

Muslim tourists' intention to book on Airbnb: the moderating role of gender

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Abstract

Purpose – The purpose of this study is to investigate the impact of reputation on perceived value towards Muslim tourists' booking intention on Airbnb, particularly from the Malaysian perspective. Additionally, this study investigates the moderating role of gender on the relationship between perceived value and guest booking intention.

Design/methodology/approach – This study considered the Stimulus–Organism–Response (S-O-R) theory to develop the research framework. Using a self-administered survey questionnaire, 156 completed and usable responses were obtained. The data were analysed by applying partial least squares–structural equation modelling technique, more specifically by using SmartPLS (version 3) software.

Findings – The study findings revealed that both reputation and perceived value positively affect Muslim tourists' booking intention on Airbnb service. Moreover, it is also found that, gender plays a moderating role on guests' intention to book accommodation on the Airbnb platform.

Practical implications – It is expected that the findings of this study can help the practitioners in the hospitality industry, particularly in strategising their marketing efforts to attract more tourists to engage in a meaningful relationship with the Airbnb in Malaysia. It is suggested that, the Airbnb hosts need to consider the reputation (stimulus) and perceived value (organism) in their marketing strategy to foster Muslim guests' booking intention.

Originality/value – To the best of the authors' knowledge, this work is among the first to examine the predictors of Muslim tourists' booking intention on Airbnb. Moreover, very little is known on the moderating role of gender on perceived value and its association with booking intention, which this research attempts to address.

Keywords Gender, Reputation, Perceived value, Muslim tourists, Guests' booking intention, Tourism and hospitality industry

Paper type Research paper

Introduction

The pervasiveness of sharing economy accommodation such as Airbnb has received significant research attention among both academicians and practitioners (Tiamiyu *et al.*, 2020a, 2020b). The exponential growth of Airbnb is obvious, which can be seen by the increased number of booking of Airbnb service by its consumers. In recent years, Muslim tourists have emerged as a significant market segment in the tourism sector because of the rapid growth of Muslim consumers with the tremendous spending power (Isa *et al.*, 2018). The Muslim population comprises of 1.9 billion potential consumers worldwide (World Population Review, 2020). This trend also can be seen in Malaysia with approximately



61.3% Muslim Population (Department of Statistics Malaysia, 2015). It shows that the Muslim consumers can be the appealing market segment for the tourism business.

The main priority of any business is to ensure that its products or services are being purchased. It is crucial for the service providers to understand their consumers' purchase intention that can assist to predict the actual behaviour (Agag and El-Masry, 2016). Managing booking intention and/or actionable behaviour remains a crucial element of sustainability for the service provider (Sambandam and Lord, 1995). Understanding consumers' intention to purchase a product or service can be very beneficial for the service providers in modifying their marketing strategy which eventually may affect their revenue (Offsey, 2018). This is particularly true in the context of the tourism industry where increased growth of booking intention can be translated into the revenue and profitability of a firm.

Research on understanding tourists' booking intention has yet to investigate how external stimuli influence tourists' internal state of mind which eventually may lead to a behavioural response. For example, if the home-sharing service providers can understand the factors that drive booking intention, they can effectively anticipate the needs, entice potential tourists and formulate appropriate strategies to build long-term relationships with their consumers. Therefore, understanding both stimulus and organism of tourists' booking intention seems important for home-sharing business in developing tools or mechanisms to reinforce tourists' behaviour. In addressing this issue and to fill the gap in the literature, the present study attempts to develop and empirically test a model which is built on the Stimulus–Organism–Response (S-O-R) theory to predict Muslim tourists' booking intention on Airbnb in Malaysia.

Although tourists' booking intention has been investigated by the past scholars, the drivers that influence tourists' booking intention are yet to fully uncovered in the existing literature. Moreover, little attention has been paid to Muslim tourist segment in regard to Airbnb. For instance, Liang *et al.* (2017) tested the predictors of consumer repurchase intention in Airbnb. Similarly, Mao and Lyu (2017) examined consumer repurchase intention in Airbnb in the context of the USA. Furthermore, Amaro *et al.* (2018) investigated the factors that influence millennial consumers' intention towards Airbnb accommodation. Likewise, Chen and Chang (2018) examined the factors that drive consumers' purchase intention on Airbnb and their study was specifically tailored to Chinese speakers residing in Taiwan. Additionally, Tiamiyu *et al.* (2020b) tested the effect of attributed causes on guest booking intention on Airbnb in Malaysia. However, the current study is unique and different in many aspects from past studies:

- This study investigated the drivers of booking intention on Airbnb exclusively for Muslim tourists.
- The conceptual framework tested relatively new links such as the moderating role of gender on the link between perceived value and guest booking intention.
- It adopted S-O-R theory as the theoretical basis to test the study hypotheses to provide the insightful understanding to the phenomenon of interest.
- It provides valuable insights on how Muslim tourists' cognition can be influenced by the stimuli leading to subsequent behavioural response (e.g. booking intention).

The aim of this study is to apply the S-O-R theory in understanding what drives Muslim tourists to book accommodation on Airbnb as it is crucial for the tourism industry. This study posited reputation as an external stimulus and its effect on the internal organism (i.e. perceived value) that may lead to customer booking intention. Also, the mediating effect of

perceived value in the relationship between reputation and guest booking intention was tested. Moreover, the moderating role of gender on Muslim guests' perception of value and their intention to book Airbnb accommodation is also investigated.

The present study is organised as follows. The next section provides a brief understanding of Airbnb from Malaysian context, which is then followed by reviewing the relevant literature and explaining the conceptual design. In the following section, the study methodology is discussed. Next, the findings are presented, followed by a conclusion and practical and theoretical implications. Finally, the limitations and future research directions are discussed.

Airbnb Malaysia as the research context

Airbnb is considered to be one of the major players in the Malaysian tourism industry. Airbnb accommodations have contributed substantially to Malaysian businesses and communities. For example, it contributed 3 billion to the Malaysian economy and for house owner (host), it generated huge income (Airbnb.com). With the current recovery movement control order phase in combating the novel coronavirus in Malaysia, there is a positive outlook for the Malaysian tourism sector in terms of increasing guest booking on Airbnb by nearly 190% monthly (Raj, 2020). Clearly, the increasing popularity of Airbnb that may have been translated into exponential growth in terms of consumer booking intention is becoming an important topic in the Malaysian tourism industry. As evidence suggested above, there is an increasing concern about the pattern of growth of Airbnb. Even though Airbnb has been debated by both academicians and practitioners, very little has been known on the issue about Muslim tourists' intention to book accommodation on Airbnb; more specifically, how Muslim tourists' value perception may be influenced by the effect of external factors and its subsequent booking intention as a behavioural response. Hence, it is imperative to understand what drives Muslims to book accommodation on Airbnb as this will benefit not only the platform accommodation managers but also the other accommodation service players in the Malaysian tourism industry.

Literature review and conceptual design

Theoretical underpinning

Introduced by Mehrabian and Russell (1974), the S-O-R theory explains how individuals' cognition can be affected by the external stimulus and subsequently lead to a behavioural response. The influences of external factors (stimulus) on the consumer cognitive and emotion (organism) and subsequent behavioural action (response) was an established framework in investigating service relationships (Ahn and Seo, 2018; Choi and Kandampully, 2018; Rodríguez-Torraco *et al.*, 2019). Mehrabian and Russell's approach to environmental psychology is based on observing and measuring consumers' interpretations and behaviours towards consumer circumstances. That is, the presence of environmental stimulus cues on consumer internal organisms and the subsequent response.

In this study, reputation represents an external factor (Stimuli) that may affect the consumer's perceived values positively or negatively (customers' thoughts and ideas of the merits of an Airbnb) (organism), to book or not to book at Airbnb (response). Marketers do apply external cues to strengthen their marketing tools to lure potential consumers and reinforce the loyalty of the existing consumers. Organism serves as an intervening element between stimuli influences and the subsequent response (Su and Swanson, 2017). The perceived value represents the internal state of mind of the consumer and how they internalise the effect of external stimuli such as reputation. The consumers tend to evaluate

the effect of external forces based on their experience and belief that may induce a particular response. It is reasonable to expect a consumer to evaluate the benefit received in exchange for what they paid.

A behavioural response could be consumer booking intention depending on the presence of external stimuli and its impact on the internal organism. S-O-R theory is adopted in this study as its strength in depicting a specific role of external factors that are often neglected in the service relationship between human organismic and their actions, hence, providing realistic chances of identifying a significant relationship between external forces, the internal state of mind and subsequent response (Mehrabian and Russell, 1974). Besides, it is imperative in studies about the effectiveness of behavioural responses, i.e. creating an imperative practical advantage for home-sharing managers to influence consumers' intention positively. As depicted in Figure 1, this study posited the S-O-R theory using reputation as the stimulus (S), perceived value as the organism (O) and guest booking intention as the response variable (R).

Reputation and perceived value

Based on the S-O-R theory, an external factor such as reputation may influence individuals' cognitive and subsequently deduce to their behavioural intention (Kim and Lennon, 2013; Su et al., 2018). Reputation is regarded as an external factor that signals to consumers about the firm's business offerings (Lee and Lee, 2019; Qiu et al., 2018). Reputation has been proposed in the literature as a crucial predictor that triggers consumers' cognitive and subsequent behavioural intention (Loureiro et al., 2017; Su et al., 2018; Tiamiyu et al., 2020b). It is established that reputation does influence consumers' internal state and subsequent behavioural intention (Chang, 2015; Prasad et al., 2019). This is because reputation does provide the consumer with crucial information about the service provider (Tadelis, 2016). Reputation refers to the overall perception of customers concerning service provided (Baute-Díaz et al., 2019). In this study, reputation is defined as the overall perception of consumers concerning the Airbnb service provided.

Reputation remains an imperative factor in the sharing economy ecosystem because of the feeling of uncertainty that can be mitigated through platform reputation (Qiu et al., 2018). There is a tendency for consumers to rely on and consider the firm's reputation in their decision process and this may affect their value perception towards the service provider (Chang, 2013). The idea is

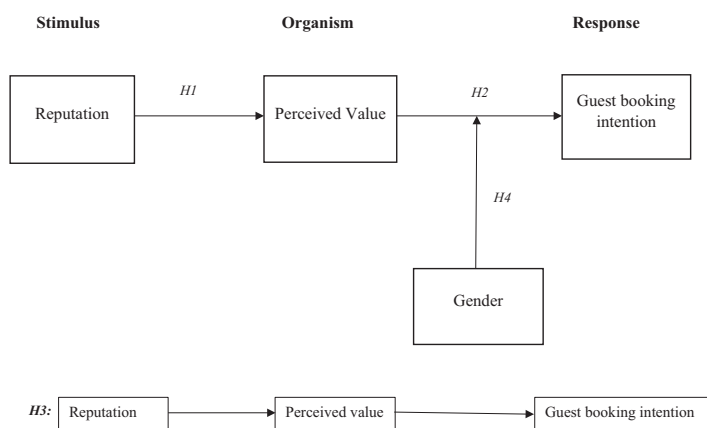


Figure 1.
Conceptual
framework

that a well-known online accommodation platform such as Airbnb stands a better chance in signalling information that may influence consumer perception of value positively. Given this notion, there is a tendency for the consumer's perception of value to be influenced when exposed to the reputational cue of a service provider. It has previously been observed that consumer's value perception may be influenced by the reputation of a firm (Chang, 2015). However, there has been no detailed investigation of the effect of reputation on Muslims' value perception on Airbnb in Malaysia. Therefore, based on these theoretical foundations and arguments, the following hypothesis is posited:

H1. Reputation positively and significantly affects Muslim guests' perceived value.

Perceived value and guest booking intention

The perceived value concept remains one of the most crucial factors in the field of consumer research. Perceived value has been established as an important predictor of consumer behavioural intention (Liang *et al.*, 2017; Tankovic and Benazic, 2018). Specifically, the value perception of service has been established to be a crucial determinant of the Muslim tourists' behavioural intention (Isa *et al.*, 2018). Perceived value refers to consumers' overall assessment of the utility of a product based on perceptions of what is received and what is given (Zeithaml, 1988). Similarly, this study defined perceived value as customers' assessment of benefits received (e.g. clean, modern and spacious rooms with fully equipped kitchen) in using Airbnb accommodation service in exchange for what they give (e.g. monetary and non-monetary aspects). It has been indicated that among the other reasons why Muslim consumers are drawn to the sharing economy is because of the economic benefit (Weng *et al.*, 2020). In the context of Airbnb, the Muslim consumers may likely to engage or book their accommodation with Airbnb when the perception of value in the service is high – when the consumers perceived that the benefits of using Airbnb service would outweigh the price being charged. Consequently, it may influence their intention to book accommodation with Airbnb.

It seems imperative to understand how Muslim consumers' value perception in the service may deduce their intention to engage or book accommodation with a particular service provider such as Airbnb. S-O-R theory also supports the notion that consumer cognitive may influence their behavioural response as a function of stimulus in place (Mehrabian and Russell, 1974). More favourable the perceived value of Airbnb accommodation, the higher the intention to book accommodation on Airbnb. Prior studies have investigated the relationship between perceived value and consumer purchase intention (Bhatiasevi and Yoopetch, 2015; Zhao *et al.*, 2017). In the context of Airbnb, the direct link between perceived value and purchase intention on Airbnb in Taiwan has been documented (Chen and Chang, 2018). However, very little is known about the effect of perceived value on Muslim consumer booking intention on Airbnb in Malaysia. Therefore, considering the gap in the literature, the following hypothesis is proposed:

H2. Perceived value positively and significantly affects Muslim guests' booking intention.

Mediating role of perceived value

There is a tendency for Muslim consumers to find more value in a service provider that appears to have a good reputation and recognition. Hence, the higher the perceived value, the greater the consumer intention to purchase a product or service (Gan and Wang, 2017). The explanation here is that Muslim consumer's perception of value in service may be

influenced when being exposed to the external factors, and subsequently lead to booking intention as a behavioural response. This argument is in line with the S-O-R theory that explains how consumer cognitive can be influenced by the effect of external factors and subsequently lead to behavioural response (Mehrabian and Russell, 1974). Researchers have previously postulated perceived value to be a crucial mediating factor between exogenous constructs and behavioural intention (Chang, 2013; Chen and Xu, 2019; Zhao *et al.*, 2017). More specifically, in the context of Airbnb, Liang *et al.* (2017) investigated the mediating role of perceived value on the relationship between the perceived authenticity and repurchase intention. However, there is a dearth of studies that have tested the mediating effects of Muslim consumer perceived value in the relationship between reputation and guest booking intention. Therefore, considering this gap, this study proposed the following hypothesis:

- H3.* Perceived value mediates the relationship between reputation and Muslim guests' booking intention.

Moderating role of gender

Gender is a crucial factor in consumer behavioural research. Previous studies revealed that consumers' intention to purchase may vary according to their gender (Shaouf, 2016; Sreen *et al.*, 2018). Gender makes a difference in consumers purchasing intention. More importantly, scholars have examined the effect of gender as a moderating variable on online purchase intention (Chiu *et al.*, 2005; Kalinić *et al.*, 2019; Shin *et al.*, 2020). Generally, the societal expectations of the individual are based on the gender category. As such, these expectations may influence individual behaviour (Beauregard, 2012). The peculiarities in gender differences may influence the consumer's information process that may lead to a certain behaviour (Shaouf, 2016). Significant differences have been noted in male and female behaviours in consumer research (Das, 2013; Heidarian, 2019), and as well as tourism research (Dedeoglu, 2019; Khan *et al.*, 2019). Past literature revealed that female's online purchase intention is stronger than males (Chiu *et al.*, 2005). Contrarily, it was argued that the perception of benefit will invoke a stronger repurchase intention for male than female consumers (Chen *et al.*, 2015). Also, another study showed there is a considerable difference between men and women regarding their purchase intention (Heidarian, 2019). It deemed imperative to understand how gender differences may affect consumers' disposition of a particular behaviour. In Malaysia, one may assume Muslim tourist to possess different quirks according to their gender. It can be said that there are unique differences between males and females consumers' behaviour which might moderate the influence of Muslim value perception on their intention to book accommodation on Airbnb in Malaysia. Based on this discussion, this study predicts the relationship between perceived value and guest booking intention will be moderated positively. Thus, the following hypothesis is postulated:

- H4.* Gender moderates the relationship between perceived value and Muslim guests' booking intention.

Methodology

Sample and data collection

This study data was collected between the 18th of December 2019 and 10th of January 2020. The population of interest for this study are the Malaysian Muslim consumers who are of the age of 18 years and above and also who have used the service of Airbnb before or have

heard about it. To accommodate the specific target population desired, this study used a non-probability snowball sampling method to recruit participants based on recommendations from selected appropriate participants (Cavana *et al.*, 2001). This method relies on finding initial subjects that fit the profile of this study and asking them to refer or recommend other qualified potential respondents. In this case, the initially selected group of respondents (postgraduate students and professionals in Kuala Lumpur) were asked to send WhatsApp messages with the link of the survey to their colleagues, friends and family. This method is deemed suitable as online consumers are more difficult to identify compared to conventional or traditional consumer (Grossnickle and Raskin, 2001). Also, acquiring relevant information from a specific population that meets the study's criteria is critical to this study (Sekaran, 2003). In addition, more studies have adopted snowball sampling in the tourism sector (Owusu-Mintah, 2014; Saufi *et al.*, 2013; Ye *et al.*, 2011).

This study followed Hair *et al.*'s (2014) rules of thumb for determining sample size, i.e. ten respondents for each observed item in the questionnaire. Measurement items of this study contain ten items and by multiplying it to the ten respondents per item is equal to 100 respondents. The sample size of 100 and above for respondents is determined for adequate data to be analysed. As such, 163 questionnaires were collected. A total of seven observations were deleted because of the outliers. Eventually, 156 questionnaires were found usable to proceed for further analysis.

Measurement

The study variables were measured on a seven-point Likert scale, ranging from (1) strongly disagree to (7) strongly agree. All the measurement items used in this study were adapted from past studies and all were in the English version as depicted in the Appendix. As shown in the Appendix, three items were used to measure reputation which was borrowed from Kim *et al.* (2013). The perceived value was measured by a three-item scale adapted from Chen and Chang (2018), and guest booking intention was measured using four items which were borrowed from Xu and Schrier (2019).

The study has undertaken content validity to ensure that the study scale items appropriately measure the correct construct and this can be ensured based on relevant past studies and expert opinions (Cavana *et al.*, 2001). As such, three academic and industry experts were consulted to validate the measurement items of this study. All the experts' opinions and feedback were compiled and analysed, and the study questionnaire items were amended accordingly. Next, face validity was carried out by giving the questionnaire of the study to a sample of ten respondents to get back their feedback in terms of clarity and readability of the questions (Sekaran, 2003). In addition, the pilot study was conducted to eliminate structural error and systematic error prior to the actual study (Baker, 1994). The study questionnaire was distributed to Muslim postgraduate students of a reputed public university who fulfilled the requirement of the questionnaire, i.e. respondents must be 18 years and above and respondents have used Airbnb accommodation service before OR, heard about it or known about it. A total of 50 questionnaires were distributed and collected and input into the (IBM SPSS statistic version 23) program to check the reliability of the measurement items. The findings revealed that all the measurement items loaded on every single construct as expected. Overall, the pilot study findings suggested that the scales were reliable and each item loaded on the respective construct. Based on the reliability of the pilot study, it was decided not to perform any amendment to the measurement items as the analysis of the pilot did not reveal any unusual characteristics that would require modification of the survey.

This study checks for the normality of the data. Skewness and kurtosis can be used to justify whether data is normally (univariate) distributed or not. Skewness is a specific measure that is used to identify the departure of data from a symmetrical distribution, whereas Kurtosis is a measure of data distribution in terms of its peakedness or flatness (Pallant, 2013). Data is considered to be non-normal if their skewness and kurtosis were greater than the acceptable limit of ± 2 (George and Mallery, 2010). As shown in Table 2, the skewness and kurtosis of the study data set values are within the range of ± 2 , except for one case which is slightly exceeded the cut-off mark of $+2$. Overall, all the study data were considered to be not normally distributed and, hence, justified the usage of SmartPLS software as suitable statistic software for the analysis (Hair *et al.*, 2012).

Analysis and findings

Profile of respondents

The respondents' demographic profiles comprise of gender, age, ethnicity, marital status, education, profession and income (see Table 1). Approximately, 53.2% were female and 46.8% were male. Most of the respondents were at the age of 26–35 (48.1%). In the case of ethnicity, all the respondents belong to Malay ethnic. Also, most of the participants (51.9%) were single and (44.2%) were married as well. Majority of the respondents have a university-level education, bachelor degree holders (58.3%) followed by a master's degree (28.8%). In terms of profession, respondents working as administrative and managerial dominated the group (33.3%), followed by students (28.8%) and sale and service (18.6%). Finally, the majority of the study respondents earn between RM4,001 and RM5,000 per month (22.4%).

Assessment of model using partial least squares–structural equation modelling

This study used partial least square-structural equation modelling (PLS-SEM) to test the conceptual relationships because of its robustness of estimations and statistical power (Hair *et al.*, 2018). Also, PLS is more suitable compared to covariance-based structural equation modeling when the study is at the exploratory stage, i.e. testing new relationships (Hair *et al.*, 2017). Moreover, PLS-SEM can assess the measurement model and structural model simultaneously, which can produce more accurate results (Hair *et al.*, 2017). A two-stage approach was used to assess the measurement model and the structural model (Anderson and Gerbing, 1988). Measurement model represents the relationship between the construct and its related measurement items, whereas the structural model represents a relationship between independent and dependent variables (Hair *et al.*, 2017). This study used SmartPLS (version 3.3.2) software for the analysis.

Measurement model assessment

The study's constructs are all measured reflectively. Hence, assessing their composite reliability, convergent validity and discriminant validity are imperative (Chin, 1998). The reliability of a construct can be assessed based on factor loading and composite reliability (Henseler *et al.*, 2009). As shown in Table 2, the loadings of each item on its respective construct are all above the threshold value of 0.60 (Chin, 1998), and the composite reliability for all constructs is above 0.70. This confirmed the reliability of the measurement model (Hair *et al.*, 2019). Next, convergent validity was assessed based on average variance extracted (AVE) (Fornell and Larcker, 1981), which represents the shared variance between the construct and its relevant items. To confirm the convergent validity, the AVE of each construct must be greater than 0.50 (Henseler, 2017). As shown in Table 2, the results show that all AVE is greater than 0.50 (Lee and Yang, 2015). This confirms the convergent validity of the study constructs.

Demographics variables	No. of respondent (156)	(%)
<i>Gender</i>		
Male	73	46.8
Female	83	53.2
<i>Total</i>	<i>156</i>	<i>100</i>
<i>Age</i>		
Below 25 years	58	37.2
26–35 years	75	48.1
36–45 years	19	12.2
46–55 years	4	2.6
<i>Total</i>	<i>156</i>	<i>100</i>
<i>Ethnicity</i>		
Malay	156	100
<i>Total</i>	<i>156</i>	<i>100</i>
<i>Status</i>		
Single	81	51.9
Married	69	44.2
Divorced	6	3.8
<i>Total</i>	<i>156</i>	<i>100</i>
<i>Education</i>		
Primary school certificate/ Secondary school certificate/ Diploma/Technical school certificate	6	3.9
Bachelor degree	91	58.3
Master degree	45	28.8
Doctoral degree	14	9.0
<i>Total</i>	<i>156</i>	<i>100</i>
<i>Profession</i>		
Administrative and managerial	52	33.3
Technical	5	3.2
Sale and service	29	18.6
Educator	17	10.9
Entrepreneur	7	4.5
Student	45	28.8
Others (unemployed)	1	0.6
<i>Total</i>	<i>156</i>	<i>100</i>
<i>Monthly income (RM1 = US\$0.241)</i>		
Below RM1,000	29	18.6
RM 1,001–RM 2,000	28	17.9
RM 2,001–RM 3,000	13	8.3
RM 3,001–RM 4,000	23	14.7
RM 4,001–RM 5,000	35	22.4
Above RM 5,000	28	17.9
<i>Total</i>	<i>156</i>	<i>100</i>

Table 1.
Demographic profile
of the respondents

It is crucial to conduct a multicollinearity test to check for the similarity between the independent variables and also to ensure that the regression result is not biased (Hair *et al.*, 2018). Multicollinearity is considered to be present when two or more independent variables are highly inter-correlated (Hair *et al.*, 2006). A data set with multicollinearity issue is considered to be problematic and unreliable (Tabachnick and Fidell, 2007). This study tests for collinearity in the data, by running the partial least square (PLS) algorithm to generate

the variance inflation factor (VIF) values. All the VIF values should not be greater than 3.3 thresholds (Hair *et al.*, 2017); any value that falls or exceeds 3.3 means there is a multicollinearity issue (Kock, 2015). As shown in Table 2, all the inner VIF values generated from running the PLS algorithm were less than the cut-off of 3.3 and thus concluded that there is no multicollinearity issue in the study model.

To prove that each construct is empirically different from other constructs in the structural model of the study, discriminant validity was assessed (Hair *et al.*, 2018). Discriminant validity is confirmed if the square root of each construct's AVE is higher than the correlation with other latent variables (Fornell and Larcker, 1981). Table 3 shows that discriminant validity was established as all diagonal values (AVE) are higher than the corresponding column and row. Additionally, the heterotrait–monotrait ratio (HTMT) for all constructs were lower than 0.85 (see Table 3), supporting the discriminant validity of the constructs (Henseler *et al.*, 2015).

Structural model assessment

The goodness of the structural model can be decided based on the significant level of path coefficient and coefficient of determination R^2 (Hair *et al.*, 2014). Path coefficient and t -values were generated by running the PLS algorithm and bootstrapping procedures with 5,000 resamples. As presented in Table 4, reputation ($\beta = 0.489, t = 7.505, p < 0.001$) exerted a positive and significant effect on Muslim consumer's perceived value; thus, $H1$ is supported.

Construct	Item	Loadings	Composite reliability	AVE	Skewness	Kurtosis	VIF
Reputation	RPT1	0.753	0.811	0.589	-0.516	0.248	1.000
	RPT2	0.771					
	RPT3	0.778					
Perceived value	PV1	0.797	0.830	0.619	-1.082	1.489	1.000
	PV2	0.778					
	PV3	0.787					
Guest booking intention	GBI1	0.776	0.845	0.579	-1.328	2.194	
	GBI2	0.813					
	GBI3	0.798					
	GBI4	0.643					

Table 2.
Evaluation of the measurement model

	GBI	PV	RPT
GBI	0.761		
PV	0.451	0.787	
RPT	0.468	0.484	0.768

Heterotrait–monotrait HTMT

GBI		
PV	0.622	
RPT	0.657	0.696

Table 3.
Discriminant validity via Fornell–Larcker's criterion and HTMT method

Note: Diagonal values represent the square root of AVE, and off-diagonal values represent the correlation between the constructs

Table 4.
Results of direct and indirect effect tests

<i>Results of direct effect testing</i>									
Hypothesis	Relationship	Path coefficient	STD	t-Value	p-Value	R ²	F ²	Q ²	Supported
H1	RPT → PV	0.489	0.065	7.505	0.000	0.235	0.256	0.134	Yes
H2	PV → GBI	0.453	0.076	5.924	0.000	0.204	0.307	0.104	Yes
<i>Results of indirect effect testing</i>									
Hypothesis	Relationship	Indirect effect	STD	t-Value	p-Value	95% CI (LL-UL)			
H3	RPT → PV → GBI	0.224	0.059	3.704	0.000	0.114-0.349	Supported		
H4	PV → GBI moderated by gender	0.182	0.077	2.399	0.016	0.028-0.328	Supported		

Moreover, perceived value ($\beta = 0.453, t = 5.924, p < 0.001$) exerted a positive effect on guest booking intention, which provides support for *H2*.

Next, the R^2 , which represents the explanatory power of the model, was evaluated (Henseler *et al.*, 2009). R^2 values of 0.26, 0.13 and 0.02 are considered to be substantial, moderate and weak, respectively (Cohen, 1988). As shown in Table 4, the output of this study found that reputation explained moderate variance in perceived value ($R^2 = 0.235$). In addition, perceived value explained moderate variance ($R^2 = 0.204$) in guest booking intention. In addition, Stone–Geisser’s Q^2 value (Geisser, 1974; Stone, 1974) was calculated using the blindfolding procedure to evaluate the predictive power of the structural model. Table 4 shows that all the values are greater than zero (GBI = 0.104, PV = 0.134), which means that the PLS path model for this study possessed sufficient predictive power (Henseler *et al.*, 2009).

To examine the mediating effect of perceived value, this study bootstraps the indirect effect with 5,000 resamples (Preacher and Hayes, 2008). As depicted in Table 4 and Figure 2, the results of the indirect effect indicate that perceived value significantly mediates the relationship between reputation and guest booking intention (*H3*: $\beta = 0.224, t = 3.704, p < 0.001$); this provides support for *H3*.

Next, this study examined the moderating role of gender between perceived value and guest booking intention. First, gender as a categorical variable was dummy coded (i.e. 0 for male and 1 for female) in SPSS. After that, it was included in the model and the interaction effect was generated using the product indicator approach (Henseler and Chin, 2010). To examine whether the interaction effect is significant or not, a bootstrapping procedure with 5,000 resamples, using no sign changes option, BCa bootstrap, two-tailed testing and standard setting for the PLS-SEM algorithm. The analysis yielded a path coefficient value of 0.186 with a *t*-value of 2.399 for the path linking the interaction and guest booking intention. Similarly, the 95% bias-corrected bootstrap confidence interval of the interaction effect is [0.018, 0.327]. Because the confidence interval does not include zero, it can be concluded that the effect is significant. This signifies that gender was able to moderate the relationships between perceived value and guest booking intention, which provides support for *H4*. As depicted in Figure 3, male consumer intention to book at Airbnb is higher than female when their perceived value is low. However, when perceived value is increasing, female intention to book at Airbnb is greater than male.

Discussion and conclusion

This study investigated the applicability of the S-O-R theory to gain a deeper understanding and insight on Muslim tourists’ booking intention on Airbnb in Malaysia. The results showed that there is a strong positive relationship between reputation and perceived value, supporting *H1*. This is in line with past studies that have established a reputation to be a crucial predictor that

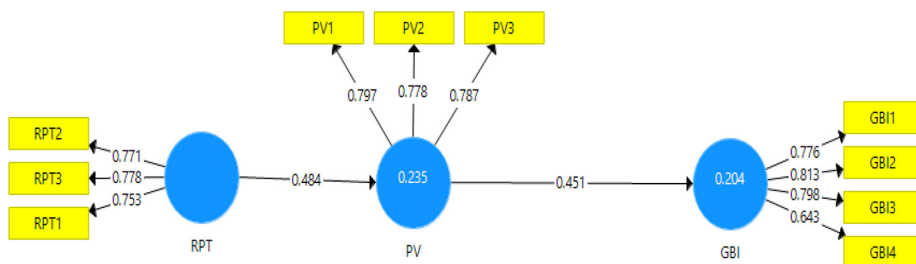


Figure 2. Structural model

triggers consumers' cognitive (Chang, 2015; Loureiro *et al.*, 2017; Su *et al.*, 2018). More specifically, Chang (2013) found a reputation to have a positive and significant effect on consumer's value perception in the context of the restaurant sector in Taiwan. Hence, it is important for the home-sharing practitioners to prioritise reputation in their planning efforts. Also, this study supported the positive relationship between perceived value and guest booking intention, providing support for *H2*. This is in agreement with past studies that found a significant positive relationship between perceived value and consumer intention to use a particular service provider (Bhatiasevi and Yoopetch, 2015; Chen and Chang, 2018). Moreover, scholars have found perceived value to be a critical predictor of consumer behavioural intention (Chen and Xu, 2019; Mao and Lyu, 2017). For instance, in the study of Liang *et al.* (2017), their findings reveal perceived value to have a positive and significant effect on consumer repurchase intention in Airbnb service in the context of Canada and the USA. From a consumer perspective, it is reasonable to evaluate the benefits of an intended service before actual engagement or purchase behaviour. This implies that there is more tendency for the consumer to book accommodation when the perceived value is high. On the other hand, the proposed mediating role of perceived value in the relationship between reputation and guest booking intention was statistically positively significant, *H3*. This is consistent with past studies that found perceived value to mediate the relationship between exogenous construct and behavioural intention (Chang, 2015; Chen and Xu, 2019; Liang *et al.*, 2017; Zhao *et al.*, 2017). This phenomenon indicated that consumer's value perception derived from Airbnb's reputation in terms of its size recognition and well-known for accommodation does provide a better explanation for intention to book accommodation. In other words, a good reputation may necessarily help to enhance consumer's perceived value regarding their intention to book accommodation with Airbnb. This indicates that consumer value perception does explain why Airbnb's reputation may predict guest booking intention. Furthermore, gender moderates the relationship between perceived value and guest booking intention, *H4*. This is not far from a previous study that found gender to moderate the link between cognitive factor and consumers' purchase intention (Chiu *et al.*, 2005). This also provides support for the past studies that reveal the gender to perform an important moderating role in the link between predictors and outcome variables (Khan *et al.*, 2019; Shin *et al.*, 2020). This study extends the tourism marketing literature by demonstrating the gender as a crucial moderator to be considered on how Muslim tourist's value perception may influence their booking intention. Based on empirical evidence, this study has highlighted the moderating effect of gender on the relationship between perceived value and guest booking intention. Importantly, male consumers are likely to book at Airbnb than a female when the perceived value is low. However, when perceived value is increasing, female intention to book Airbnb accommodation is greater than males. In this vein, it can be assumed that value perception will have a different impact on booking intention in men and women. Overall, the

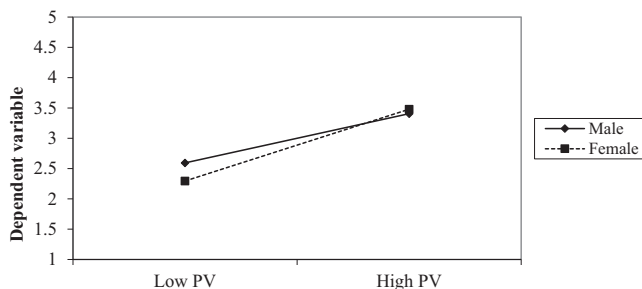


Figure 3.
Interaction effect

results indicate the applicability of S-O-R theory in explaining the highlighted research hypotheses of this study.

Theoretical contribution and practical implications

Theoretical contribution

This study applied the S-O-R theory (Mehrabian and Russell, 1974) to the tourism and service booking literature, with the aim of providing theoretical insights into how reputation as an external factor may affect consumers' cognitive and subsequently lead to booking intention as a response. The positive and significant effect of reputation on consumer perceived value on Airbnb was confirmed in this study. This study is among the pioneers to consider perceived value as a predictor of Muslims' booking intention on Airbnb. Besides, the mediating role of perceived value in the link between the external factor (reputation) and guest booking intention is relatively new. Also, it contributes to the service marketing literature by developing an S-O-R theory that includes gender to provide a more comprehensive understanding of its effects on Muslim tourists' booking intention.

Practical implications

One of the key contributions of this study from an applied perspective relates to the identified factors that may deduce Muslims' consumer intention to book accommodation on Airbnb in Malaysia. The study will be beneficial for the platform accommodation sector in the Malaysian tourism industry to understand that not only the external stimuli (reputation) may affect Muslim booking intention, but their cognitive state of mind (perceived value) may also influence their booking intention. This work may also benefit the Malaysian tourism sector by attracting more tourists, and by retaining them, which may translate into greater revenue for the home rental service industry. Hence, it is recommended that platform accommodation managers and practitioners should pay attention to external stimuli which may have a significant impact on tourists' cognition that might affect their booking intention. The findings of this study acknowledge reputation to be a crucial predictor of consumer's cognitive and subsequent booking intention. There is a tendency for Muslim tourists to evaluate their decision whether to engage or purchase from a particular service provider based on the good reputation, recognition and well-known of the service provider. This implies that managers should turn their focus to Airbnb's reputation by allocating the highest slot of their resources and effort to Airbnb's reputation to improve the performance in terms of guest booking intention.

The results show that value perception is crucial in attracting tourists to book accommodation on Airbnb in Malaysia. Airbnb accommodation can enhance the value perception of their service by providing a good value for money to consumers. Also, it helps the consumers with special requirements such as pet-friendly accommodations and so on. The discovery of mediating effects of perceived value in the relationship between reputation and guest booking intention can be considered a practical contribution, as it provides hospitality practitioners with a holistic perspective regarding the influence of external factors and its subsequent guest booking intention. Furthermore, knowing what drives consumer value perception in Airbnb service can help hospitality practitioners not only to identify but also to understand how it may deduce their intention to book accommodation on Airbnb. The findings also indicate that gender plays a role in how consumers' perceived value may affect their booking intention. As such, it is imperative to understand how gender differences may affect consumers' disposition of a particular behaviour.

Overall, this study outlines the different predictors of Muslim booking intention on Airbnb in Malaysia and emphasises that they are crucial factors for the innovative marketing and needs to be considered when planning and strategising the development of Airbnb accommodation service. Hospitality practitioners are advised to view and interpret the study results both in the context of Airbnb that makes up the research sample and also in a similar service in their effort to boost the consumer booking intention.

Limitation and future research direction

The present study is not beyond its limitations. However, the limitations addressed may serve as directions for future studies. For example, the current study data were gathered using a quantitative approach. Future studies may consider qualitative methods or mixed method to gain deeper insights into the Muslim booking intention on Airbnb. Moreover, this study considered a cross-sectional survey design, whereas future studies may consider longitudinal design to understand the actual behavioural response of Muslim tourists. This study has been conducted in Malaysia, whereas future studies can investigate Muslim booking intention in the context of the home-sharing sector in other regions, particularly from the Middle Eastern countries because of the Muslim majority of the region's population in regard to obtain a wider understanding of the phenomenon.

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Construct	Items
Reputation	Airbnb is a large company that everyone recognises Airbnb is well-known accommodation service Airbnb has a good reputation for its accommodation service
Perceived value	I think Airbnb provide good value for money (e.g. reasonably priced) I think Airbnb can help with special requirements (e.g. finding pet-friendly accommodations, arranging a small bed for baby, etc.) I think booking for accommodations on Airbnb is worthwhile
Guest booking intention	The probability that I would consider booking an accommodation from Airbnb is high If I were to book an accommodation, I would consider booking it from Airbnb The likelihood of my booking an accommodation from Airbnb is high My willingness to book an accommodation from Airbnb in the future is high

Table A1.
Measurement items

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