaction Between Hosts & Guests (Human Touch) (IV) – Item 1

The table illustrates that most of the respondents agree and strongly agree that Airbnb's 'Don't Go There, Live There' campaign was unique and it fit the company's concept. 124 respondents (44.3%) agree and 36 respondents (12.9%) strongly agree on this subject. This can be due to an increase in tourists' demand for authenticity through opportunities for profound exchanges and interaction with locals (Paulauskaite, Powell, Coca-Stefaniak, Morrison, 2017) which in the case of Airbnb is usually the host. Moreover, 78 respondents were neutral towards Airbnb's 'Don't Go There, Live There' campaign. However, 35 respondents (12.5%) disagreed and respondents (2.5%) strongly disagreed on Airbnb's campaign being unprecedented or authentic.

Using Airbnb in my preferred destination makes me feel like a local and creates an immersive experience in a foreign area.		
	Frequency (F)	Percentage (%)
Strongly Disagree	12	4.3
Disagree	39	13.9
Neutral	56	20
Agree	121	43.2
Strongly Agree	52	18.6
Total	280	100

Table 11: Interaction Between Hosts & Guests (Human Touch) (IV) – Item 2

The table showcases that most respondents feel immersed into an experience of feelings like a local when using Airbnb for accommodation. 121 respondents (43.2%) agree and 52 respondents (18.6%) strongly agree on the matter. This may be due to the host doing his/her part and providing a more 'local' experience towards tourists. Also, 56 respondents (20%) are neutral towards the matter as feeling like a local may not be their concern when using Airbnb. 39 respondents (13.9%) and 12 respondents (4.3%) disagree and strongly disagree

Motivating Factors towards Selection of Airbnb by Tourists

respectively. This may be due to them having a host that did not do his/her part or the respondents not concerned about having an immersive 'local' experience.

I enjoy interacting and spending time with the host if I stay in Airbnb listings as it makes me feel like a local.		
	Frequency (F)	Percentage (%)
Strongly Disagree	18	6.4
Disagree	58	20.7
Neutral	59	21.1
Agree	98	35
Strongly Agree	47	16.8
Total	280	100

Table 12: Interaction Between Hosts & Guests (Human Touch) (IV) – Item 3

The table highlights that 98 respondents (35%) agreed and 47 respondents (16.8%) strongly agreed that they enjoy communicating and interacting with their hosts when using Airbnb as it makes them feel like a local. However, 58 respondents (20.7%) disagree and 18 respondents (6.4%) strongly disagree on the matter. This indicates that although the majority likes communicating with the host because it makes them feel like a local, a good amount of respondents think the opposite about the matter. 59 respondents (21.1%) are neutral about the matter. Aside from the respondents that agreed and strongly agreed, the results of the other options may be due to the respondents having a previous bad experience with their hosts or they would prefer not interacting with the host altogether.

The host usually makes things easier for me by suggesting interesting activities to do and places to visit.		
	Frequency (F)	Percentage (%)
Strongly Disagree	19	6.8
Disagree	48	17.1
Neutral	51	18.2
Agree	116	41.4
Strongly Agree	46	16.4
Total	280	100

Table 13: Interaction Between Hosts & Guests (Human Touch) (IV) – Item 4

The above table shows that most of the respondents concur that the hosts generally makes the stay more convenient by highlighting which places should be visited and what activities should be performed as the host knows the place best since he/she is a local. 116 respondents

(41.4%) agree and 46 respondents (16.4%) strongly agree that the hosts make things easier. In addition, 51 respondents (18.2%) remained neutral. This may be due to the respondents being indifferent about hosts in general. However, 48 respondents (17.1%) and 19 respondents (6.8%) disagree and strongly disagree, respectively, which may be caused by an inconsiderate or irresponsible Airbnb host.

The host is usually unfriendly and is not bothered about my experience when I use Airbnb.		
	Frequency (F)	Percentage (%)
Strongly Disagree	46	16.4
Disagree	97	34.6
Neutral	54	19.3
Agree	56	20
Strongly Agree	27	9.6
Total	280	100

Table 14: Interaction Between Hosts & Guests (Human Touch) (IV) – Item 5

The table above indicates that most Airbnb hosts in Klang Valley, Malaysia play their part and are caring as well as hospitable towards their guests as 97 respondents (34.6%) disagree and 46 respondents (16.4%) strongly disagree that Airbnb hosts are usually unfriendly and uncaring about the guests. Additionally, 54 respondents (19.3%) are neutral about the statement. 56 respondents (20%) agree and 27 respondents (9.6%) strongly agree that the host disregards the respondents during their experience of using Airbnb as a form of accommodation in Klang Valley, Malaysia, which is alarmingly high. This may be because the host just leaves his/her guests alone after meeting the guests and providing them access to the Airbnb listed property.

I would prefer not interacting with the host.		
	Frequency (F)	Percentage (%)
Strongly Disagree	43	15.4
Disagree	86	30.7
Neutral	52	18.6
Agree	59	21.1
Strongly Agree	40	14.3
Total	280	100

Table 15: Interaction Between Hosts & Guests (Human Touch) (IV) – Item 6

This table illustrates that most of the respondents prefer to interact with the host. 86 respondents (30.7%) and 43 respondents (15.4%) disagree and strongly disagree, correspondingly, on preferring not to communicate with the host. This may be because the respondents find it more convenient by being able to enquire about anything with the host or they may feel more like a local by creating a relationship with the host. Moving on, 52 respondents (18.6%) are indifferent about interacting with the host as they may be motivated by other factors like affordability instead. Not only that, 59 respondents (21.1%) agree and 40 respondents (14.3%) strongly agree that they would rather not interact with the host. This may be due to several reasons such as discrimination by the host towards the guests which has happened several times all over the world (Amaro, Andreu, Huang, 2018).

III. Uniqueness of Online Facilities

The Airbnb mobile app and website are user-friendly.		
	Frequency (F)	Percentage (%)
Strongly Disagree	5	1.8
Disagree	23	8.2
Neutral	64	22.9
Agree	129	46.1
Strongly Agree	59	21.1
Total	280	100

Table 16: Uniqueness of Online Facilities (IV) – Item 1

Airbnb's online facilities include the Airbnb mobile application as well as the Airbnb website. Table 13 indicates that most of the respondents agree and strongly agree that the online facilities of Airbnb are convenient and simple to use as 129 respondents (46.1%) and 59 respondents (21.1%) agree and strongly agree, respectively. Besides, 64 respondents (22.9%) were neutral regarding Airbnb's online facilities. 23 respondents (8.2%) disagree and 5 respondents (1.8%) strongly disagree that Airbnb's online facilities are user-friendly. These results may be due to Airbnb's

I enjoy Airbnb's unique online features where I only need to interact with the host.		
	Frequency	Percent
Strongly Disagree	11	3.9
Disagree	28	10
Neutral	68	24.3
Agree	110	39.3
Strongly Agree	63	22.5
Total	280	100

Table 17: Uniqueness of Online Facilities (IV) – Item 2

Airbnb's online facilities differentiates itself from hotels online facilities as well as online travel agents by enabling guests to contact hosts directly through the app to enquire on availability of Airbnb listings. This gives guests the opportunity to ensure that they get what they really want from the host as well as the listed property compared to an automated system like most hotel websites and online travel agents implement. The table shows that 110 respondents (39.3%) agree and 63 respondents (22.5%) strongly agree that they appreciate being able to interact with hosts to discuss bookings. 68 respondents remained indifferent on the matter, whereas, 28 respondents (10%) disagree and 11 respondents (3.9%) strongly disagree that they enjoy interacting with the hosts to make enquiries using the online facilities. They may prefer the more automated systems that hotel websites and online travel agents provide.

Airbnb's rating system of rating both hosts and guests is a good feature.		
	Frequency (F)	Percentage (%)
Strongly Disagree	5	1.8
Disagree	18	6.4
Neutral	42	15
Agree	140	50
Strongly Agree	75	26.8
Total	280	100

Table 18: Uniqueness of Online Facilities (IV) – Item 3

As previously mentioned in Section 2.6.3, Airbnb provides guests and hosts the opportunity to perform mutual reviews where hosts can rate their guests based on their conduct and guests can rate hosts as well as review Airbnb listed properties. The table highlights that 140 respondents (50%) and 75 respondents (26.8%) agree and strongly agree, correspondingly,

that they believe reciprocal reviews is a good feature. 42 respondents are impartial about the feature. However, 18 respondents (6.4%) disagree and 5 respondents (1.8%) strongly disagree that they think it is a good feature as they may feel pressured and that they are being judged by hosts or they may simply feel that this feature is bothersome.

I find it easier to acquire accommodation using Airbnb compared to other accommodation options. Eg: Agoda, Booking.com, etc		
	Frequency (F)	Percentage (%)
Strongly Disagree	14	5
Disagree	39	13.9
Neutral	65	23.2
Agree	102	36.4
Strongly Agree	60	21.4
Total	280	100

Table 19: Uniqueness of Online Facilities (IV) – Item 4

The table shows that 102 respondents (36.4%) agree and 60 respondents (21.4%) strongly agree that they find it simpler to acquire accommodation using Airbnb compared to online travel agents and hotel websites. This may be due to the feature of being able to enquire on anything related to the property with hosts using Airbnb's online facilities. This may be because if there is any confusion regarding certain room facilities, amenities or services provided by hotels, it is more difficult to contact hotels to make enquiries without directly calling the establishment. 65 respondents (23.2%) are impartial regarding which they find easier to book accommodation. Also, 39 respondents (13.9%) disagree and only 14 respondents (5%) strongly disagree that it is easier to acquire accommodation using Airbnb's online facilities.

IV. Design Uniqueness

Staying in apartments and houses instead of hotel rooms provides a homely feeling.		
	Frequency (F)	Percentage (%)
Strongly Disagree	5	1.8
Disagree	31	11.1
Neutral	57	20.4
Agree	125	44.6
Strongly Agree	62	22.1
Total	280	100

Table 20: Design Uniqueness (IV) – Item 1

Motivating Factors towards Selection of Airbnb by Tourists

The table above indicates that most respondents feel that staying in houses and apartments contribute to a homely feeling, thus, contributing to feeling more like a local. 125 respondents (44.6%) agree and 62 respondents (22.1%) strongly agree that this is the case. In spite of that, 57 respondents (20.4%) feel impartial regarding feeling more at home by staying in apartments and house rather than hotel rooms. Also, 31 respondents (11.1%) disagree and a mere 5 respondents (1.8%) strongly disagree on the matter.

I think the designs of Airbnb listings influence my decision to select Airbnb as they are unique.		
	Frequency (F)	Percentage (%)
Strongly Disagree	1	0.4
Disagree	26	9.3
Neutral	52	18.6
Agree	133	47.5
Strongly Agree	68	24.3
Total	280	100

Table 21: Design Uniqueness (IV) – Item 2

As mentioned before in Section 2.7 under ‘Design Uniqueness’, Airbnb possesses a large array of designs when it comes to accommodation. The above table shows that the design of Airbnb properties play a part in most of the respondents’ decision making process as 133 respondents (47.5%) agree and 68 respondents (24.3%) strongly agree on this matter. 52 respondents (18.6%) are neutral towards being influenced by designs of Airbnb properties. However, 26 respondents (9.3%) disagree and only 1 respondent (0.4%) strongly disagrees.

Unique Airbnb listings like tree houses, penthouses, yachts and mansions catch my attention.		
	Frequency (F)	Percentage (%)
Strongly Disagree	6	2.1
Disagree	16	5.7
Neutral	43	15.4
Agree	126	45
Strongly Agree	89	31.8
Total	280	100

Table 22: Design Uniqueness (IV) – Item 3

Airbnb’s unprecedented properties like the seashell house mentioned in Section 2.6.4, castles and yachts catch the eye of most respondents, according to the table above. 126 respondents (45%) and 89 respondents (31.8%) agree and strongly agree, respectively. 43 respondents

Motivating Factors towards Selection of Airbnb by Tourists

(15.4%) are neutral regarding the attention grabbing qualities of these unique properties whereas 16 respondents (5.7%) and 6 respondents (2.1%) disagree and strongly disagree, respectively that unique Airbnb properties catch their attention.

I would rather stay in these uniquely designed Airbnb listings than hotel rooms, suites or villas.		
	Frequency (F)	Percentage (%)
Strongly Disagree	13	4.6
Disagree	27	9.6
Neutral	51	18.2
Agree	117	41.8
Strongly Agree	72	25.7
Total	280	100

Table 23: Design Uniqueness (IV) – Item 4

According to the table above, 117 respondents (41.8%) agree and 72 respondents (25.7%) strongly agree that they would rather stay in uniquely designed Airbnb properties rather than traditional hotel rooms, suites or even villas. 51 respondents (18.2%) remained neutral regarding wanting to stay in Airbnbs with unprecedented designs or in hotels as they designs may not be what attracts them the most in terms of motivational factors. However, 27 respondents (9.6%) disagreed and 13 respondents (4.6%) strongly disagreed that they would rather choose to stay in uniquely designed Airbnb properties rather than hotels.

If I had the funds, I would stay in unique Airbnb listings like castles, tree houses, mansions etc.		
	Frequency (F)	Percentage (%)
Strongly Disagree	11	3.9
Disagree	13	4.6
Neutral	43	15.4
Agree	111	39.6
Strongly Agree	102	36.4
Total	280	100

Table 24: Design Uniqueness (IV) – Item 5

The table above shows that most of the respondents would certainly opt to stay in unique Airbnb listings if they possessed sufficient funds as 111 respondents (39.6%) and 102 respondents (36.4%) agree and strongly agree, correspondingly. This is a huge majority of the total 280 respondents. Nevertheless, 43 respondents (15.4%) were neutral regarding the matter, 13

respondents (4.6%) disagree and 11 respondents (3.9%) strongly disagree as they may generally prefer staying in hotels.

V. Subjective Norm

I feel like I should use Airbnb because people around me are using it more and more.		
	Frequency (F)	Percentage (%)
Strongly Disagree	25	8.9
Disagree	45	16.1
Neutral	86	30.7
Agree	85	30.4
Strongly Agree	39	13.9
Total	280	100

Table 25: Subjective Norm (IV) – Item 1

The table above indicates that the majority were neutral regarding feeling pressured to use Airbnb because people in their environment are utilizing it. For instance, 86 respondents (30.7%) remained neutral towards the statement. However, 85 respondents (30.4%) agree and 39 respondents (13.9%) strongly agree that they feel that they should use Airbnb as increased people around them are utilizing it. So, collectively, most respondents concur with the statement. However, 45 respondents (16.1%) disagree and 25 respondents (8.9%) strongly disagree that this is the case for them.

Staying in hotels feels old-fashioned with the emergence of Airbnb.		
	Frequency (F)	Percentage (%)
Strongly Disagree	38	13.6
Disagree	48	17.1
Neutral	71	25.4
Agree	83	29.6
Strongly Agree	40	14.3
Total	280	100

Table 26: Subjective Norm (IV) – Item 2

Regarding whether hotels seem old-fashioned after the flourish of Airbnb, mixed results were recorded from the respondents. The table above shows that although 83 respondents (29.6%) and 40 respondents (14.3%) agree and strongly agree, correspondingly, a large number of respondents were either neutral, disagreed or strongly disagreed regarding the statement. 71 respondents (25.4%) were indifferent on whether hotels were old-fashioned or not after Airbnb's

emergence, whereas 48 respondents (17.1%) disagree and 38 respondents (13.6%) strongly disagree on hotels being old-fashioned.

VI. Electronic Word of Mouth (eWoM)

Online reviews on Airbnb influence my decisions when choosing lodging options.		
	Frequency (F)	Percentage (%)
Strongly Disagree	6	2.1
Disagree	15	5.4
Neutral	46	16.4
Agree	140	50
Strongly Agree	73	26.1
Total	280	100

Table 27: Electronic Word of Mouth (IV) – Item 1

The results in the table above lean heavily towards online reviews influencing the decisions of the respondents when choosing accommodation on Airbnb. 140 respondents (50%) and 73 respondents (26.1%) agree and strongly agree, respectively that their choice of accommodation on Airbnb is influenced by online reviews. 46 respondents (16.4%) were neutral towards the statement, whereas 15 respondents (5.4%) disagree and 6 respondents (2.1%) strongly disagree that they are influenced by online reviews when browsing for accommodation on Airbnb.

I view online reviews as a more trustworthy source of information compared to other sources.		
	Frequency (F)	Percentage (%)
Strongly Disagree	6	2.1
Disagree	12	4.3
Neutral	47	16.8
Agree	136	48.6
Strongly Agree	79	28.2
Total	280	100

Table 28: Electronic Word of Mouth (IV) – Item 2

According to the table above, a huge majority of the respondents feel that online reviews are a more trustworthy source of information in comparison to other sources which agrees with what was specified in Section 2.6.6 under 'Electronic word of Mouth'. 136 respondents (48.6%) agree and 79 respondents (28.2%) strongly agree that this is the case. 47 respondents were neutral

regarding the statement and a very small number of respondents disagreed as well as strongly disagreed. Only 12 respondents (4.3%) disagreed and 6 respondents (2.1%) strongly disagreed.

Online reviews on Airbnb influences my perception of the value of the lodging options.		
	Frequency (F)	Percentage (%)
Strongly Disagree	10	3.6
Disagree	8	2.9
Neutral	43	15.4
Agree	128	45.7
Strongly Agree	91	32.5
Total	280	100

Table 29: Electronic Word of Mouth (IV) – Item 3

The above table affirms that a large bulk of the respondents concur that their perceived value on Airbnb's listed properties is depends on online reviews to some degree. For example, 128 respondents (45.7%) and 91 respondents (32.5%) agree and strongly agree respectively that their perceived value Airbnb listings are affected by online reviews. Also, 43 respondents (15.4%) were neutral towards whether or not their perceived value is influenced by online reviews. Only 8 respondents (2.9%) disagree and 10 respondents (3.6%) strongly disagree that online reviews affect their perceived value of Airbnb listed properties.

4.5 Reliability Analysis

The reliability analysis was performed using SPSS to utilize Cronbach's alpha as a measuring scale which appraises the internal reliability and consistency of responses in the survey questionnaire (Vaske, Beaman, Sponarski, 2016). The analysis ranges from 0 – 1.0 and in order to indicate that the questions in the online survey questionnaire of this study, are reliable; the alpha coefficient should be more than .70 as an alpha value of .70 or higher shows good internal consistency (Nunnally, 1978). Based on the results in Table 30, the overall reliability of the study was given a coefficient alpha of .93 and therefore, considered reliable as it implies that the responses possessed quality internal consistency.

Variables	Cronback Alpha (α)	No. of Items
Affordability	.74	5
Interaction between Hosts & Guests as part of Travel Experience	.49	6
Uniqueness of Online Facilities	.84	4
Design Uniqueness	.90	5
Subjective Norm	.87	2
Electronic Word of Mouth	.91	3
Selection of Airbnb in Klang Valley, Malaysia	.85	3
Total	.93	28

Table 30: Reliability Analysis

4.6 Correlation Analysis

A Pearson Correlation analysis was conducted using SPSS after the data collection was concluded. It is utilized to gauge the link or relation between two variables or more, in the online survey questionnaire (Hüsser, 2017). The correlation analysis brought on results that are significant at the .01 level in a 2-tailed test as shown in Table 31. According to the results, the correlation analysis of the independent variables which are affordability, interaction between hosts and guests as part of travel experience, uniqueness of online facilities, design uniqueness, subjective norm and electronic word of mouth with the dependent variable which is selection of Airbnb in Klang Valley, Malaysia, resulted in uniqueness of online facilities having the highest value (.684). It is then followed by design uniqueness (.599), affordability (.552), electronic word of mouth (.516), subjective norm (.481) and finally interaction between hosts and guests as part of travel experience (.282). The results illustrate that there are no negatively correlated variables.

Scale	1	2	3	4	5	6	7
Affordability	1						
Interaction between Hosts & Guests as part of Travel Experience	.387**	1					
Uniqueness of Online Facilities	.684**	.438**	1				
Design Uniqueness	.722**	.454**	.758**	1			
Subjective Norm	.530**	.281**	.546**	.561**	1		
Electronic Word of Mouth	.662**	.346**	.625**	.717**	.338**	1	
Selection of Airbnb in Klang Valley, Malaysia	.552**	.282**	.634**	.599**	.481**	.516**	1

Note: **. All correlations are significant at the 0.01 level (2-tailed)

Chapter 5: Conclusion

5.0 Summary

The main aim of this study, which was to investigate the motivating factors towards selection of Airbnb in Klang Valley, Malaysia, was accomplished through utilizing the conceptual framework of this study as a basis for the study. The conceptual framework involved studying the direct relationship between the independent variables; affordability, interaction between hosts and guests as part of travel experience, uniqueness of online facilities, design uniqueness, subjective norm and electronic word of mouth and the dependent variable, selection of Airbnb in Klang Valley, Malaysia.

A quantitative research method with an online survey questionnaire as the research instrument that aimed to reach sample size of 280 respondents who have stayed in Airbnb listed properties in Klang Valley, Malaysia was applied using a combination of both purposive homogenous sampling and convenience sampling methods. The online questionnaire was distributed to universities and colleges via social media means which included WhatsApp, Facebook, Twitter and Instagram, thus, most respondents being Generation Y. The online questionnaire was also distributed to people of the general public through social media means as well.

The results of the questionnaire was analysed through SPSS 21.0, tabulated, and was then put through a reliability analysis as well as Pearson's Correlation analysis 2-tailed test which yielded interesting and positive results. The reliability test showcased that the responses were reliable as the study scored an overall coefficient alpha of .93. In spite of that, the independent variable; interaction between hosts and guests as part of travel experience, scored a .49 which is alarmingly low and it indicates that the responses regarding that independent variable may not be reliable as it is below .70.

Moving on, the Pearson Correlation analysis 2-tailed test showcased that the independent variables which are affordability, interaction between hosts and guests as part of travel experience, uniqueness of online facilities, design uniqueness, subjective norm and electronic word of mouth had a positive relationship on the dependent variable, selection of Airbnb in Klang Valley, Malaysia as all correlations were significant at the level of 0.01 in a 2-tailed test. More specifically, all variables had a significant or p-value of 0.000 and each variable was

correlated positively. Also, as previously mentioned in Section 4.6, the correlation analysis of the independent variables with the dependent variable, selection of Airbnb in Klang Valley, Malaysia, resulted in uniqueness of online facilities scoring the highest value (.684) which was followed by design uniqueness (.599), affordability (.552), electronic word of mouth (.516), subjective norm (.481) and lastly interaction between host and guest as part of travel experience (.282). These results agree with the hypotheses in Section 2.6 as all independent variables have a positive relationship with the dependent variable according to the correlation analysis.

5.1 Recommendations

Based on the data acquired from the online survey questionnaire, several differences in comparison to other studies relating to motivating factors towards the selection of Airbnb by tourists could be pinpointed. One clear example of this is the study by Stors and Kagermeier in Berlin. When interviewed by the researchers, majority of the tourists felt that their interaction with Airbnb hosts was an immensely significant part of their stay. The only mild complaint they had was that some relationships with the hosts were limited to formalities. Other than that, most tourists were extremely happy with the hospitality provided by the hosts (Stors, Kagermeier, 2015).

However, when analysing the responses on the online survey questionnaire of this study, it is shocking to see such a big difference in comparison to tourists in Berlin. For instance, out of 280 respondents, 59 respondents (21.1%) agreed and 40 respondents (14.3%) strongly agreed that they would prefer not interacting with the host. As mentioned before, this may be caused by an unpleasant previous experience with Airbnb hosts in Klang Valley, Malaysia. Not only that, 56 respondents (20%) and 27 respondents (9.6%) agree and strongly agree, respectively, that their experiences with hosts in Klang Valley, Malaysia were unsatisfactory as hosts were usually unfriendly and unbothered about their experience.

To stifle this, Airbnb can work to provide compulsory but complimentary online classes via video for hosts to encourage Airbnb hosts with no hospitality knowledge to learn the basics of being hospitable, improving people skills, tips and tricks on how to improve guest experience like providing welcome gifts like fruit baskets. Monthly or annual Airbnb host rewards to encourage hosts to outperform one another and provide the best possible Airbnb experience for tourists. The rewards can be in monetary form or a holiday package, basically something to motivate

Airbnb hosts to want to improve their hospitability. Through this, Airbnb can instil a service culture within the Airbnb host community that is different from traditional hotels where Airbnb hosts try to make guests feel like a respected and valued guest in someone's home in comparison to a client to corporate brand.

In addition, though it is clear that Airbnb possesses good and accessible online facilities based on the responses of the online survey questionnaire. However, it can be further refined by implementing a 24-hour online assistance via chat as both hosts and guests are disgruntled by the fact that to this day, a publicly available Airbnb helpline or assistance feature for hosts and guests to contact if an unforeseen issue arises does not publically exist (Dolnicar, Hajibaba, 2018). Also, a 24 hour helpline must be implemented as currently, Airbnb possesses a 'Help Centre' on its mobile application that only directs a guest or host with a problem to the FAQs Section'. Airbnb encourages their hosts and guests to take measures which do not have any direct affiliation with Airbnb, when they experience a problem which is an extremely inefficient practice that may upset Airbnb's clientele and hosts.

As mentioned in Section 2.6.1, financial reasons are one of the strongest motivating factors towards tourists opting for Airbnb (Dao, Vu, 2016). Therefore, Airbnb should take full advantage of this by providing even more value for money through implementing a loyalty program where tourists who utilize Airbnb as a form of accommodation, can accumulate points using an Airbnb loyalty card to claim rewards in the form of free stays, discounts and so on. Not only that, a membership system should also be implemented where depending on the tier of the membership it will determine the tourists' rate of discount. Points will be accumulated and tourists' can move up tiers by staying in Airbnb listed properties.

Furthermore, Airbnb should use Grab as a model to improve the Airbnb application system by allowing tourists' to redeem accumulated points globally. However, Grab is limited to the Southeast Asian region; Airbnb can take it a step further by going international. Where hotel loyalty cards are restricted to a certain brand of hotel, Airbnb has the freedom to provide tourists the opportunity to redeem rewards with a huge array of accommodation categories to browse from like mansions, apartments, houses, castles, yachts, tree houses, etc. all over the world.

5.2 Limitations of the Overall Study and Future Research

Undoubtedly, in the course of this study, some limitations were met. Firstly, due to a large majority of the respondents being of Generation Y, the results of the study was affected heavily by this demographic factor. By incorporating a more balanced number of respondents for each age group, the results of the online survey questionnaire could have been different. Furthermore, because this study was conducted in Malaysia and the online survey questionnaire being distributed to universities via social media, most of the respondents were Malaysian. By acquiring more responses from people of different nationalities that have experienced staying in Airbnb accommodation in Klang Valley, Malaysia, more balanced results from the online survey questionnaire could have been acquired.

Also, as mentioned in Section 1.1.3, only two other studies regarding Airbnb in Malaysia have been conducted which severely limited the information on the Airbnb industry in Malaysia. Next, cost was a limitation towards this study because if expendable resources such as money, were available more efficient distribution methods could have been adopted for the online survey questionnaire like utilizing live survey panels which can provide access to niche audiences of any demographic group which in the case of this study, are tourists of any demographic who have utilized Airbnb in Klang Valley, Malaysia. By using live survey panels, a more diverse demographic result could be obtained without spending an enormous amount of time.

In regards to future research, interviews or surveys with more open-ended questions should be implemented to acquire more in-depth and detailed answers to further illustrate the factors of motivation that lead to the opting of Airbnb accommodation in Klang Valley, Malaysia by tourists. Additionally, further variables could be introduced into the conceptual framework to improve the accuracy of the overall results as motivating factors such as sustainability as there are tourists who believe that usage of Airbnb accommodation decreases the need for raw materials and supports the local community (So, Oh, Min, 2018). Also, an additional dependant variable that focuses on demotivating factors that lead to tourists selecting other forms of accommodation could be introduced into the framework in a forthcoming research in order to analyse results on both sides of the spectrum in regards to motivating factors.

Bibliography

- Amaro, S., Andreu, L., & Huang, S. (2017). Generation Y Travelers' Intentions to Book Airbnb Accommodation: An Abstract. *In Marketing at the Confluence between Entertainment and Analytics* (pp. 43-44). Springer, Cham.
- Amaro, S., Andreu, L., & Huang, S. (2018). Millenials' intentions to book on Airbnb. *Current Issues in Tourism*, 1-15.
- Ap, J., & Crompton, J. L. (1998). Developing and testing a tourism impact scale. *Journal of Travel Research*, 37(2), 120-130.
- Awang Razli, Izyanti & A. Jamal, Salamiah & Mohd Zahari, Mohd Salehuddin. (2017). Airbnb: An Overview of a New Platform for Peer to Peer Accommodation in Malaysia. *Advanced Science Letters*.
- Awang Razli, Izyanti & A. Jamal, Salamiah & Mohd Zahari, Mohd Salehuddin. (2018). Guests Motives for Participation in Peer to Peer Accommodation: Evidence from Malaysia. *Journal of Fundamental and Applied Science*.
- Belleflamme, P., & Peitz, M. (2018). Inside the Engine Room of Digital Platforms: Reviews, Ratings, and Recommendations. *SSRN Electronic Journal*.
- Bochner, S. (1982). The social psychology of cross-cultural relations. *Cultures in contact: Studies in cross-cultural interaction*, 1, 5-44
- Bruno, B., & Faggini, M. (2017). Sharing Economy: For an Economic Taxonomy. *International Journal of Economics and Finance*, 9(6)
- Chen, Yong & Xie, Karen (2017). Consumer valuation of Airbnb listings. A hedonic price approach. *International Journal of Contemporary Hospitality Management*, 29(9). The Special Issue of Sharing Economy.

- Choi, K. H., Jung, J. H., Ryu, S. Y., Kim, S. D., & Yoon, S. M. (2015). The Relationship between Airbnb and the Hotel Revenue: In the Case of Korea. *Indian Journal of Science and Technology*, 8(26).
- Dao, N. L., & Vu, A. (2016). *Customers' purchasing behaviour between Airbnb and hostels when travelling to Helsinki*.
- Dogru, T., & Pekin, O. (2017). *What do guests value most in Airbnb accommodations? An application of the hedonic pricing approach*.
- Dolnicar, S., & Hajibaba, H. (2018). Peer-to-peer accommodation networks: Pushing the boundaries. *Oxford: Goodfellow*.
- Etikan, I. (2016). Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1.
- Fleischer, A., & Wåhlin, C. (2016). *Want to Take a Ride with Me?: The Intention of Generation Y to Use Uber*.
- Forgacs, G., & Dimanche, F. (2016). Revenue challenges for hotels in the sharing economy: Facing the Airbnb menace. *Journal of Revenue and Pricing Management*, 15(6), 509-515.
- Gibbs, C., Guttentag, D., Gretzel, U., Morton, J., & Goodwill, A. (2017). Pricing in the sharing economy: A hedonic pricing model applied to Airbnb listings. *Journal of Travel & Tourism Marketing*, 35(1), 46-56.
- Goh, S. K., Ho, V. T., & Jiang, N. (2015). The Effect of Electronic Word of Mouth on Intention to Book Accommodation via Online Peer-to-Peer Platform: Investigation of Theory of Planned Behaviour. *J Internet Bank Commer S*, 2, 22-24.

- Goh, See Kwong. (2015). The Effect of Electronic Word of Mouth on Intention to Book Accommodation via Online Peer-to-Peer Platform: Investigation of Theory of Planned Behaviour. *The Journal of Internet Banking and Commerce*.
- Gutiérrez, J., García-Palomares, J. C., Romanillos, G., & Salas-Olmedo, M. H. (2017). The eruption of Airbnb in tourist cities: Comparing spatial patterns of hotels and peer-to-peer accommodation in Barcelona. *Tourism Management*, 62, 278-291.
- Guttentag, D. (2013). Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), 1192-1217.
- Guttentag, D. A., & Smith, S. L. (2017). Assessing Airbnb as a disruptive innovation relative to hotels: Substitution and comparative performance expectations. *International Journal of Hospitality Management*, 64, 1-10.
- Guttentag, D., Smith, S., Potwarka, L., & Havitz, M. (2017). Why Tourists Choose Airbnb: A Motivation-Based Segmentation Study. *Journal of Travel Research*, 004728751769698.
- Gyódi, K. (2018). Airbnb and the Hotel Industry in Warsaw: An Example of the Sharing Economy? *Central European Economic Journal*, 2(49), 23-34.
- Hooker, C. M., Zúñiga, D. E., & Gil, H. (2017). Survey Methods, Online. *The International Encyclopedia of Communication Research Methods*.
- Hüsser, A. P. (2017). Correlation Analysis. *The International Encyclopedia of Communication Research Methods*, 1-2.
- Hway-Boon, Ong & Wei Choon, Shay. (2018). Urban lifestyle in the Klang Valley. *International Journal of Social Economics*, 45, 00-00.
- Kim, D., & Jang, S. S. (2014). Motivational drivers for status consumption: A study of Generation Y consumers. *International Journal of Hospitality Management*, 38, 39-47.

- Lalicic, L., & Weismayer, C. (2017). The role of authenticity in Airbnb experiences. In *Information and Communication Technologies in Tourism 2017* (pp. 781-794). Springer, Cham.
- Lalicic, L., & Weismayer, C. (2018). A model of tourists' loyalty: The case of Airbnb. *Journal of Hospitality and Tourism Technology*, 9(1), 80-93.
- Lehr, D. D. (2015). An analysis of the changing competitive landscape in the hotel industry regarding Airbnb. *Master's Theses and Capstone Projects*. 188.
- Leoni, Giulia. (2017). Reciprocal reviews and accountability in sharing economy: *The case of Airbnb*.
- Liang, Lena., Chris Choi, HS & Joppe, Marion. (2017). Understanding repurchase intention of Airbnb consumers: perceived authenticity, electronic word-of-mouth, and price sensitivity. *Journal of Travel & Tourism Marketing*.
- Lutz, C., & Newlands, G. (2018). Consumer segmentation within the sharing economy: The case of Airbnb. *Journal of Business Research*, 88, 187-196.
- Mair, J., & Reischauer, G. (2017). Capturing the dynamics of the sharing economy: Institutional research on the plural forms and practices of sharing economy organizations. *Technological Forecasting and Social Change*.
- Mao, Zhenxing & Lu, Jiaying. (2017). Why travelers use Airbnb again?: An integrative approach to understanding travelers' repurchase intention. *International Journal of Contemporary Hospitality Management*.
- Mody, M., Suess, C., & Dogru, T. (2017). *Comparing apples and oranges? Examining the impacts of Airbnb on hotel performance in Boston*.

- Mody, M., Suess, C., & Lehto, X. (2017). The Accommodation Experiencescape: A Comparative Assessment of Hotels and Airbnb. *International Journal of Contemporary Hospitality Management*.
- Neeser, D., Peitz, M., & Stuhler, J. (2015). Does Airbnb hurt hotel business: Evidence from the Nordic countries. *University Carlos III de Madrid Dissertation*.
- Nguyen, Q. (2014). *A Study of Airbnb as a Potential Competitor of the Hotel Industry*.
- Nunnally, J.C. (1978). *Psychometric Theory*. New York: McGraw- Hill Book Company.
- Paulauskaite, D., Powell, R., Coca-Stefaniak, J. A., & Morrison, A. M. (2017). Living like a local: Authentic tourism experiences and the sharing economy. *International Journal of Tourism Research*, 19(6), 619-628.
- Razli, I. A., Jamal, S. A., & Zahari, M. S. (2017). Airbnb: An Overview of a New Platform for Peer to Peer Accommodation in Malaysia. *Advanced Science Letters*, 23(8), 7829-7832.
- Sedgwick, P. (2013). Convenience sampling. *BMJ: British Medical Journal (Online)*, 347.
- Stors, N., & Kagermeier, A. (2015). Motives for Using Airbnb in Metropolitan Tourism—Why do People Sleep in the Bed of a Stranger?. *Regions Magazine*, 299(1), 17-19.
- Sukamolson, S. (2007). *Fundamentals of quantitative research*. Bangkok: EJTR.
- Vaske, J. J., Beaman, J., & Sponarski, C. C. (2016). Rethinking Internal Consistency in Cronbachs Alpha. *Leisure Sciences*, 39(2), 163-173.
- Zervas, G., Proserpio, D., & Byers, J. W. (2017). The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry. *Journal of Marketing Research*.

Zhang, T., Abound Omran, B., & Cobanoglu, C. (2017). Generation Y's positive and negative eWOM: use of social media and mobile technology. *International Journal of Contemporary Hospitality Management*, 29(2), 732-761.

List of Tables

List of Tables	
Contents	Page Number
Table 1: Demographic & Descriptive Breakdown of Sample (n=280)	28
Table 2: Selection of Airbnb in Klang Valley (DV) - Item 1	35
Table 3: Selection of Airbnb in Klang Valley (DV) - Item 2	35
Table 4: Selection of Airbnb in Klang Valley (DV) - Item 3	36
Table 5: Affordability (IV) - Item 1	37
Table 6: Affordability (IV) - Item 2	37
Table 7: Affordability (IV) - Item 3	38
Table 8: Affordability (IV) - Item 4	39
Table 9: Affordability (IV) - Item 5	39
Table 10: Interaction Between Hosts & Guests (Human Touch) (IV) - Item 1	40
Table 11: Interaction Between Hosts & Guests (Human Touch) (IV) - Item 2	40
Table 12: Interaction Between Hosts & Guests (Human Touch) (IV) - Item 3	41
Table 13: Interaction Between Hosts & Guests (Human Touch) (IV) - Item 4	41
Table 14: Interaction Between Hosts & Guests (Human Touch) (IV) - Item 5	42
Table 15: Interaction Between Hosts & Guests (Human Touch) (IV) - Item 6	42
Table 16: Uniqueness of Online Facilities (IV) - Item 1	43
Table 17: Uniqueness of Online Facilities (IV) - Item 2	44
Table 18: Uniqueness of Online Facilities (IV) - Item 3	44
Table 19: Uniqueness of Online Facilities (IV) - Item 4	45
Table 20: Design Uniqueness (IV) - Item 1	45
Table 21: Design Uniqueness (IV) - Item 2	46
Table 22: Design Uniqueness (IV) - Item 3	46
Table 23: Design Uniqueness (IV) - Item 4	47
Table 24: Design Uniqueness (IV) - Item 5	47
Table 25: Subjective Norm (IV) - Item 1	48
Table 26: Subjective Norm (IV) - Item 2	48
Table 27: Electronic Word of Mouth (IV) - Item 1	49
Table 28: Electronic Word of Mouth (IV) - Item 2	49
Table 29: Electronic Word of Mouth (IV) - Item 3	50
Table 30: Reliability Analysis	51
Table 31: Correlation Analysis	52

List of Diagrams

List of Diagrams	
Contents	Page Number
Figure 1: Conceptual Framework	7
Figure 2: Structure Plan of Study	8
Figure 3: Conceptual Framework	16
Figure 4: I have used Airbnb as an accommodation option in the Klang Valley	30
Figure 5: Gender	30
Figure 6: Age Group	31
Figure 7: Race	31
Figure 8: Nationality	32
Figure 9: Occupation / Work Field	32
Figure 10: Level of Income	33
Figure 11: Level of Education	34
Figure 12: In my opinion, Airbnb is a better alternative to hotels	34

Annexes

4/28/2018

A Study to Investigate Motivational Factors towards the Selection of Airbnb in Klang Valley, Malaysia

A Study to Investigate Motivational Factors towards the Selection of Airbnb in Klang Valley, Malaysia

Hello everyone, my name is William Marinus Van Breukelen and I am a student of Taylor's University Lakeside Campus. Currently, I am pursuing my Bachelor's Degree of International Hospitality Management and this survey is essential in order to further the progress of my dissertation. Kindly spend a few minutes to complete this survey. All information collected is use solely for the purpose of research. Thank you for time and you feedback is greatly appreciated.

*Required

Part A: Demographic & Descriptive Part



1. I have used Airbnb as an accommodation option in the Klang Valley. *

Mark only one oval.

- ☐ Yes
☐ No

2. Gender *

Mark only one oval.

- ☐ Male
☐ Female

<https://docs.google.com/forms/d/1bTKgarH9fwXHrc-PiIT41FC6RkRiBMoxly2H91RDhrc/edit>

1/6

Motivating Factors towards Selection of Airbnb by Tourists

4/28/2018

A Study to Investigate Motivational Factors towards the Selection of Airbnb in Klang Valley, Malaysia

3. Age Group *

Mark only one oval.

- ☐ Between 18 - 24 years of age
- ☐ Between 25 - 31 years of age
- ☐ Between 32 - 38 years of age
- ☐ Between 39 - 45 years age
- ☐ Above 45 years of age

4. Race *

Mark only one oval.

- ☐ Indian
- ☐ Malay
- ☐ Chinese
- ☐ Others

5. Nationality *

Mark only one oval.

- ☐ Malaysian
- ☐ Other: _____

6. Occupation/Work Field *

Mark only one oval.

- ☐ Student
- ☐ Education
- ☐ Accounting / Finance / Business
- ☐ Entertainment / Communication
- ☐ Hospitality / Food Industry
- ☐ Other: _____

7. Level of Income *

Mark only one oval.

- ☐ Less than RM 1000 per month
- ☐ RM 1000 - RM 3000 per month
- ☐ RM3001 - RM 5000 per month
- ☐ More than RM 5000 per month

<https://docs.google.com/forms/d/1bTKgarH9fwXHrc-PiIT41FC6RkRiBMoxly2H91RDhrc/edit>

2/6

Motivating Factors towards Selection of Airbnb by Tourists

4/28/2018

A Study to Investigate Motivational Factors towards the Selection of Airbnb in Klang Valley, Malaysia

8. Level of Education *

Mark only one oval.

- ☐ No Schooling Completed
- ☐ O-Levels
- ☐ A-Levels
- ☐ Diploma
- ☐ Degree
- ☐ Masters
- ☐ PHD
- ☐ Other: _____

9. In my opinion, Airbnb is a better alternative to hotels. *

Mark only one oval.

- ☐ Yes
- ☐ No

Section B: Selection of Airbnb in Klang Valley, Malaysia (Dependent Variable)

10. Rate your overall Airbnb experience in terms of Facilities. *

Mark only one oval.

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

11. Rate your overall Airbnb experience in terms of Service. *

Mark only one oval.

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

4/28/2018

A Study to Investigate Motivational Factors towards the Selection of Airbnb in Klang Valley, Malaysia

12. Rate your overall Airbnb experience in terms of Location. *

Mark only one oval.

- ☐ Very dissatisfied
- ☐ Dissatisfied
- ☐ Neutral
- ☐ Satisfied
- ☐ Very Satisfied

Section C: Motivating Factors towards Selection of Airbnb by Tourists (Independent Variables)



13. Affordability *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Airbnb listings provides excellent value for money.	☐	☐	☐	☐	☐
For the same room quality, Airbnb rates are cheaper compared to hotels.	☐	☐	☐	☐	☐
I prefer to choose Airbnb as hotel rates are very high.	☐	☐	☐	☐	☐
If hotel rates were lower, I would definitely opt to stay in hotels.	☐	☐	☐	☐	☐
I would pay the higher rates for the service and security provided by hotels.	☐	☐	☐	☐	☐

<https://docs.google.com/forms/d/1bTKgarH9fwXHrc-PiIT41FC6RkRiBMoxly2H91RDhrc/edit>

4/6

Motivating Factors towards Selection of Airbnb by Tourists

4/28/2018

A Study to Investigate Motivational Factors towards the Selection of Airbnb in Klang Valley, Malaysia

14. Interaction Between Hosts and Guests (Human Touch) *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think Airbnb's 'Don't Go There, Live There' slogan is interesting and accurate.	☐	☐	☐	☐	☐
Using Airbnb in my preferred destination makes me feel like a local and creates an immersive experience in a foreign area.	☐	☐	☐	☐	☐
I enjoy interacting and spending time with the host if I stay in Airbnb listings as it makes me feel like a local.	☐	☐	☐	☐	☐
The host usually makes things easier for me by suggesting interesting activities to do and places to visit.	☐	☐	☐	☐	☐
The host is usually unfriendly and is not bothered about my experience when I use Airbnb.	☐	☐	☐	☐	☐
I would prefer not interacting with the host.	☐	☐	☐	☐	☐

15. Uniqueness of Online Facilities *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The Airbnb mobile app and website are user-friendly.	☐	☐	☐	☐	☐
I enjoy Airbnb's unique online features where I only need to interact with the host.	☐	☐	☐	☐	☐
Airbnb's rating system of rating both hosts and guests is a good feature.	☐	☐	☐	☐	☐
I find it easier to acquire accommodation using Airbnb compared to other accommodation options. Eg: Agoda, Booking.com, etc	☐	☐	☐	☐	☐

<https://docs.google.com/forms/d/1bTKgarH9fwXHrc-PiIT41FC6RkRiBMoxly2H91RDhrc/edit>

5/6

Motivating Factors towards Selection of Airbnb by Tourists

4/28/2018

A Study to Investigate Motivational Factors towards the Selection of Airbnb in Klang Valley, Malaysia

16. Design Uniqueness *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Staying in apartments and houses instead of hotel rooms provides a homely feeling.	☐	☐	☐	☐	☐
I think the designs of Airbnb listings influence my decision to select Airbnb as they are unique.	☐	☐	☐	☐	☐
Unique Airbnb listings like tree houses, penthouses, yachts and mansions catch my attention.	☐	☐	☐	☐	☐
I would rather stay in these uniquely designed Airbnb listings than hotel rooms, suites or villas.	☐	☐	☐	☐	☐
If I had the funds, I would stay in unique Airbnb listings like castles, tree houses, mansions etc.	☐	☐	☐	☐	☐

17. Subjective Norm *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel like I should use Airbnb because people around me are using it more and more.	☐	☐	☐	☐	☐
Staying in hotels feels old-fashioned with the emergence of Airbnb.	☐	☐	☐	☐	☐

18. Electronic Word of Mouth *

Mark only one oval per row.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Online reviews on Airbnb influence my decisions when choosing lodging options.	☐	☐	☐	☐	☐
I view online reviews as a more trustworthy source of information compared to other sources.	☐	☐	☐	☐	☐
Online reviews on Airbnb influences my perception of the value of the lodging options.	☐	☐	☐	☐	☐

Powered by
 Google Forms

<https://docs.google.com/forms/d/1bTKgarH9fwXHrc-PiIT41FC6RkRiBMoxly2H91RDhrc/edit>

6/6

Table of Contents

Acknowledgements.....	1
Abstract:.....	2
Chapter 1: General Introduction.....	3
1.0 What is Airbnb?	3
1.1 Background of the Study	4
1.1.1 Problem Statement.....	4
1.1.2 Gap of Research	4
1.1.3 Interest & Importance of Research.....	5
1.1.4 Aim of Study	5
1.1.5 Research Objectives	6
1.1.6 Hypothesis of the Study	8
1.1.7 Structure Plan of Research	9
Chapter 2: Literature Review	10
2.0 Sharing Economy	10
2.1 History of Home Sharing and Airbnb	11
2.2 Overview of Airbnb	12
2.3 The Significance of Airbnb towards the Hotel Industry	12
2.4 Airbnb's Competitors in the Peer-to-Peer Accommodation Market	14
2.5 Airbnb in Malaysia	16
2.6 Conceptual Framework & Hypotheses	17
2.6.1 Affordability.....	18
2.6.2 Interaction Between Hosts & Guests as Part of the Travel Experience	19
2.6.3 Uniqueness of Online Facilities	20
2.6.4 Design Uniqueness	21
2.6.5 Subjective Norm	22
2.6.6 Electronic Word of Mouth (eWoM)	23
Chapter 3: Research Methodology	25
3.0 Key Research Questions	25
3.1 Research Design	25
3.2 Data Collection Procedure.....	26

3.3	Research Instrument	27
3.4	Sampling Method.....	28
3.5	Profile of Respondents	28
Chapter 4: Data Analysis / Findings.....		29
4.0	Introduction.....	29
4.1	Demographic Breakdown of Sample	29
4.2	Section A – Demographic and Descriptive Part	31
4.3	Section B – Selection of Airbnb in Klang Valley, Malaysia (DV).....	36
4.4	Section C – Motivating Factors towards Selection of Airbnb by Tourists in Klang Valley, Malaysia	38
4.5	Reliability Analysis.....	52
4.6	Correlation Analysis.....	53
Chapter 5: Conclusion		54
5.0	Summary	54
5.1	Recommendations.....	55
5.2	Limitations of the Overall Study and Future Research	57
Bibliography		58
List of Tables.....		64
List of Diagrams		65
Annexes		66
Table of Contents.....		72