

THE INFLUENCE OF REPUTATION, PRICE, TRUST AND PERCEIVED
VALUE ON GUEST BOOKING INTENTION ON AIRBNB IN MALAYSIA

TIAMIYU TOSIN AHMED

UNIVERSITI TEKNOLOGI MALAYSIA

THE INFLUENCE OF REPUTATION, PRICE, TRUST AND PERCEIVED
VALUE ON GUEST BOOKING INTENTION ON AIRBNB IN MALAYSIA

TIAMIYU TOSIN AHMED

A dissertation submitted in fulfilment of
the requirements for the award of the degree of
Doctor of Business Administration

Azman Hashim International Business School
Universiti Teknologi Malaysia

AUGUST 2020

DEDICATION

To my beloved parents: Mr Tiamiyu Lasisi and Mrs Tiamiyu Yemisi

ACKNOWLEDGEMENT

All the glory belongs to God Almighty (Allah subhanahu wa ta'ala) for the completion of this work and for making this work to become a reality. Also, for giving me the strength, courage and patient throughout this journey. The preparation of this dissertation has been a stressful journey but also worthwhile. There are people that were, directly and indirectly, involved in the production of this work. Therefore, I would like to take this opportunity here to express my appreciation and gratitude for their support, guidance, encouragement and contribution to the completion of this dissertation.

First and foremost, I would like to express my highest appreciation to my main supervisor, Assoc. Prof. Dr. Farzana Quoquab for her relentless effort and time in guiding me in preparation of this dissertation. She is an intelligent, humble and diligent person and during this process, I have learned a lot from her in preparing me as a better researcher that will always prioritise quality work above anything else. Also, I am very thankful to have Dr. Nazimah Hussin as my co-supervisor for her guidance, mentoring and contribution to the completion of this work. Without them, this piece of work would not be of the best quality and fruitful.

I can never forget Dr. Jihad Mohammad, he is a respectable and generous person. He took his very precious time to train me in using statistical tools such as smartPLS, SPSS and so on. Also, took his time to critically review my Chapter 3 and Chapter 4 to ensure quality and appropriateness in my analysis of the data and interpretations of the results. I am very grateful for his generosity.

Lastly, I would like to thank all my doctoral colleagues for their both academic and moral supports. It was a great pleasure to have met and worked alongside the beautiful and diligent people from different parts of the world.

ABSTRACT

The growing popularity of sharing economy accommodation such as Airbnb has gained the attention of both academicians and practitioners. The house owners have positively embraced it since it provides them the opportunity for extra income at relatively low cost. Also, it has attracted many customers to book their accommodation with Airbnb since it gives customers more flexibility regarding the choice of accommodation. Although extensive research has been carried out on tourists' booking intention in the context of the tourism industry, to the researcher's knowledge, there is a dearth of research that has distinctively looked into what leads tourists to book an accommodation on Airbnb. By considering the attribution theory, this study aims to examine the impact of both internal (price consciousness) and external (reputation) causes, on consumers' trust in Airbnb and perceived value, and the subsequent booking intention. More particularly, the objectives of this study are (i) to assess the direct relationships between 'reputation and trust' and between 'price consciousness and perceived value'; (ii) to examine the effect of trust and perceived value on guests' booking intention; (iii) to test the mediating effect of trust and perceived value in the relationships between attributed causes and the subsequent guest booking intention. A Web-based survey was designed to collect the data from respondents in Malaysia, which yielded 311 complete and usable responses. Data collected were analysed using SPSS and PLS-SEM to test the proposed study hypotheses. The study findings revealed that all the hypotheses were supported and significant. Reputation exerts a positive effect on trust in Airbnb (H1), while trust in Airbnb predicts guest booking intention (H2). Also, price consciousness is positively related to consumers' perceived value (H3), and perceived value positively predict guest booking intention (H4). Reputation exerts a positive and significant effect on guest booking intention (H5), and price consciousness is positively related to guest booking intention (H6). Trust in Airbnb is also mediates the relationship between reputation and guest booking intention (H7). Lastly, the perceived value mediates the relationship between price consciousness and guest booking intention (H8). This study is among the pioneers to consider the attribution theory to understand the drivers of guest booking intention on Airbnb. Moreover, this study provides a new perspective on how attributed internal (price consciousness) and external (reputation) causes may, directly and indirectly, influence guests' booking intention on Airbnb. The findings of this study provide crucial implications for home rental industry players and academicians. The study offers a new perspective by linking attributed causes to book Airbnb in Malaysia. This study would be of interest to the Airbnb, home rental industry players, and tourism practitioners. In addition to that, this study will serve as a foundation for a suitable marketing tool for the Airbnb and other home rental practitioners to understand better causes that may drive guests' booking intention. Airbnb and home rental industry players should place more emphasis on value packages that are reasonably priced or considered cheap to retain and attract more tourists. Also, an effective reputation system should be designed to communicate service offerings and benefits to build consumers' trust in Airbnb, and subsequently lead to guest booking intention.

ABSTRAK

Peningkatan populariti bagi tempahan perkongsian secara ekonomi seperti Airbnb yang semakin meningkat telah mendapat perhatian daripada ahli akademik dan pengamal industri. Pemilik rumah menerima perkembangan ini secara positif kerana ia membuka peluang kepada mereka untuk menambah pendapatan pada kos yang agak rendah. Selain itu, perkara ini telah menarik banyak pelanggan untuk menempah tempat penginapan mereka dengan Airbnb kerana lebih banyak kelonggaran mengenai pilihan penginapan ditawarkan. Walaupun terdapat penyelidikan yang luas ke atas niat tempahan di kalangan pelancong dalam konteks industri pelancongan, masih terdapat kekurangan kajian yang mendalam dalam meneliti faktor yang menyebabkan pelancong menempah tempat penginapan dengan Airbnb. Dengan mengaplikasikan teori atribusi, kajian ini mengkaji kesan dalaman (kesedaran harga) dan luaran (reputasi), ke atas kepercayaan pengguna terhadap Airbnb dan nilai yang dirasakan, dan seterusnya niat untuk menempah. Dengan ini, kajian ini bertujuan untuk menguji kesan hubungan diantara (i) 'reputasi dan kepercayaan' dan 'kesedaran harga dan nilai yang dirasakan'; (ii) kepercayaan dan nilai yang dirasakan pada niat tempahan tetamu; (iii) pengantaraan kepercayaan dan nilai yang dirasakan pada penyebab yang dikaitkan dengan niat tempahan tetamu seterusnya. Satu tinjauan berasaskan Web telah digunakan untuk mengumpulkan data dari 311 responden di Malaysia, yang lengkap dan digunakan dalam kajian ini. Data dianalisis dengan menggunakan SPSS dan PLS-SEM untuk menguji 8 hipotesis kajian yang dicadangkan. Hasil kajian menunjukkan bahawa semua hipotesis disokong dan signifikan; iaitu, reputasi memberikan kesan positif terhadap kepercayaan terhadap Airbnb (H1); kepercayaan terhadap Airbnb meramalkan niat tempahan tetamu (H2); kesedaran harga berkait secara positif dengan nilai yang dirasakan pengguna (H3); nilai yang dirasakan secara positif meramalkan niat tempahan tetamu (H4); reputasi memberi kesan positif dan signifikan terhadap niat tempahan tetamu (H5); kesedaran harga secara positif berkaitan dengan niat tempahan tetamu (H6); kepercayaan terhadap Airbnb juga menjadi pengantara hubungan antara reputasi dan niat tempahan tetamu (H7); dan, akhirnya, nilai yang dirasakan juga menjadi pengantara hubungan antara kesedaran harga dan niat tempahan tetamu (H8). Kajian ini adalah antara kajian rintis yang mengaplikasikan teori atribusi untuk memahami pendorong niat tempahan tetamu di Airbnb. Kajian ini menyediakan perspektif baru dalam menghubungkan faktor yang dikaitkan dengan niat untuk menempah Airbnb di Malaysia. Kajian ini dapat menarik minat Airbnb, pengamal industri, penyewa rumah dan pengamal pelancongan. Selain itu, kajian ini akan menjadi panduan dalam pemasaran untuk Airbnb dan pengamal sewa rumah yang lain untuk lebih memahami faktor yang boleh mempengaruhi niat tempahan tetamu. Pengamal industri Airbnb dan pengamal sewa rumah harus memberikan penekanan yang lebih kepada pakej nilai yang berpatutan atau dianggap murah untuk mengekalkan dan menarik lebih ramai pelancong. Selain itu juga, sistem reputasi yang efektif perlu ditambahbaik bagi membolehkan komunikasi yang lebih lancar dalam tawaran dan faedah perkhidmatan untuk membina kepercayaan pengguna dalam Airbnb, dan seterusnya mendorong kepada peningkatan tempahan tetamu.

TABLE OF CONTENTS

	TITLE	PAGE
	DECLARATION	ii
	DEDICATION	iii
	ACKNOWLEDGEMENTS	iv
	ABSTRACT	v
	ABSTRAK	vi
	TABLE OF CONTENTS	vii
	LIST OF TABLES	xiii
	LIST OF FIGURES	xv
	LIST OF ABBREVIATIONS	xvi
	LIST OF SYMBOLS	xvii
	LIST OF APPENDICES	xviii
CHAPTER 1	INTRODUCTION	1
1.1	Background of the Study	1
1.2	Airbnb as the Research Context	4
1.3	Problem Statement	8
1.4	Research Questions	14
1.5	Research Objectives	15
1.6	Significance of the Study	19
1.7	Scope of the study	22
1.8	Definition of the Study Variables and Terminologies	23
1.9	Organisation of the study	24
CHAPTER 2	LITERATURE REVIEW	27
2.1	Introduction	27

2.2	Attribution theory as the Theoretical Basis	27
2.3	Booking intention	31
2.4	Reputation	41
2.5	Price consciousness	42
2.6	Perceived value	43
2.7	Trust in Airbnb	44
2.8	Summary Table of Research Gaps	45
2.9	Hypothesis Development	48
2.9.1	Relationship between Reputation and Trust in Airbnb	48
2.9.2	Relationship between Trust in Airbnb and Guest booking intention	49
2.9.3	Relationship between Price consciousness and Perceived value	50
2.9.4	Relationship between Perceived value and Guest booking intention	52
2.9.5	Relationship between Reputation and Guest Booking intention	54
2.9.6	Relationship between Price Consciousness and Guest Booking intention	55
2.9.7	Mediating effect of Trust in Airbnb on Relationship between reputation and Guest Booking intention	56
2.9.8	Mediating effect of Perceived Value on relationship between Price consciousness and Guest booking intention	57
2.9.9	Proposed Conceptual Framework	59
2.9.10	Chapter Summary	60
CHAPTER 3	METHODOLOGY	63
3.1	Introduction	63

3.2	Research Paradigm	63
	3.2.1 Justification for Research Paradigm	66
3.3	Research Method	66
3.4	Research Design	68
	3.4.1 Purpose of the Study	68
	3.4.2 Type of Investigation	69
	3.4.3 Study Setting	69
	3.4.4 Time Horizon	69
	3.4.5 Extent of Researcher Interference	70
3.5	Study Variables and Measurements	70
	3.5.1 Definition of the Study Variables	70
	3.5.2 Measures	72
	3.5.3 Questionnaire Construction	76
3.6	Sampling Design	77
	3.6.1 Unit of Analysis	78
	3.6.2 Sampling Technique	78
	3.6.3 Sample Size	80
3.7	Reliability and Validity	81
	3.7.1 Reliability	81
	3.7.2 Validity	82
	3.7.3 Content Validity	83
	3.7.4 Face Validity	83
	3.7.5 Construct Validity	84
3.8	Pilot Study	85
3.9	Data Collection Procedure	86
3.10	Data Analysis Procedure	86
	3.10.1 Descriptive Statistics	87
	3.10.2 Structural Equation Modelling	88
3.11	Model Assessment	89
	3.11.1 Measurement Model Evaluation	90

	3.11.2 Structural Model Evaluation	91
	3.11.3 Mediation Analysis	92
	3.12 Summary	93
CHAPTER 4	DATA ANALYSIS	95
4.1	Introduction	95
4.2	Data Preparation for Analysis	95
	4.2.1 Data Cleaning/Screening	96
	4.2.2 Outliers	98
4.3	Getting a Feel for the Data	101
	4.3.1 Measurement of Central Tendency and Dispersion	101
	4.3.2 Normality Test	102
	4.3.3 Multivariate Normality Test	103
	4.3.4 Respondents' Demographic Information	104
4.4	Preparing for Model Assessment	106
4.5	Assessment of Measurement Model	108
4.6	Assessment of Structural Model	112
	4.6.1 Multicollinearity	112
	4.6.2 Assessment of R^2	113
	4.6.3 Assessment of Q^2	114
	4.6.4 Assessment of F^2	114
	4.6.5 Hypotheses Testing Direct Effect	116
	4.6.6 Hypotheses Testing Mediating Effect	117
	4.6.7 Summary of Hypotheses Testing	117
4.7	R^2 and Q^2 Value for PLS Model	118
4.8	Importance Performance Map Analysis	119
4.9	Summary	121
CHAPTER 5	CONCLUSION AND RECOMMENDATIONS	123
5.1	Introduction	123

5.2	An Overview of the Research	123
5.3	Discussion of the Findings	125
5.3.1	Discussion on Research Question 1: Is there any Relationship between reputation and consumer Trust in Airbnb?	125
5.3.2	Discussion on Research Question 2: Is there any Relationship between trust in Airbnb and guest Booking intention?	127
5.3.3	Discussion on Research Question 3: Is there any Relationship between price consciousness and consumer perceived value?	129
5.3.4	Discussion on Research Question 4: Is there any Relationship between perceived value and guest Booking intention?	131
5.3.5	Discussion on Research Question 5: Is there any Relationship between reputation and guest Booking intention?	133
5.3.6	Discussion on Research Question 6: Is there any Relationship between price consciousness and Guest booking intention?	135
5.3.7	Discussion on Research Question 7: Does trust in Airbnb mediate the relationship between reputation and guest booking intention?	136
5.3.8	Discussion on Research Question 8: Does perceived Value mediate the relationship between price Consciousness and guest booking intention?	138
5.4	Research Contributions	140
5.4.1	Theoretical Contribution	140
5.4.2	Managerial Contribution	142

5.5	Limitation and Future Research Directions	148
5.6	Conclusion	150
	References	154
	Appendices	169
	Appendix A	169
	Appendix B	175
	Appendix C	176
	Appendix D	180
	Publications	183

LIST OF TABLES

TABLE NO.	TITLE	PAGE
Table 1.1	Tourist Arrivals and receipt to Malaysia (2014 – 2018)	7
Table 1.2	Alignment between the research gap, question and objective, and hypothesis	16
Table 2.1	Summary of the relevant studies on booking intention in tourism literature	33
Table 2.2	List of synthesised literature on Airbnb	36
Table 2.3	Summary of research gaps and corresponding variables	45
Table 2.4	Summary of hypotheses proposed in this study	60
Table 3.1	Comparison between positivism and interpretivism research philosophy	65
Table 3.2	Summary of variable and the conceptual definitions in this study	70
Table 3.3	Summary of measurement items for reputation	72
Table 3.4	Summary of measurement items for price consciousness	73
Table 3.5	Summary of measurement items for trust in Airbnb	74
Table 3.6	Summary of measurement items for perceived value	75
Table 3.7	Summary of measurement items for guest booking intention	75
Table 4.1	Missing, Minimum and Maximum Values for Categorical Data	97
Table 4.2	Missing, Minimum and Maximum Values for Continuous Data	98
Table 4.3	Mahalanobis Distance Critical Values	100
Table 4.4	Mean and Standard Deviation of Continuous Variable	101
Table 4.5	Skewness and Kurtosis of Continuous Data	103
Table 4.6	Demographic profile of the Respondents	105
Table 4.7	Harman’s Single Factor Analysis	107

Table 4.8	Evaluation of Measurement Model	109
Table 4.9	Discriminant Validity via Fornel-Larcker's Method	110
Table 4.10	Discriminant Validity via Cross-Loading	110
Table 4.11	Discriminant Validity via Heterotrait-Monotrait HTMT	111
Table 4.12	Inner VIF values	112
Table 4.13	The R ² values of Endogenous Constructs	113
Table 4.14	The Q ² Values of the Path Model	114
Table 4.15	The F ² values of the Path Model	115
Table 4.16	Results of Direct Effect Testing	116
Table 4.17	Results of Indirect Effect Testing	117
Table 4.18	Summary of Hypotheses Testing	118
Table 4.19	Importance Performance Map Analysis	119
Table 5.1	Research Question 1, Hypothesis and Finding	126
Table 5.2	Research Question 2, Hypothesis and finding	128
Table 5.3	Research Question 3, Hypothesis and Finding	130
Table 5.4	Research Question 4, Hypothesis and Finding	131
Table 5.5	Research Question 5, Hypothesis and Finding	133
Table 5.6	Research Question 6, Hypothesis and Finding	135
Table 5.7	Research Question 7, Hypothesis and Finding	137
Table 5.8	Research Question 8, Hypothesis and Finding	138
Table 5.9	Summary of the RQs, findings, conclusion, and contributions	150

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE
Figure 1.1	Top 5 hotel chains vs. Airbnb By number of listings/rooms (k) in 2017	6
Figure 2.1	Proposed conceptual framework	59
Figure 4.1	Normal P-P plot of Reputation	104
Figure 4.2	SmartPLS Direct Path Model	115
Figure 4.3	Importance Performance Map Analysis for Guest Booking Intention	120

LIST OF ABBREVIATIONS

AVE	-	Average variance extracted
CB	-	Covariance based
CMV	-	Common method variance
GBI	-	Guest booking intention
GDP	-	Gross Domestic Product
HTMT	-	Heterotrait-Monotrait
MEC	-	Means –End- Chain Theory
MD	-	Mahalanobis Distance
PC	-	Price consciousness
PLS	-	Partial least square
PT	-	Prospect Theory
PV	-	Perceived value
RPT	-	Reputation
RM	-	Malaysian Ringgit
SEM	-	Structural equation modelling
SPSS	-	Statistical Package for the Social Sciences
TA	-	Trust in Airbnb
TPB	-	Theory of planned behaviour
VIF	-	Variance inflation factor
WTTC	-	World tourism and travel council

LIST OF SYMBOLS

α	-	Alpha
β	-	Beta
CI	-	Confidence Interval
R^2	-	Coefficient of determination
SD	-	Standard Deviation
t	-	T-value
p	-	P-value
Q^2	-	Stone-Geisser's Q^2 value
%	-	Percentage
\pm	-	Plus – Minus
$>$	-	Strict inequality – greater than
$<$	-	Strict inequality – less than

LIST OF APPENDICES

APPENDIX	TITLE	PAGE
Appendix A	Sample of Questionnaire	169
Appendix B	Research Design	175
Appendix C	Normal P-P Plot of Study Variables	176
Appendix D	Evaluation of Measurement Model and Structural Model	180

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In the last decade, the hospitality industry has experienced robust growth in terms of expansion and development, contributing approximately 10.2 % to the world GDP according to the world travel and tourism council (WTTC) 2017 annual report. In the year 2018, Malaysia and its capital city Kuala Lumpur was ranked third most visited country and city, respectively in the Asian region based on travelling booking portal (Agoda) 2018 report. Malaysia was recorded to have received 25.8 million tourists with 84.1 billion in receipts (Tourism Malaysia, 2018), contributing approximately 6.5 % into GDP of Malaysia (department of statistics Malaysia, 2018). Apparently, this shows the importance of the tourism industry to the economy of Malaysia in terms of GDP contribution.

Sharing economy accommodation platforms such as Airbnb have revitalised the hotel industry (Guttentag and Smith, 2017; King and Koh, 2017), with a market share of 5,542 registered home-sharing accommodations in Malaysia and Brickfields in Kuala Lumpur being ranked third in the world as a top growth neighbourhood (Ng, 2016). The penetration of Airbnb can be seen as a step towards massification and transformation of the online accommodation that may have resulted in stiff competition in the tourism industry. Therefore, service providers today are perturbed with getting a new customer, especially in the presence of challenges of the dynamic

market of today. The importance and impacts of Airbnb in the tourism industry cannot be ignored. It has been asserted by previous studies on how Airbnb has revolutionised the tourism industry in reshaping the business ecosystem (Guttentag and Smith, 2017). For example, it is often noted that the birth of Airbnb has created new business opportunities for incumbent businesses (Koh and King, 2017) and also posed stiff competition in the market (Fernández et al., 2016). Given such critical impacts, it is crucial to understand the underlying factors that cause customers to book accommodation on Airbnb in Malaysia.

Customer booking intention remains an imperative phenomenon in the service industry as pointed out by D'Alessandro et al., (2015) that service providers are faced with financial ramifications due to different reasons such as customer switching and lack of customers booking intention that may lead to actual purchasing or booking behaviour. Purchasing intention phenomenon has gained more insights from researchers from different disciplines and backgrounds such as Airline industry (Suki and Suki, 2017), hotel industry (Leong et al., 2017), Telecommunication industry (Venkatesh et al., 2012). Trying to understand how consumers purchase and which factors influencing consumer purchasing or booking decisions has been one of the main questions among marketing and hospitality researchers and the practitioners. The main priority of any businesses is to ensure that their products or services are being purchased. It is crucial for the service provider to understand consumer purchasing intentions that might predict the actual behaviour (Agag and El-Masry, 2016). Data regarding consumer intention to purchase a product or service can be very beneficial for the service providers in their marketing strategy efforts and also influence their revenue (Offsey, 2018). This holds a particular true for consumer purchasing intention in the tourism industry where increasing growths of purchasing or booking intention is the new trend (Bhatiasevi and Yoopetch, 2015).

Owing to the fierce competition in the tourism market, accommodation services are faced with challenges in finding new customers and retaining their loyal customers in order to stay relevant in the market. Previous researchers have argued

that consumers' behavioural intentions such as switching intention, lack of booking or actual purchase may have a negative implication on businesses such as cost of acquiring a new customer which is detrimental to the service provider (Bansal and Taylor, 1999; Hsieh et al., 2012; Keaveney, 1995). It is not only losing customers are unfavourable to the service provider as its pressure them to formulate strategies in order to retain their existing customers Quoquab et al., (2018), but also lack of booking towards service provider is harmful to the business. It is imperative for service providers to develop a realistic strategy in enhancing customer booking intention and building their customer loyalty as accommodation service providers' revenue and profit are most likely tied to customers' patronage.

Managing booking intention or actionable behaviour remains a crucial element of sustainability for the service provider (Sambandam and Lord, 1995). From customer's perspective, booking accommodation from a specific service provider is a rational decision when service received is up to their expectation and it satisfied their needs among many other factors that can motivate a customer to book an accommodation with a particular service provider. Given this notion, it is crucial to identify and understand what triggers and drives customers' intentions to book accommodation with a service provider in order for them to stay relevant and competitive in the market.

A growing number of researchers have investigated booking intention in the context of Malaysia such as Ting et al., (2016), examined consumer purchase intentions toward counterfeit luxury goods, Leong et al., (2017) assessed perceived EWOM on booking intention in the hotel industry, Chin et al., (2018) investigated brand image on purchase intention of Grab service, and San-Martin et al., (2020) investigated the influences of tourism values and barrier on booking intention. However, to the researcher's knowledge, there is a dearth of research that has distinctively looked into fundamental factors that cause customers to book accommodation from Airbnb in Malaysia. Specifically, looking into how customers attributed causes to an event that occurs or make sense of their intentions

that may lead to actual behaviour. This is important because understanding how customer assigned causes to their actual behaviour that may be influenced by their emotions and cognitive in reasoning and internalisation of the internal and external factors is crucial. Moreover, studies on human psychology and behaviour in investigating booking intention in the context of Airbnb in Malaysia is scarce. Therefore, this study seeks to fill the gap by investigating the predictors of booking intention on Airbnb in Malaysia and also illuminating the influences of both internal and external causes on the customer cognitive and the subsequent behavioural action based on attribution theory by (Heider, 1958).

1.2 Airbnb as the research context

Sharing economy as a new business model that presented the opportunity for an individual in exchanging of goods for monetary benefits (Tussyadiah and Pesonen, 2015). Predominantly, Airbnb is an example of sharing economy or may be referred to as access economy (Tan et al., 2017), co-utility (Bonazzi and Grèzes, 2018), collaborative economy (Ioannides et al., 2018), Peer to peer platform (Prayag and Ozanne, 2018), Platform business (Akbar and Tracogna, 2018), that have penetrated the hospitality industry since its inception. Airbnb was founded in 2008 as an online platform that connects people looking for accommodations with individuals who have an extra room, empty house or under-utilised space in their house.

Airbnb online platform is very similar to other hotel online platforms in terms of the room booking process. For example, a typical customer's hotel search comprises a search for a location, followed by the duration of stays, price range and amenities of particular accommodation service. It is analogous to that of Airbnb

booking process which encompasses searching for accommodation in a specific location, type of rooms, duration, price range, and amenities. Then, the customer will likely decide on whether to proceed to the payment section in order to confirm the booking. However, Airbnb customer may inquire more information about the location, local lifestyle, tourist spots and attractions in the location from the host before proceeding to payment. The inclusion of the host in the booking process may influence the customer decision of each booking due to the availability of direct access to communication between the customer and the host. Hence, the first impression of the host is highly paramount in customer decisions. Also, Airbnb's host may decide to rent the space based on the specific preference of the customer. Besides, security concerns have been raised regarding Airbnb accommodation as its business models lie in accommodating a stranger into houses of the host (Roelofsen and Minca, 2018).

Among many other reasons is the fact that Airbnb has little or no control over individual hosts (Liang et al., 2018). Although, many house owners have embraced this concept due to the fact that it enables them to earn extra income at relatively low cost. Also attracts many customers since the price is considered fair and give customer new choices on accommodation, things to do, and help them build unique friendships with locals. However, its entry in the market has reinvigorated mostly tourism industry, and it is imperative to understand the factors that may propagate customer booking intention in the Airbnb platform.

In 2017, Airbnb has over 4 million listings in 81,000 cities across 191 countries (Airbnb.com), which is comparable to total listings of accommodations of top 5 giant hotel chains comprises of Marriott group, Hilton, IHG, Wyndham worldwide and Accor hotels with over 4million listings in total based on CBINSIGHTS research report 2017 (see Figure 1.1). Currently, the number has been increasing with over 7 million listings in 100,000 cities across 191 countries (Airbnb.com). This depicted the degree of penetration of Airbnb in the market and its

impact and predomination on the incumbent businesses as it is unquestionable. As such, it is understandable that customers will likely book accommodation from a better alternative in the market.

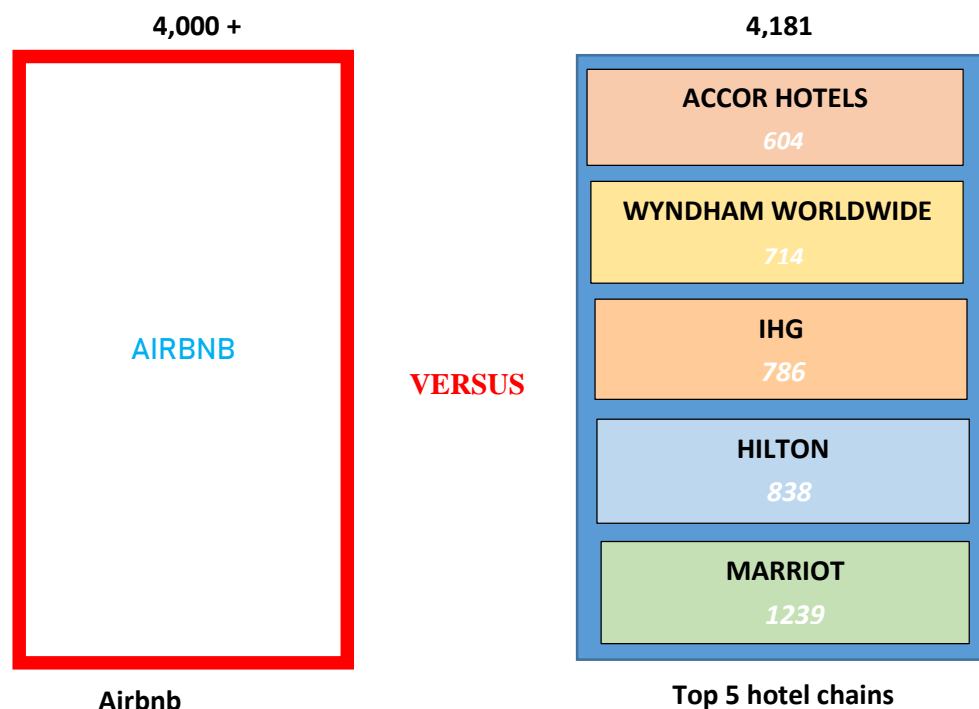


Figure 1.1 Top 5 hotel chains vs. Airbnb By number of listings/rooms (k) in 2017

Source: CBINSIGHTS (2017)

In Asia continent, Airbnb listing in Malaysia was rated one of the highest with yearly growth of 137% in 2017 – a total of 31900 listings (The star online, 2018). This number has increased to 53,000 listings approximately in 2019 (Inn, 2019). This shows the magnitude effect and the impact of Airbnb on the Malaysian tourism industry. Given the fact that no specific law has been passed neither to legalise nor to regulate the home-sharing industry such as Airbnb (Kaur, 2018). This has enhanced more adoption of the Airbnb platform by many house owners. Apparently, house owners take the initiative of converting their houses to Airbnb service in order to take advantage of the porous regulations that allow accommodation service to operate without a proper legal channel. As a result, the

local governments of individual states of Malaysia deal with the regulation of Airbnb independently. As such, there is a tendency for more consumers to choose Airbnb service as an alternative to hotel service.

Economically, Airbnb accommodations have contributed substantially to Malaysian businesses and communities. Ranging from its economical contribution of 3 billion and the creation of extra income for the hosts (house owner). A recent study conducted by Airbnb on 2000 Malaysian guests and hosts indicated that 50% of the house owners or hosts managed to settle their housing mortgage, while 40% of hosts were able to earn extra income as a function of their participation on Airbnb (Mahalingam and Inn, 2019). The evidence presented so far has demonstrated the growth and pervasiveness of Airbnb in the hospitality industry. Although Airbnb has received attention among academicians and practitioners, little has been known on the issue pertaining to guest booking intention, specifically consumers' value perception and trust in Airbnb that may influence their attributed causes. Hence, it is imperative to investigate the underlying factors to drive guests' booking intention in the context of Airbnb in Malaysia.

Table 1.1 Tourist Arrivals and receipt to Malaysia (2014 – 2018)

YEAR	ARRIVAL	RECEIPT (RM)
2018	25.83 Million	84.1 Billion
2017	25.95 Million	82.1 Billion
2016	26.76 Million	82.1 Billion
2015	25.72 Million	69.1 Billion
2014	27.44 Million	72.0 Billion

Source: Tourism Malaysia, (2018)

According to Tourism Malaysia, the number of tourists arriving in the country has been fluctuating since the year 2014 to the year 2018, while the contribution in terms of tourist receipt increased, even though there was no significant increment in the receipt in 2016 to 2017 (See Table 1.1). This shows a decrement in tourist arrivals to the country, which may be caused by different factors but it seems like contribution in terms of tourist receipt is improving. This posed a strict competitive environment for the home-sharing platforms in the country due to the decrement in the number of tourists that may be translated into a lower occupancy rate for the service provider. More accommodation services have to fight and compete against each other in an almost saturated market.

According to Morgan Stanley research report, 42 % of the current guest of Airbnb accommodation are consumers who have chosen Airbnb service as a replacement of hotel in 2015 and predicted an increasing spiral of 47% in 2016. This has demonstrated the growth and pervasiveness of Airbnb in the hospitality industry, which may have led to increasing guest booking intention. The extensive literature review on Airbnb accommodation has revealed very little on the issue of guest booking intention, specifically in the Malaysia context. Hence, it is imperative to investigate the underlying reasons for booking phenomenon in Malaysian Airbnb.

1.3 Problem Statement

The growing popularity of sharing economy accommodation such as Airbnb has gained the attention of the scholars (Gutierrez et al., 2017; Heo et al., 2019). Airbnb is an online platform that connects people who are looking to exchange their underutilised assets for a monetary benefit (Tussyadiah and Pesonen, 2015). The increasing growth of online booking has emerged as a new trend in the tourism industry (Bhatiasevi and Yoopetch, 2015). As asserted by Casaló et al. (2015), that

more studies should extend the booking intention phenomenon into different research contexts, i.e. different industries, culture and locations. In the context of the tourism industry, booking is crucial to the service provider as it is translated into the revenue and profitability of a firm. It is understandable that the majority of service providers such as platform accommodation service relies on online booking in order to survive and remain competitive (Bhatiasevi and Yoopetch, 2015). Especially in the case of Airbnb accommodation where consumers cannot access their service without prior booking online. It is imperative to inform the understanding of factors that deduced customer booking intention. That is, examining and understanding how to maximize consumers' intention to book Airbnb as it is critical to the success of service providers and the overall Malaysia tourism sector in terms of its direct contribution of RM3billion into the Malaysian economy (The star online, 2019). The problem is that when accommodation service losses their room occupancy as a function of lack of booking or actual purchase from the customers, it has both financial and non-financial implication on the businesses (Abdullah and Hamdan, 2012; Al Saleem and Al-Juboori, 2013). Hence, it is important to understand what causes a consumer to book accommodation on Airbnb in Malaysia in the first place in order to retain existing consumers and attract potential consumers to book accommodation on Airbnb.

Sharing economy as a new business model that presented the opportunity for individuals in exchanging of their underutilized asset for extra income (Cheng and Jin, 2019; Moreno-Izquierdo et al. 2019). Traditionally, people travelling to a destination for holiday, conference or business would likely to stay in a hotel. However, it is no longer the case with the pervasiveness of Airbnb accommodation service in the hospitality industry (Ferrerri and Sanyal, 2018). Airbnb was recorded to have received approximately 3.25 million guests in Malaysia between mid- 2018 to mid-2019, with a 73% increase in revenue and contributing RM3billion into the Malaysia economy (The Star Online, 2019). This depicted it influences and enormous contribution to the Malaysian tourism industry. Airbnb is considered to be one of the major players in the Malaysian tourism industry. For example, according to the president of Malaysia Budget Hotel Association (MyBHA), Airbnb is one of

the major factors that significantly affect budget hotels in Malaysia, resulted in (20%) declined in business since 2016 and approximately ten budget hotels have forced to close down their operation while many budget hotels have resolved to employees layoff in order to reduce their cost (Kaur, 2018). Not only that, it was also indicated that the majority (64.8%) of customer would consider Airbnb as a substitute for hotel service (Guttentag and Smith 2017).

More recently, Head of Malaysia Budget Hotel Association (MyBHA), Kuala Lumpur chapter, have stated that budget hotel revenue has suffered from 15% to 20% decline and approximately 500 budget hotels specifically in Kuala Lumpur have experienced substantial losses in the past two years (Ida, 2019). Even more alarming, many budget hotel owners have resorted to selling off of their hotels as a result of losing customers to other accommodation services such as Airbnb. Clearly, the increasing popularity of Airbnb that may have been translated into exponential growth in terms of consumer booking intentions is becoming an important topic in Malaysia tourism industry. As evidence suggested above, there is an increasing concern of the pattern of growth of Airbnb. Hence, it is imperative to understand what drives consumers 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.

Previous researchers have studied issues related to Airbnb from different standpoints, ranging from its effect on *incumbent business* (Bie et al., 2018; Blal et al., 2018; Boros et al., 2018; Guttentag and Smith, 2017; Ginindza and Tichaawa, 2017; Ioannides et al., 2018; Koh and King, 2017; Zervas et al., 2017), its effect on the *community* (Horn and Merante, 2017; Smith et., 2017; Wegmann and Jiao, 2017), *host's influence* (Abrate and Viglia, 2017; Cho et al., 2017; Fagerstrøm et al., 2017), and *regulations* (Ferreri and Sanyal, 2018; Hong and Lee, 2018; Laurell and Sandström, 2017; Martin et al., 2017; McKee, 2017). Additionally, there is a growing number of studies on Airbnb in the context of Malaysia such as Ali, (2018) investigated consumer behavioural intention towards Airbnb, Razli et al., (2017;

2018) examined consumer perceived value and motivations toward Airbnb accommodation. However, to the researcher's knowledge, there is a paucity of evidence on what drives customer booking intention on Airbnb in Malaysia. Thus, it seems imperative to determine the factors that cause customers to book accommodation on Airbnb in Malaysia.

The researcher has made an effort to carry out a preliminary exploratory investigation with three home-sharing industry experts in Malaysia as listed below to formulate the preliminary research problem. These interviews assisted the researcher to understand the relevant aspects of the problem pertaining to Airbnb in Malaysia.

- (i) Industry expert one: Mr Ezer Ratchaga (Airbnb Superhost)
- (ii) Industry expert two: Miss Viene Ong (Airbnb Superhost)
- (iii) Industry expert three: Miss Debra (Airbnb Superhost)

Based on the discussion, all of them felt that a study on booking phenomenon specifically from Airbnb in Malaysia is highly paramount and unavoidable. Considering the above evidence that depicted the opportunities and growing concerns of Airbnb in Malaysia tourism industry and its implication on businesses. This study sets to fill the void by examining the effect of both internal and external attributions on customer cognitive and its subsequent behavioural intention in order to better understand this phenomenon.

First, scholars have investigated the relationship between reputation and trust from different sectors such as Awqaf institution (Shukor et al., 2019), Nishat Linen brand in Pakistan (Gul, 2014), business to business (B2B) sector (Lee and Lee, 2019), However, there is no detailed investigation in the context of Airbnb. Hence, this research is expected to address this gap. Second, past studies have examined the direct link between trust and consumer booking intention from hotel industry (Li et al., 2017; Wang et al., 2015), but not in the context of Airbnb. Thus, this study set

out with the aim of filling the gap by examining the relationship between trust in Airbnb and guest booking intention.

Third, to the researcher's knowledge, there is no study on the relationship between price consciousness and perceived value except for Correia and Kozak, (2016) that conceptualised and tested the relationship between price consciousness and consumer perceived value of counterfeit product in the street markets of Portugal and Turkey. Hence, this study is among the pioneer to investigate the direct link between price consciousness and perceived value and also the first in the context of Airbnb. Fourth, Chen and Chang, (2018) have examined the direct relationship between perceived value and consumer purchase intention in Airbnb, specifically targeting only the Chinese speakers in Taiwan. Thus, the current study set to investigate this link in the context of Airbnb in Malaysia.

Fifth, the previous study has tested the direct relationship between corporate reputation and consumer purchase intention of Panettone in the city of Padua, Northern Italy (Gatti et al., 2012). Thus, this study seeks to fill the gap by examining the direct relationship between reputation and guest booking intention in Airbnb. Sixth, Scholars have investigated the direct relationship between price consciousness and consumer purchase intention. For example, Jin and Suh, (2005) investigated the relationship between price consciousness and consumer purchase intention in Korean discount store. Similarly, Thanasuta, (2015) tested the direct link between price consciousness and consumer purchase intention in private label brand products in Thailand. Lindblom et al., 2018, examined the relationship between price consciousness and consumer collaborative consumption intentions in the context of Finland. However, this study set to be among the first to specifically examine the direct relationship between price consciousness and guest booking intention in Airbnb. Lastly, there is no detailed investigation of the mediating effect of trust in Airbnb in the relationship between reputation and guest booking intention. Also, there is a dearth of study on the mediating effect of perceived value in the

relationship between price consciousness and guest booking intention, specifically in the home-sharing sector.

This study applied the attribution model in investigating guest booking intention on Airbnb in Malaysia. Attribution theory is discussed in details in Chapter 2. Heider, (1958), established attribution theory to investigate how individuals make sense of events and its connection to their thinking and behaviour. In platform accommodation business, price is one of the most determining factors in the decision process for the customer. This study posits price consciousness as an internal cause that may affect consumer cognitive (perceived value) and subsequently leads to booking intention.

For example, a price-conscious individual will most likely find a value in accommodation that is priced reasonable or considered to be low price i.e. receiving more benefits in exchange for paying a lower price and may eventually lead to intention to book an accommodation on Airbnb. On the other hand, a reputable service provider tends to have more positive influences on consumer decision. Airbnb accommodation is considered to be a prominent example with a good reputation among sharing economy accommodation. This may have a positive effect on potential customer seeking accommodation to rent and eventually lead to intention to book an accommodation of Airbnb. Also, the mediating effect of trust in Airbnb and perceived value on the relationship between exogenous variables (price consciousness and reputation) and the dependent construct booking intention will contribute significantly to the literature.

This research is expected to address the gaps by examining the effect of both internal and external attributions on customer cognitive and its subsequent behavioural intention in order to better understand this phenomenon. More importantly, how consumers' attributed internal cause (price consciousness) may

affect their cognitive i.e. perceived value and subsequently induced booking intention as a behavioural action. Also, how Airbnb reputation as an external attribution may influence their trust in Airbnb and subsequently booking intention. Past studies have employed attribution model to test different phenomenon in different research context such as Chakraborty, (2019), purchase behaviour of electronic products in India, Tsao et al., (2015), booking intention in the Taiwanese hotel industry, Chen et al., (2018), consumer intention to revisit in the context of American hotel, Jackson, (2019), tourism experiences, Behzadi et al., (2019), Users' search behaviour. So far, however, there has been little discussion about customer booking intention, specifically in the context of Airbnb in Malaysia. The next section will address the study research questions and also the main objectives.

1.4 Research Questions

Considering the background of the study and problem statement mentioned above, there is a need to identify what causes customer booking intention in Airbnb, specifically in Malaysia. Thus, the main research questions to be asked in this study are:

RQ1) Is there any relationship between reputation and consumer trust in Airbnb?

RQ2) Is there any relationship between trust in Airbnb and guest booking intention?

RQ3) Is there any relationship between price consciousness and consumer perceived value?

RQ4) Is there any relationship between perceived value and guest booking intention?

RQ5) Is there any relationship between reputation and guest booking intention?

RQ6) Is there any relationship between price consciousness and guest booking intention?

RQ7) Does trust in Airbnb mediate the relationship between reputation and guest booking intention?

RQ8) Does perceived value mediate the relationship between price consciousness and guest booking intention?

1.5 Research Objectives

RO1) To examine the relationship between reputation and consumer trust in Airbnb.

RO2) To examine the relationship between trust in Airbnb and guest booking intention.

RO3) To examine the relationship between price consciousness and consumer perceived value.

RO4) To examine the relationship between the perceived value and guest booking intention.

RO5) To examine the relationship between reputation and guest booking intention.

RO6) To examine the relationship between the price consciousness and guest booking intention.

RO7) To examine the mediating effect of trust in Airbnb in the relationship between reputation and guest booking intention.

RO8) To examine the mediating effect of perceived value in the relationship between price consciousness and guest booking intention.

Next, Table 1.2 shows the alignment between the study’s research questions, research objectives stated above are in line with formulated hypotheses and the research gaps. As a result of exhaustive literature review, the research gaps in the literature were identified and were discussed in details in Chapter 2. For instance, the effect of reputation on trust has been conceptualised in other sectors such as Awqaf institution and clothing sector but not in the home-sharing sector. The current research set to fulfil this gap by proposing the following research question (RQ1) and research objective (RO1) (See Table 1.2), and consequently hypothesised the H1 i.e. Reputation has a positive relationship with consumer trust in Airbnb. Also, there is no detailed investigation of the effect of trust on guest booking intention in the context of the home-sharing sector. Therefore, RQ2 and RO2 were posited and hypothesised H2: Trust in Airbnb has a positive relationship with guest booking intention.

Table 1.2 Alignment table between the research gap, question and objective, and hypothesis

Research Gap	R.Q	R.O	Hypotheses
The effect of reputation on customer trust has been investigated in Awqaf institution and clothing sector but not in the home-sharing sector.	RQ1. Is there any relationship between reputation and customer trust in Airbnb?	RO1. To examine the relationship between reputation and trust in Airbnb.	H1: Reputation has a positive relationship with consumer trust in Airbnb.
The effect of trust on guest booking intention has been examined in the context of the hotel sector but no detailed investigation on this link in the context of home-sharing sector.	RQ2. Is there any relationship between trust in Airbnb and guest booking intention?	RO2. To examine the relationship between trust in Airbnb and guest booking intention.	H2: Trust in Airbnb has a positive relationship with guest booking intention.

<p>The effect of price consciousness on customer perceived value has been tested in the context of the counterfeit product but not in other contexts such as home-sharing sector.</p>	<p>RQ3. Is there any relationship between price consciousness and customer perceived value?</p>	<p>RO3. To examine the relationship between price consciousness and customer perceived value.</p>	<p>H3: Price consciousness has a positive effect on customer perceived value in the service.</p>
<p>The effect of perceived value on guest booking intention have been examined in the context of Airbnb Taiwan but not in the context of Airbnb in Malaysia.</p>	<p>RQ4. Is there any relationship between perceived value and guest booking intention?</p>	<p>RO4. To examine the relationship between the perceived value and guest booking intention.</p>	<p>H4: Perceived value has a positive relationship with guest booking intention.</p>
<p>The effect of reputation on consumer booking intention in bakery product has been investigated but not in the context of home-sharing sector.</p>	<p>RQ5. Is there any relationship between reputation and guest booking intention?</p>	<p>RO5. To examine the relationship between reputation and guest booking intention.</p>	<p>H5: Reputation has a positive relationship with guest booking intention.</p>
<p>The effect of price consciousness on guest booking intention have been examined in the retailing sector and collaborative consumption but no detailed investigation in the context of Airbnb.</p>	<p>RQ6. Is there any relationship between price consciousness and guest booking intention?</p>	<p>RO6. To examine the relationship between the price consciousness and guest booking intention.</p>	<p>H6: Price consciousness has a positive relationship with guest booking intention.</p>

There is no detailed investigation of the mediating effect of trust in Airbnb in the relationship between reputation and guest booking intention.	RQ7. Does trust in Airbnb mediate the relationship between reputation and guest booking intention?	RO7. To examine the mediating effect of trust in Airbnb in the relationship between reputation and guest booking intention.	H7: Trust in Airbnb mediates the relationship between reputation and guest booking intention.
There is no detailed investigation on the mediating effect of perceived value in the relationship between price consciousness and guest booking intention.	RQ8. Does perceived value mediate the relationship between price consciousness and guest booking intention?	RO8. To examine the mediating effect of perceived value in the relationship between price consciousness and guest booking intention	H8: Perceived value mediates the relationship between price consciousness and guest booking intention.

Source: Compiled by the researcher

Furthermore, H3 was hypothesised based on the RQ3, R03 and the identified research gaps in the literature i.e. the effect of price consciousness on customer perceived value has been tested in the context of the counterfeit product but not in other contexts such as the home-sharing sector. In addition, H4 was postulated as a result of RQ4, RO4 and the research gap i.e. the effect of perceived value on guest booking intention have been examined in the context of Airbnb Taiwan but not in the context of Airbnb in Malaysia. Also, the effect of reputation on consumer booking intention in bakery product has been investigated but not in the context of home-sharing sector. As a result, RQ5, RO5 and H5 were posited. Apart from this, the study proposed research question (RQ6), research objective (RO6) and (H6) as a result of research gap i.e. the effect of price consciousness on guest booking intention have been examined in the retailing sector and collaborative consumption but no detailed investigation in the context of Airbnb. Additionally, there is no detailed investigation of the mediating effect of trust in Airbnb in the relationship between reputation and guest booking intention. Therefore, research question RQ7, research objective RO7 were proposed and H7 was hypothesised. Moreover, there is no

detailed investigation of the mediating effect of perceived value in the relationship between price consciousness and guest booking intention. Thus, the study posited RQ8, RO8 and hypothesised H8: Perceived value mediates the relationship between price consciousness and guest booking intention.

1.6 Significance of the Study

This section discusses the significance of the study from theoretical conceptual, and also the practical significance. As it is important to justify the intention of carrying out this research and how it will contribute to the body of knowledge and its benefit to hospitality practitioners.

a) Theoretical Significance

An established model of attribution theory by Heider, (1958), has received considerable attention from prior researchers. However, as per the researcher's knowledge, there is a lack of studies that have employed the attribution model to examine the booking intention specifically in the context of Airbnb in Malaysia. Hence, this will contribute to the body of knowledge in the field of marketing and hospitality research.

Scholars have employed attribution model to investigated different marketing phenomenon from a diverse point of views such as Chakraborty, (2019), purchase behaviour of electronic products in India, Tsao et al., (2015), booking intention in the Taiwanese hotel industry, Chen et al., (2018), consumer intention to revisit in the context of American hotel, Jackson, (2019), tourism experiences, Behzadi et al., (2019), Users' search behaviour. So far, however, the current study is among the first

to empirical test the customer booking intention, specifically in the context of Airbnb in Malaysia.

This study is comprehensive in the range of proposed constructs to be tested, and also its strength lies in the theoretical approach i.e. attribution theory to explain booking intention specifically in Malaysia Airbnb. This study set to be a pioneer in examining booking intention with the lens of the conceptual framework proposed as it is possibly the first study to examine booking intention using attribution theory in the context of Malaysia Airbnb.

This study develops a conceptual framework and tested new links in order to shed light on the research gaps in the literature. The current research will address the paucity of evidence on the relationship between reputation and consumer trust in Airbnb in the context of Malaysia. In addition, little has been known about the direct effect of reputation on guest booking intention in the home-sharing sector. Also, the effect of trust in Airbnb on guest booking intention in the context of home-sharing sector Malaysia has received less attention in the literature. Likewise, the mediating effect of trust in Airbnb in the relationship between reputation and guest booking intention. Also, there is a dearth of studies that have tested the effect of price consciousness on consumer perceived value in the service context. Furthermore, no detailed investigation of the direct link between price consciousness and guest booking intention in the context of Airbnb. Additionally, literature does not provide sufficient evidence on the effect of perceived value on the guest booking intention on Airbnb in Malaysia. Not only that but also the mediating effect of perceived value in the relationship between price consciousness and guest booking intention has received little attention in the literature.

b) Practical Significance

Substantial previous studies have been conducted in developed countries such as the United States of America, Spain, Germany, and China. However, there has been limited research in the context of Malaysia looking distinctively into guest booking intention in Airbnb. Hence, this study set to fill up the gap by examining the driver of guest booking intention in Malaysian Airbnb. As it has been argued that more studies should extend the booking phenomenon into different research industry, culture and location (Xu and Schrier, 2019). This study will provide relevant insights to the home-sharing and tourism industry in Malaysia as a whole on how attributed causes may influence consumer cognitive and subsequent behavioural intention or action.

It is imperative for the managers and service provider to discover and understand the critical internal and external factors that may cause or elicit booking intention in their customers' mind. Hence, this study will contribute enormously to the Airbnb practitioners and the tourism industry as a whole by pinpointing the main factors that cause customer intention to book accommodation from Airbnb based on Attribution model. It is important for a service provider to have a holistic understanding of their service and its effect on customer behavioural intention. Also, to have a grasp on how their marketing cues, such as reputation that might affect customer cognitive and subsequent behaviour.

Given the cognizant of the fact that the consumer purchase intention may lead to their actual behaviour (Agag and El-Masry, 2016) and eventually enhance their loyalty to the service provider. Also, it is beneficial to the service provider in terms of their revenue and profitability (Younus et al., 2015), in order to stay relevant in the market. Hence, the contribution of this study cannot be disregarded in this aspect, as the proposed links in the study are relatively new. Including the mediating effect of trust in Airbnb on the relationship between the reputation and the booking intention

of a customer will be examined. Also, the mediating effect of customer perceived value on the relationship between the price consciousness and the booking intention. As such, knowledge generated from this piece of work will serve as a crucial instrument for marketing managers in facilitating marketing planning and strategies.

1.7 Scope of the Study

The scope of this study will be based on the underlying reasons why consumers choose accommodation services from the Airbnb platform. This is to understand the critical factors or drivers that may deduce consumer intention to book Airbnb in Malaysia. The study focused primarily on consumer service booking intention on Airbnb. The population of interest in the study were consumers who are of the age of 18 years and above. Also, consumers who reside in Malaysia who have heard or used the Airbnb accommodation service before. This specific group is believed to be able to provide appropriate and relevant information for this study. The time horizon of this study is cross-sectional i.e. the data of this study were collected once over a period of months, in accordance with the research objective. The researcher is interested to gain an understanding of this phenomenon from the perspective of tourists in Malaysia. Malaysia is located in the Southeast Asia region and is considered to be one of the big markets for Airbnb accommodation.

This study adopted the attribution theory as the underpinning theoretical basis to investigate the phenomenon of interest. Attribution theory was utilised in shedding light on the effect of internal and external factors on customer cognitive and their subsequent behavioural action. Also, providing theoretical arguments on attribution theory and how it can well explain how consumers attributed causes to

their behavioural intention such as guest booking intention in the context of Malaysian Airbnb.

1.8 Definition of the study Variables and Terminologies

Definitions and explanation of the variables and terminologies of the study are as follows:

Sharing economy: It is a business concept that is based on individual sharing of under-utilized assets with others in exchange for financial or non-financial benefits (Botsman, 2015).

Airbnb: Airbnb is an online market place for people to list, find and rent accommodation (Airbnb.com). E.g. you can rent a room or entire house from the owner (Host) via Airbnb website.

Reputation: Reputation refers to the overall perception of customers with regard to Airbnb service provided. E.g. Airbnb has a good reputation for providing accommodation service (Herbig and Milewicz 1993).

Price Consciousness: Price Consciousness refers to the extent that customers are inclined to pay a low price for Airbnb accommodation service (Lichtenstein et al. 1993).

Trust in Airbnb: Trust refers to the confidence of the customers and tendency to engage in a relationship with Airbnb based on integrity and reliability of their service provided (Morgan and Hunt, 1994).

Perceived Value: Perceived value refers to 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 (Zeithaml, 1988).

Guest Booking Intention: Guest booking intention refers to customer tendency and probability to book accommodation on Airbnb in the future (Tsao et al. 2015).

1.9 Organisation of the Study

Chapter 1: In brief, this chapter describes the background of the study, problem statement, research questions, research objectives, scope and rationale of the study, the significance of the study, the definition of the study variables and terminologies.

Chapter 2: This chapter will be primarily focused on the key variables and theory i.e. Attribution model. It provides a detailed review of past studies relating to the key factors of booking intention. An also present the conceptual framework in consonant with formulated hypotheses derived from internal and external causes (price consciousness and reputation), cognitive (trust in Airbnb and perceived value) and the guest booking intention as a behavioural action.

Chapter 3: This chapter will cover the research design and methodology. Also, the review of the intended instruments to be used in measuring the five variables in this research. Follow by the discussion on the sampling method and data collection method.

Chapter 4: This chapter will present the generated results from the study data. Data collected were in line with the research question and objective of the study. Both statistical for social science SPSS and SmartPLS were used to analyse

the data set. The process comprises of four stages: (a) data preparation, (b) getting a feel for the study data, (c) testing the goodness of the data collected and (d) testing the study's hypotheses.

Chapter 5: This section provides a summary of the research findings and draws a conclusion based on the results of the study analysed data. This study is subjected to limitations as no research work can be claimed to be perfect or without a limitation. Hence, future research could be conducted to advance the results of this study as some limitations remain. The study concluded by presenting several recommendations for future research.

REFERENCES

- Abdullah, A. A., & Hamdan, M. H. (2012). Internal Success Factor of Hotel Occupancy Rate. *International Journal of Business and Social Science*, 3(22).
- Abdullah, D., Jayaraman, K., Shariff, D. N., Bahari, K. A., & Nor, N. M. (2017). The Effects of Perceived Interactivity, Perceived Ease of Use and Perceived Usefulness on Online Hotel Booking Intention: A Conceptual Framework. *International Academic Research Journal of Social Science*, 3(1), 16-23.
- Abrate, G., & Viglia, G. (2017). Personal or Product Reputation? Optimizing Revenues in the Sharing Economy. *Journal of Travel Research*, 58(1), 136-148.
- Agag, G., & Eid, R. (2019). Examining the antecedents and consequences of trust in the context of peer-to-peer accommodation. *International Journal of Hospitality Management*, 81, 180-192.
- Agag, G., & El-Masry, A. A. (2016). Understanding the determinants of hotel booking intentions and moderating role of habit. *International Journal of Hospitality Management*, 54, 52-67.
- Agoda. (2018). Where did everyone travel to this year? Agoda reveals 2018 most-booked destinations. Retrieved from <https://www.agoda.com/press/everyone-travel-year-agoda-reveals-2018-booked-destinations>
- Ahn, J.A., & Seo, S. (2018). Consumer responses to interactive restaurant self-service technology (IRSST): The role of gadget-loving propensity. *International Journal of Hospitality Management*, 74, 109-121.
- Airbnb. (2018). Fast facts. Retrieved from <https://press.airbnb.com/fast-facts/>
- Akbar, Y. H., & Tracogna, A. (2018). The sharing economy and the future of the hotel industry: Transaction cost theory and platform economics. *International Journal of Hospitality Management*, 71, 91-101.
- Al Saleem, A. S. M., & Al-Juboori, N. F. M. (2013). Factors Affecting Hotels Occupancy Rate (An Empirical Study on Some Hotels in Amman). *Interdisciplinary Journal Of Contemporary Research In Business*, 5(6).
- Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2017). Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. *International Journal of Information Management*, 37(3), 99-110.
- Ali, L., Yee, W., Imm, N., & Akhtar, M. (2018). Price fairness, guest emotions, satisfaction, and behavioral intentions in peer to peer accommodation sector. *Journal of Global Business Insights*, 3(2), 41-51.
- Amaro, S., Andreu, L., & Huang, S. (2018). Millenials' intentions to book on Airbnb. *Current Issues in Tourism*, 1-15.

- Anderson, J. C., & Gerbing, D. W. (1988). "Structural equation modeling in practice: a review and recommended two-step approach". *Psychological Bulletin*, 103(3), 411-423.
- Anisimova, T., Mavondo, F., & Weiss, J. (2017). Controlled and uncontrolled communication stimuli and organic food purchases: The mediating role of perceived communication clarity, perceived health benefits, and trust. *Journal of Marketing Communications*, 25(2), 180-203.
- Ariffin, A. A. M., Nameghi, E. N., & Zakaria, N. I. (2013). The effect of hospitableness and servicescape on guest satisfaction in the hotel industry. *Canadian Journal of Administrative Sciences / Revue Canadienne des Sciences de l'Administration*, 30(2), 127-137.
- Baker, T. L. (1994). *Doing Social Research*. Newyork: McGraw-Hill Inc.
- Balakrishnan, J., & Foroudi, P. (2019). Does Corporate Reputation Matter? Role of Social Media in Consumer Intention to Purchase Innovative Food Product. *Corporate Reputation Review*.
- Bansal, H. S., & Taylor, S. F. (1999). The Service Provider Switching Model (SPSM) A Model of Consumer Switching Behavior in the Services Industry. *Journal of Service Research*, 2(2), 200-218.
- Baute-Díaz, N., Gutiérrez-Taño, D., & Díaz-Armas, R. (2019). Interaction and reputation in Airbnb: an exploratory analysis. *International Journal of Culture, Tourism and Hospitality Research*, 13(4), 370-383.
- Behzadi, H., & Sanatjoo, A. (2019). Attributional style of emotions and its relationship with users' search behaviour. *Journal of Information Science*, 45(1), 105-116.
- Bhatiasevi, V., & Yoopetch, C. (2015). The determinants of intention to use electronic booking among young users in Thailand. *Journal of Hospitality and Tourism Management*, 23, 1-11.
- Bicchieri, C., John, D., & Gil, T. (2004). Trust among Strangers. *Chicago Journals*, 71(3), 286-319.
- Bie, Y., Wang, J., & Wang, J. (2018). Airbnb in China: The Impact of Sharing Economy on Chinese Tourism. In *Advances in Human Factors, Business Management and Leadership*, 11-19.
- Blal, I., Singal, M.,& Templin, J. (2018). Airbnb's effect on hotel sales growth. *International Journal of Hospitality Management*, 73, 85-92.
- Bonazzi, R., & Grèzes, V. (2018). United We Stand: Exploring the Notion of Cooperation Support System for Business Model Design. In *Co-utility*, 167-188
- Boros, L., Dudás, G., Kovalcsik, T., Papp, S., & Vida, G. (2018). Airbnb In Budapest: Analysing Spatial Patterns And Room Rates Of Hotels And Peer-To-Peer Accommodations. *Geojournal Of Tourism And Geosites*, 21(1), 26-38.
- Botsman, R. (2015). Defining The Sharing Economy: What Is Collaborative Consumption—And What Isn't? Retrieved from

- <https://www.fastcompany.com/3046119/defining-the-sharing-economy-what-is-collaborative-consumption-and-what-isnt>
- Campbell, J., DiPietro, R. B., & Remar, D. (2014). Local foods in a university setting: Price consciousness, product involvement, price/quality inference and consumer's willingness-to-pay. *International Journal of Hospitality Management*, 42, 39-49.
- Casaló, L. V., Flavián, C., Guinalú, M., & Ekinci, Y. (2015). Do online hotel rating schemes influence booking behaviors? *International Journal of Hospitality Management*, 49, 28-36.
- Cavana, R., Delahaye, B., & Sekaran, U. (2001). *Applied Business Research: Qualitative and Quantitative Methods* Australia: John Wiley and Sons.
- CBINSIGHTS. (2017). Reinventing The Hotel: How One Of The World's Largest Hotel Chains Is Meeting The Airbnb Challenge Head-On. Retrieved from <https://www.cbinsights.com/research/report/accorhotels-teardown-expert-intelligence/>
- Chakraborty, U. (2019). The impact of source credible online reviews on purchase intention. *Journal of Research in Interactive Marketing*, 13(2), 142-161.
- Chang, K.-C. (2015). How travel agency reputation creates recommendation behavior. *Industrial Management and Data Systems*, 115(2), 332-352.
- Chang, K.-C., Hsu, C.-L., Chen, M.-C., & Kuo, N.-T. (2017). How a branded website creates customer purchase intentions. *Total Quality Management and Business Excellence*, 30(3-4), 422-446.
- Chang, K. C. (2013). How reputation creates loyalty in the restaurant sector. *International Journal of Contemporary Hospitality Management*, 25(4), 536-557.
- Chen, C.-C., & Chang, Y.-C. (2018). What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness. *Telematics and Informatics*, 35(5), 1512-1523.
- Chen, H., Bernard, S., & Rahman, I. (2018). Greenwashing in hotels: A structural model of trust and behavioral intentions. *Journal of Cleaner Production*, 206, 326-335.
- Chen, J., & Xu, W. (2019). A Study on the Impact of Customer Engagement on Continued Purchase Intention for Online Video Websites VIP Service. In *Proceedings of the Thirteenth International Conference on Management Science and Engineering Management*, 668-682.
- Chen, C-F., & Wang, J-P. (2016). Customer participation, value co-creation and customer loyalty e A case of airline online check-in system. *Computers in Human Behavior*, 62, 346-352.
- Cheng, M., & Jin, X. (2019). What do Airbnb users care about? An analysis of online review comments. *International Journal of Hospitality Management*, 76, 58-70.
- Chin, T. A., Salimi, N. N., Sulaiman, Z., Lai, L. Y., & Tat, H. H. (2018). Determinants of Brand Image and their Impacts on Purchase Intention of Grab. *Journal of Arts & Social Sciences*, 2(1), 26 -36

- Chin, W. W. (1998). Issues and opinion on structural equation modeling. *MIS Quarterly*, 22(1), vii-xvi.
- Cho, S., Park, C., & Kim, J. (2017). Leveraging Consumption Intention with Identity Information on Sharing Economy Platforms. *Journal of Computer Information Systems*, 59(2), 178-187.
- Cocosila, M., & Igonor, A. (2015). How important is the “social” in social networking? A perceived value empirical investigation. *Information Technology & People*, 28(2), 366-382.
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences*, 2nd ed. Hillsdale, NJ.: Lawrence Erlbaum Associates.
- Cohen, L., Manion, L., & Morrison, K. (2007). *Research Methods in Education*. New York: Routledge.
- Cook, R. D. (2015). Detection of Influential Observation in Linear Regression. *Technometrics*, 19(1), 15-18.
- Correia, A., & Kozak, M. (2016). Tourists' shopping experiences at street markets: Cross-country research. *Tourism Management*, 56, 85-95.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* Thousand Oaks, CA: Sage.
- D'Alessandro, S., Johnson, L., Gray, D. M., & Carter, L. (2015). The market performance indicator: a macro understanding of service provider switching. *Journal of Services Marketing*, 29(4), 302-313.
- Dosm.gov.my.(2018). Tourism Satellite Account 2018. Retrieved from https://www.dosm.gov.my/v1/index.php?r=column/cthemByCatandcat=111andbul_id=Wk1KWlpxZTRDwnVhVWNMV21ZVVY3Zz09andmenu_id=TE5CRUZCblh4ZTZMODZlbnk2aWRRQT09
- El-Said, O. A. (2020). Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price. *Tourism Management Perspectives*, 33.
- Emir, A., Halim, H., Hedre, A., Abdullah, D., Azmi, A., & Kamal, S. B. M. (2016). Factors Influencing Online Hotel Booking Intention: A Conceptual Framework from Stimulus-Organism-Response Perspective. *International Academic Research Journal of Business and Technology*, 2(2), 129-134.
- Evans, J. R., & Mathur, A. (2005). The value of online surveys *Internet Research*, 5(2), 195-219.
- Fagerstrøm, A., Pawar, S., Sigurdsson, V., Foxall, G. R., & Yani-de-Soriano, M. (2017). That personal profile image might jeopardize your rental opportunity! On the relative impact of the seller's facial expressions upon buying behavior on Airbnb™. *Computers in Human Behavior*, 72, 123-131.
- Ferreri, M., & Sanyal, R. (2018). Platform economies and urban planning: Airbnb and regulated deregulation in London. *Urban Studies*, 55(15), 3353-3368.
- Filzmoser, P. (2005). Identification of Multivariate Outliers: A Performance Study. *Austrian Journal Of Statistics*, 34(2), 127–138.

- Flores, J., & Vasquez-Parraga, A.Z. (2015). The impact of choice on co-produced customer value creation and satisfaction. *Journal of Consumer Marketing*, 32(1), 15-25.
- Fornell, C., & Larcker, D. F. (1981). "Evaluating structural equation models with unobservable variables and measurement error" *Journal of Marketing Research*, 48(1), 39-50.
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4), 772-785.
- Garbarino, E., & Johnson, M. S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63(2), 70-87.
- Gatti, L., Caruana, A., & Snehota, I. (2012). The role of corporate social responsibility, perceived quality and corporate reputation on purchase intention: Implications for brand management. *Journal of Brand Management*, 20(1), 65–76.
- Geisser, S. (1974). A Predictive Approach to the Random Effects Model *Biometrika*, 61(1), 101-107.
- Ghosh, T. (2017). Predicting hotel book intention: The influential role of helpfulness and advocacy of online reviews. *Journal of Hospitality Marketing and Management*.
- Ginindza, S., & Tichaawa, T. M. (2017). The impact of sharing accommodation on the hotel occupancy rate in the kingdom of Swaziland. *Current Issues in Tourism*, 1-17.
- Grossnickle, J., & Raskin, O. (2001). *The handbook of online marketing research*. New York, NY.: The McGraw-Hill Companies, Inc.
- Gul, R. (2014). The Relationship between Reputation, Customer Satisfaction, Trust, and Loyalty. *Journal of Public Administration and Governance*, 4(3).
- Gunter, U. (2018). What makes an Airbnb host a superhost? Empirical evidence from San Francisco and the Bay Area. *Tourism Management*, 66, 26-37.
- 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., Smith, S., Potwarka, L., & Havitz, M. (2017). Why Tourists Choose Airbnb: A Motivation-Based Segmentation Study. *Journal of Travel Research*, 57(3), 342-359.
- Guttentag, D. A., & Smith, S. L. J. (2017). Assessing Airbnb as a disruptive innovation relative to hotels: Substitution and comparative performance expectations. *International Journal of Hospitality Management*, 64, 1-10.

- Hair, J., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management and Data Systems*, 117(3), 442-458.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate data analysis*. New Jersey. : Pearson Prentice Hall
- Hair, J. F., Celsi, M., Money, A., Samouel, P., & Page, M. (2016). *The essentials of business research methods*. New York: Routledge.
- Hair, J. F., Hult, T. M., Ringle, C. M., & Sarstedt, M. (2014). *A Primer On Partial Least Squares Structural Equation Modeling (Pls-Sem)*: Sage Publications.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106-121.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 46(1-2), 1-12.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2018). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24.
- Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. *Long Range Planning*, 45(5-6), 320-340.
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2011). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414-433.
- Hair, J. F., Sarstedt, M., & Ringle, C. M. (2019). Rethinking some of the rethinking of partial least squares. *European Journal of Marketing*, 53(4), 566-584.
- Heider, F. (1958). *The psychology of interpersonal relations*. Hoboken, NJ.: John Wiley and Sons Inc.
- Henseler, J. (2017). "Bridging design & behavioral research with variance-based structural equation modeling". *Journal of Advertising*, 46(1), 178-192.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). "The use of partial least squares path modeling in international marketing", in Sinkovics, R.R. and Ghauri, P.N. (Eds) *New Challenges to International Marketing (Advances in International Marketing)*, 20, 277-319.
- Heo, C. Y., Blal, I., & Choi, M. (2019). What is happening in Paris? Airbnb, hotels, and the Parisian market: A case study. *Tourism Management*, 70, 78-88.
- Herbig, P., & Milewicz, J. (1993). The relationship of reputation and credibility to brand success. *Journal of Consumer Marketing*, 10(3), 18-24.
- Hong, S., & Lee, S. (2018). Adaptive governance, status quo bias, and political competition: Why the sharing economy is welcome in some cities but not in others. *Government Information Quarterly*, 35(2), 283-290.

- Horn, K., & Merante, M. (2017). Is home sharing driving up rents? Evidence from Airbnb in Boston. *Journal of Housing Economics*, 38, 14-24.
- Hsieh, J.-K., Hsieh, Y.-C., Chiu, H.-C., & Feng, Y.-C. (2012). Post-adoption switching behavior for online service substitutes: A perspective of the push-pull-mooring framework. *Computers in Human Behavior*, 28(5), 1912-1920.
- Huang, H., Liu, S. Q., Kandampully, J., & Bujisic, M. (2020). Consumer Responses to Scarcity Appeals in Online Booking. *Annals of Tourism Research*, 80.
- Hwang, I., & Kwon, H. (2015). Effects of demotion in loyalty programs on brand-switching intentions. *Service Business*, 10(3), 489-505.
- Inn, T. K. (2019, July 2). *Airbnb generates RM3bil in direct economic impact in Malaysia last year*. Retrieved from <https://www.thestar.com.my/business/business-news/2019/07/02/airbnb-generates-rm3bil-in-direct-economic-impact-in-malaysia-last-year#qQWYhmvC1U1MjTFA.99>.
- Ioannides, D., Röslmaier, M., & van der Zee, E. (2018). Airbnb as an instigator of 'tourism bubble' expansion in Utrecht's Lombok neighbourhood. *Tourism Geographies*, 1-19.
- Israel, K., Zerres, C., & Tscheulin, D. K. (2019). Presenting hotels in virtual reality: does it influence the booking intention? *Journal of Hospitality and Tourism Technology*, 10(3), 443-463.
- Jackson, M. (2019). Utilizing attribution theory to develop new insights into tourism experiences. *Journal of Hospitality and Tourism Management*, 38, 176-183.
- Jin, B., & Suh, Y. G. (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 2(2), 62 - 71.
- Jung, J., Han, H., & Oh, M. (2017). Travelers' switching behavior in the airline industry from the perspective of the push-pull-mooring framework. *Tourism Management*, 59, 139-153.
- Kaur, K. (2018). Airbnb and Malaysian Stratified Homes. Retrieved from <https://hhq.com.my/new/what>
- Keaveney, S. M. (1995). Customer Switching Behavior in Service Industries: An Exploratory Study. *Journal of Marketing*, 59(2), 71-82.
- Kent, R. A. (1993). *Marketing research in action*. London: Routledge.
- Khakpour, A. (2012). Methodology of comparative studies in education. *Contemporary Educational Researches Journal*, 1, 20-26.
- Kim, J., & Lennon, S. J. (2013). Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention. *Journal of Research in Interactive Marketing*, 7(1), 33-56.
- Kim, J., Yang, K., & Yong Kim, B. (2013). Online retailer reputation and consumer response: examining cross cultural differences. *International Journal of Retail and Distribution Management*, 41(9), 688-705.

- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management*, 33, 318– 332.
- Kirillova, K., & Chan, J. (2018). “What is beautiful we book”: hotel visual appeal and expected service quality. *International Journal of Contemporary Hospitality Management*, 30(3), 1788-1807.
- Kline, R. B. (2011). *Methodology in the Social Sciences. Principles and practice of structural equation modeling* NewYork: Guilford Press.
- Koh, E., & King, B. (2017). Accommodating the sharing revolution: a qualitative evaluation of the impact of Airbnb on Singapore's budget hotels. *Tourism Recreation Research*, 42(4), 409-421.
- Konuk, F. (2015). The effects of price consciousness and sale proneness on purchase intention towards expiration date-based priced perishable foods. *British Food Journal*, 117(2), 793 - 804.
- Kotoua, S., & Ilkan, M. (2017). Tourism destination marketing and information technology in Ghana. *Journal of Destination Marketing & Management*, 6(2), 127-135.
- Kühn, S. W., & Petzer, D. J. (2018). Fostering Purchase Intentions Toward Online Retailer Websites in an Emerging Market: An S-O-R Perspective. *Journal of Internet Commerce*, 17(3), 255-282.
- Lai, Y.-H., Huang, H.-C., Lu, R.-S., & Chang, C.-M. (2013). The Effects of Website Trust, Perceived Ease of Use, and Perceived Usefulness on Consumers' Online Booking Intention: Evidence from Taiwan BandB Sector. *Life Science Journal*, 10(2).
- Laurell, C., & Sandström, C. (2017). The sharing economy in social media: Analyzing tensions between market and non-market logics. *Technological Forecasting and Social Change*, 125, 58-65.
- Lee, H., & Lee, S. H. (2019). The Impact of Corporate Social Responsibility on Long-Term Relationships in the Business-to-Business Market. *Sustainability*, 11(19).
- Lee, H., Yang, S.-B., & Koo, C. (2019). Exploring the effect of Airbnb hosts' attachment and psychological ownership in the sharing economy. *Tourism Management*, 70, 284-294.
- Lee, K. Y., & Yang, S.-B. (2015). The role of online product reviews on information adoption of new product development professionals. *Internet Research*, 25(3), 435-452.
- Leong, L.-Y., Hew, T.-S., Ooi, K.-B., & Lin, B. (2017). Do Electronic Word-of-Mouth and Elaboration Likelihood Model Influence Hotel Booking? *Journal of Computer Information Systems*, 59(2), 146-160.
- Li, L., Peng, M., Jiang, N., & Law, R. (2017). An empirical study on the influence of economy hotel website quality on online booking intentions. *International Journal of Hospitality Management*, 63, 1-10.

- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69, 41-48.
- Liang, L. J., Choi, H. S. C., & Joppe, M. (2017). Understanding repurchase intention of Airbnb consumers: perceived authenticity, electronic word-of-mouth, and price sensitivity. *Journal of Travel and Tourism Marketing*, 35(1), 73-89.
- Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1993). Price Perceptions and Consumer Shopping Behavior: A Field Study. *Journal of Marketing Research*, 30(2), 234-245.
- Lidija, L., & Christian, W. (2018). A model of tourists' loyalty: the case of Airbnb. *Journal of Hospitality and Tourism Technology*, 00-00.
- Lim, I. (2019). Budget hotels want taxes reviewed amid Airbnb competition. Retrieved from <https://www.malaymail.com/news/malaysia/2019/05/23/budget-hotels-want-taxes-reviewed-amid-airbnb-competition/1755573>
- Lindblom, A., Lindblom, T., & Wechtler, H. (2018). Collaborative consumption as C2C trading: Analyzing the effects of materialism and price consciousness. *Journal of Retailing and Consumer Services*, 44, 244-252.
- Loureiro, S. M. C., & Kastenholz, E. (2011). Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units in Portugal. *International Journal of Hospitality Management*, 30(3), 575-583.
- Loureiro, S. M. C., Sarmiento, E. M., Le Bellego, G., & Tiu Wright, L. (2017). The effect of corporate brand reputation on brand attachment and brand loyalty: Automobile sector. *Cogent Business and Management*, 4(1).
- Lutz, C., & Newlands, G. (2018). Consumer segmentation within the sharing economy: The case of Airbnb. *Journal of Business Research*, 88, 187-196.
- Manikandan, S. (2011). Measures of central tendency: The mean. *Journal of Pharmacology and Pharmacotherapeutics*, 2(2), 140.
- Mahalingam, E., & Inn, T.K. (2019). More Malaysians using Airbnb to settle mortgages. Retrieved from www.thestar.com.my/business/business-news/2019/07/03/md-the-cost-and-security-issue-of-airbnb
- Mao, Z., & Lyu, J. (2017). Why travelers use Airbnb again? *International Journal of Contemporary Hospitality Management*, 29(9), 2464-2482.
- Martin, C. J., Upham, P., & Klapper, R. (2017). Democratising platform governance in the sharing economy: An analytical framework and initial empirical insights. *Journal of Cleaner Production*, 166, 1395-1406.
- Maryam, S. Z., Mehmood, M. S., & Khaliq, C. A. (2019). Factors influencing the community behavioral intention for adoption of Islamic banking. *International Journal of Islamic and Middle Eastern Finance and Management*, 12(4), 586-600.
- McDougall, G. H. G., & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into the equation. *Journal of Services Marketing*, 14(5), 392-410.

- McKee, D. (2017). The platform economy: natural, neutral, consensual and efficient? *Transnational Legal Theory*, 8(4), 455-495.
- Milan, G. S., Eberle, L., & Bebbler, S. (2015). Perceived Value, Reputation, Trust, and Switching Costs as Determinants of Customer Retention. *Journal of Relationship Marketing*, 14(2), 109-123.
- Miller, G. A. (1956). The Magical Number Seven, Plus or Minus Two Some Limits on Our Capacity for Processing Information. *Psychological Review*, 101(2), 343-352.
- Mody, M., Hanks, L., & Dogru, T. (2019). Parallel pathways to brand loyalty: Mapping the consequences of authentic consumption experiences for hotels and Airbnb. *Tourism Management*, 74, 65-80.
- Moreno-Izquierdo, L., Ramón-Rodríguez, A. B., Such-Devesa, M. J., & Perles-Ribes, J. F. (2019). Tourist environment and online reputation as a generator of added value in the sharing economy: The case of Airbnb in urban and sun-and-beach holiday destinations. *Journal of Destination Marketing and Management*, 11, 53-66.
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20-38.
- MorganStanleyResearch. (2015). *Internet, Lodging, Leisure and Hotels Global Insight: Who Will Airbnb Hurt More - Hotels or OTAs?* Retrieved from
- Nadiri, H., Hussain, K., Haktan Ekiz, E., & Erdoğan, Ş. (2008). An investigation on the factors influencing passengers' loyalty in the North Cyprus national airline. *The TQM Journal*, 20(3), 265-280.
- Ng, K. (2016). Malaysia's Hospitality Industry—What Are the Talent Challenges? Retrieved from <https://apac.aonhewitt.com/home/insights-at-work/talent-challenges-malaysia-hospitality-industry>
- Nikbin, D., Marimuthu, M., & Hyun, S.S. (2013). Influence of perceived service fairness on relationship quality and switching intention: an empirical study of restaurant experiences. *Current Issues in Tourism*, Offsey, S. (2018, February 19). How Marketers Can Use Customer Behavior to Drive Revenue. Retrieved from <https://martechseries.com/mts-insights/guest-authors/how-marketers-can-use-customer-behavior-to-drive-revenue/>
- Orlikowski, W. J., & Baroudi, J. J. (1991). Studying Information Technology in Organizations: Research Approaches and Assumptions. *Information Systems Research*, 2(1), 1-28.
- Oses Fernández, N., Kepa Gerrikagoitia, J., & Alzua-Sorzabal, A. (2016). Sampling method for monitoring the alternative accommodation market. *Current Issues in Tourism*, 21(7), 721-734.
- Owusu-Mintah, S.B. (2014). Entrepreneurship education and job creation for tourism graduates in Ghana. *Entrepreneurship education and job creation*, 56(8/9), 826-838.

- Pablo, F. (2018). Determinants of knowledge of personal loans' total costs: How price consciousness, financial literacy, purchase recency and frequency work together. *Journal of Business Research*, 102, 212-219.
- Pallant, J. (2005). *SPSS survival manual. A step by step guide to data analysis using SPSS for windows (version 12)*. New York.: Open University Press.
- Pallant, J. (2013). *A step by step guide to data analysis using IBM SPSS*. New York, NY: McGraw Hill.
- Park, K., Ha, J., & Park, J.-Y. (2017). An Experimental Investigation on the Determinants of Online Hotel Booking Intention. *Journal of Hospitality Marketing and Management*, 26(6), 627-643.
- Ping, R. A. (2009). Is there any way to improve Average Variance Extracted (AVE) in a latent variable (LV)? Retrieved from <http://www.wright.edu/robert.ping/improvAVE2.doc>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903.
- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence and Planning*, 37(4), 372-385.
- Prayag, G., & Ozanne, L. K. (2018). A systematic review of peer-to-peer (P2P) accommodation sharing research from 2010 to 2016: progress and prospects from the multi-level perspective. *Journal of Hospitality Marketing and Management*, 27(6), 649-678.
- Preacher, K. J., & Hayes, A. F. (2008). "Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models". *Behavior Research Methods*, 40(3), 879-891.
- Qiu, W., Parigi, P., & Abrahao, B. (2018). *More Stars or More Reviews?* Paper presented at the Proceedings of the 2018 CHI Conference on Human Factors in Computing Systems - CHI '18.
- Quoquab, F., Mohammad, J., Yasin, N. M., & Abdullah, N. L. (2018). Antecedents of switching intention in the mobile telecommunications industry. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 1087-1111.
- Razli, I. A. (2017). Perceived value in peer-to-peer (P2P) accommodation: A case of Airbnb. *Journal of Tourism, Hospitality and Culinary Arts*, 9(2), 213-224.
- Razli, I. A., Jamal, S.A., & Zahari, M. S. M. (2018). Guests Motives for Participation in Peer to Peer Accommodation: Evidence from Malaysia. *Journal of Fundamental and Applied Sciences*, 10(6), 1192-1205.
- Revilla-Camacho, M.-Á., Vega-Vázquez, M., & Cossío-Silva, F.-J. (2017). Exploring the customer's intention to switch firms: The role of customer-related antecedents. *Psychology and Marketing*, 34(11), 1039-1049.
- Ringle, C. M., & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results. *Industrial Management & Data Systems*, 116(9), 1865-1886.
- Ringle, C. M., Wende, S., & Becker, J.-M. (2015). "SmartPLS 3". Retrieved from www.smartpls.com

- Roelofsen, M., & Minca, C. (2018). The Superhost. Biopolitics, home and community in the Airbnb dream-world of global hospitality. *Geoforum*, *91*, 170-181.
- Rouibah, K., Lowry, P.B., & Hwang, Y. (2016). The effects of perceived enjoyment and perceived risks on trust formation and intentions to use online payment systems: New perspectives from an Arab country. *Electronic Commerce Research and Applications*,
- Sambandam, R., & Kenneth R, L. (1995). Switching Behavior in Automobile Markets: A Consideration-Sets Model. *Journal of the Academy of Marketing Science*. *23*(1), 57-65.
- San-Martín, S., Jiménez, N., & Liébana-Cabanillas, F. (2020). Tourism value VS barriers to booking trips online. *Journal of Retailing and Consumer Services*, *53*.
- Saufi, A., O'Brien, D., & Wilkins, H. (2013). Inhibitors to host community participation in sustainable tourism development in developing countries. *Journal of Sustainable Tourism*, *22*(5), 801-820.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research Methods for Business Students*. New York.: Pearson.
- Schuckert, M., Peters, M., & Pilz, G. (2017). The co-creation of host–guest relationships via couchsurfing: a qualitative study. *Tourism Recreation Research*, *43*(2), 220-234.
- Sekaran, U. (2000). *Research Methods for Business: A Skill-Building Approach*. New York: John Wiley and Sons.
- Sekaran, U. (2003). *Research Methods for Business: A Skill-Building Approach*. New York: John Wiley and Sons.
- Shukor, A. S., Johari, F., Abd Wahab, K., Kefeli Zulkefli, Z., Ahmad, N., Haji Alias, M., & Abu-Hussin, M. (2019). Trust on awqaf institutions: evidence from Malaysia. *Journal of Islamic Marketing*, *10*(2), 511-524.
- Siahtiri, V., & Lee, W. J. (2017). How do materialists choose prominent brands in emerging markets? *Journal of Retailing and Consumer Services*, *46*, 133-138.
- Smith, M. K., Egedy, T., Csizmady, A., Jancsik, A., Olt, G., & Michalkó, G. (2017). Non-planning and tourism consumption in Budapest's inner city. *Tourism Geographies*, *20*(3), 524-548.
- So, K. K. F., Oh, H., & Min, S. (2018). Motivations and constraints of Airbnb consumers: Findings from a mixed-methods approach. *Tourism Management*, *67*, 224-236.
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, *32*(6), 1310-1323.
- Starkweather, J. (2012). Step out of the past: Stop using coefficient alpha; there are better ways to calculate reliability. *Benchmarks RSS Matters*.
- Stone, M. (1974). Cross-Validatory Choice and Assessment of Statistical Predictions *Journal of the Royal Statistical Society*, *36*(2), 111-147.

- Su, L., Huang, Y., & Hsu, M. (2018). Unraveling the impact of destination reputation on place attachment and behavior outcomes among Chinese urban tourists. *Journal of Hospitality and Tourism Insights*, 1(4), 290-308.
- Suki, N.M., & Suki, N.M. (2017). Flight ticket booking app on mobile devices: Examining the determinants of individual intention to use. *Journal of Air Transport Management*, 62, 146-154.
- Tabachnick, B. G., & Fidell, L. S. (1996). *Using Multivariate Statistics*. New York: Harper Collins.
- Tabachnick, B. G., & Fidell, L. S. (2001). *Using Multivariate Statistics*. Needham Heights, MA: Allyn and Bacon.
- Tabachnick, B. G., & Fidell, L. S. (2007). *Using multivariate statistics*. MA: Allyn and Bacon.
- Tadelis, S. (2016). Reputation and Feedback Systems in Online Platform Markets. *Annual Review of Economics*, 8(1), 321-340.
- Tan, F. T. C., Tan, B., Lu, A., & Land, L. (2017). Delivering Disruption in an Emergent Access Economy: A Case Study of an E-hailing Platform. *Communications of the Association for Information Systems*, 41(22).
- Tankovic, A. C., & Benazic, D. (2018). The perception of e-servicescape and its influence on perceived e-shopping value and customer loyalty. *Online Information Review*, 42(7), 1124-1145.
- Thanasuta, K. (2015). Thai consumers' purchase decisions and private label brands. *International Journal of Emerging Markets*, 10(1), 102-121.
- The Star online. (2018, 17 March). More than 31,900 listings in Malaysia on Airbnb. Retrieved from <https://www.thestar.com.my/news/nation/2018/03/17/more-than-31900-listings-in-malaysia-on-airbnb/>
- The Star online. (2019, 02 July). Airbnb generates RM3bil in direct economic impact in Malaysia last year. Retrieved from <https://www.thestar.com.my/business/business-news/2019/07/02/airbnb-generates-rm3bil-in-direct-economic-impact-in-malaysia-last-year#qQWYhmvC1U1MjTFA.99>.
- Ting, M.-S., Goh, Y.-N., & Isa, S. M. (2016). Determining consumer purchase intentions toward counterfeit luxury goods in Malaysia. *Asia Pacific Management Review*, 21(4), 219-230.
- Tourism Malaysia. (2018). Malaysia Tourism Statistics in Brief. Retrieved from <https://www.tourism.gov.my/statistics>
- Tsao, W.-C., Hsieh, M.-T., Shih, L.-W., & Lin, T. M. Y. (2015). Compliance with eWOM: The influence of hotel reviews on booking intention from the perspective of consumer conformity. *International Journal of Hospitality Management*, 46, 99-111.
- Tussyadiah, I.P., Park, S. (2018). When guests trust hosts for their words: Host description and trust in sharing economy. *Tourism Management*, 67 261-272.

- Tussyadiah, I. P., & Pesonen, J. (2016). Impacts of Peer-to-Peer Accommodation Use on Travel Patterns. *Journal of Travel Research*, 55(8), 1022-1040.
- Venkatesh, V., Thong, J.Y.L., & Xu, X.(2012). Consumer Acceptance And Use Of Information Technology: Extending The Unified Theory Of Acceptance And Use Of Technology. *MIS Quarterly*, 36(1), 157-178.
- Volgger, M., Pforr, C., Stawinoga, A. E., Taplin, R., & Matthews, S. (2018). Who adopts the Airbnb innovation? An analysis of international visitors to Western Australia. *Tourism Recreation Research*, 43(3), 305-320.
- Wang, L., Law, R., Guillet, B. D., Hung, K., & Fong, D. K. C. (2015). Impact of hotel website quality on online booking intentions: eTrustas a mediator. *International Journal of Hospitality Management*, 47, 108–115.
- Wee, L. F. S., Kian, T. P., & Yeo, S. F. (2016). The Influence Of Online Consumer Review To Online Hotel Booking Intention In Malaysia. *Int. J Sup. Chain. Mgt*, 7(2).
- Wegmann, J., & Jiao, J. (2017). Taming Airbnb: Toward guiding principles for local regulation of urban vacation rentals based on empirical results from five US cities. *Land Use Policy*, 69, 494-501.
- Weiner, B. (1976). An Attributional Approach for Educational Psychology. *American Educational Research Association*, 4, 179-209.
- Weiner, B. (1985). An Attributional Theory of Achievement Motivation and Emotion. *Psychological Review*, 92(4), 548-573.
- Woodruff, R. B. (1997). Customer Value: The Next Source for Competitive Advantage. *Journal of the Academy of Marketing Science*, 25(2), 139-153.
- WTTC. (2017). *Travel and Tourism Economic Impact*. Retrieved from <https://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2017/world2017.pdf>
- Xie, K. L., & Kwok, L. (2017). The effects of Airbnb’s price positioning on hotel performance. *International Journal of Hospitality Management*, 67, 174-184.
- Xu, X., & Schrier, T. (2019). Hierarchical effects of website aesthetics on customers’ intention to book on hospitality sharing economy platforms. *Electronic Commerce Research and Applications*, 35.
- Yang, S.-B., Lee, K., Lee, H., & Koo, C. (2018). In Airbnb we trust: Understanding consumers’ trust-attachment building mechanisms in the sharing economy. *International Journal of Hospitality Management*.
- Ye, B.H., Qiu, H.Z., & Yuen, P.P. (2011). Motivations and experiences of Mainland Chinese medical tourists in Hong Kong. *Tourism Management*, 32 1125-1127.
- Ye, T., Alahmad, R., Pierce, C., & Robert, L. P. (2017). *Race and Rating on Sharing Economy Platforms: The Effect of Race Similarity and Reputation on Trust and Booking Intention in Airbnb*. Paper presented at the Thirty Eighth International Conference on Information Systems South Korea.
- Younus, S., Rasheed, F., & Zia, A. (2015). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research*, 15(2)

- Yrigoy, I. (2017). Airbnb in Menorca: A new form of touristic gentrification? Distribution of touristic housing dwelling, agents and impacts on the residential rent. *Scripta Nova*, 21, 580.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2-22.
- 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*, 54(5), 687-705.
- Zhang, H., Wu, & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management*, 8, 326-336.
- Zhang, R., Wang, K., Chen, K., & Rong, R. (2007). Customer Switching Intention in Service Industries and the Effect of Customer Perceived Value.
- Zhang, T. C., Jahromi, M. F., & Kizildag, M. (2018). Value co-creation in a sharing economy: The end of price wars? *International Journal of Hospitality Management*, 71, 51-58.
- Zhao, X., Deng, S., & Zhou, Y. (2017). The impact of reference effects on online purchase intention of agricultural products. *Internet Research*, 27(2), 233-255.
- Zhong, Z., Luo, J., & Zhang, M. (2015). Understanding Antecedents of Continuance Intention in Mobile Travel Booking Service. *International Journal of Business and Management*, 10(9).

Appendix A Sample of Questionnaire



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

Azman Hashim
International Business School

Date:

Dear respondent,

I am a doctoral student at Azman Hashim International Business School, Universiti Teknologi Malaysia. I would like to invite you to participate in my research entitled “Guest booking intention in Airbnb” The purpose of this research is to study guest booking intention in the context of Airbnb Malaysia.

Your participation in this survey is voluntary and you are free to withdraw from this study at any time. This study will take about 5 to 7 minutes to complete. There is no right or wrong answers in this survey and your identity and responses will remain confidential. The survey collects no identifying information of any respondent and all responses in this study will be recorded anonymously.

If you have any questions on this survey, you may contact me or my supervisor Assoc. Prof. Dr. Farzana Quoquab, International Business School, Universiti Teknologi Malaysia, Kuala Lumpur, Jalan Semarak, 54100 Kuala Lumpur, Malaysia. By completing this survey, you are indicating your consent to participate in this study.

Your participation and contribution in this study is appreciated.

Thank you

Tiamiyu Tosin Ahmed
DBA Candidate
International Business School
Universiti Teknologi Malaysia
Email: tosintiamiyu@yahoo.com
Phone: +60182891722

SURVEY QUESTIONNAIRE

Instructions for completing the questionnaire:

1. Please answer the following questions, if you have used Airbnb accommodation service before OR you have heard OR know about Airbnb accommodation service.
2. If you are 18 years and above and currently reside in Malaysia.
3. Please answer all questions in this questionnaire.

Airbnb



Airbnb is an online market place for people to list, find and rent an accommodation E.g. you can rent a room or entire house from owner (Host) via Airbnb website. It has over 6, 000,000 listings in 100,000 cities from 191 countries in the world.

Section A:

Background Question

Please read the following statements carefully and answer accordingly.

1. Have you booked an accommodation online before? Yes No
2. Have you booked Airbnb accommodation service before?
Yes No
3. How frequently do you book an accommodation online? Monthly
Quarterly Half-year yearly Never
Others (Please specify)_____

Section B:

Please read the following statements carefully and tick (√) the number that best represents your behaviour based on the following criterion:

Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
1	2	3	4	5	6	7

Reputation								
1.	Airbnb is a large company that everyone recognizes.	1	2	3	4	5	6	7
2.	Airbnb is well-known accommodation service.	1	2	3	4	5	6	7
3.	Airbnb has a good reputation for its accommodation service.	1	2	3	4	5	6	7

Please read the following statements carefully and tick (√) the number that best represents your opinion based on the following criterion:

Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
1	2	3	4	5	6	7

Price Consciousness								
1.	When it comes to choosing accommodation service, I rely heavily on price.	1	2	3	4	5	6	7
2.	I am a price-conscious traveler.	1	2	3	4	5	6	7
3.	I purchase lowest priced accommodation that suits my needs.	1	2	3	4	5	6	7

Please read the following statements carefully and tick (√) the number that best represents your opinion based on the following criterion:

Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
1	2	3	4	5	6	7

Trust in Airbnb								
1.	Airbnb is trustworthy.	1	2	3	4	5	6	7
2.	Airbnb gives impression that it keeps promises and commitments.	1	2	3	4	5	6	7
3.	I believe that Airbnb has my best interests in mind.	1	2	3	4	5	6	7
4	I think Airbnb will keep promises it made to me.	1	2	3	4	5	6	7
5	I think Airbnb wants to be known as one who keeps promises and commitments.	1	2	3	4	5	6	7

Please read the following statements carefully and tick (✓) number that best represents your opinion based on the following criterion:

Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
1	2	3	4	5	6	7

Perceived Value								
1.	I think Airbnb provide good value for money (e.g., reasonably priced).	1	2	3	4	5	6	7
2.	I think Airbnb can help with special requirements (e.g., finding pet-friendly accommodations, arranging a small bed for baby etc.).	1	2	3	4	5	6	7
3.	I think booking for accommodations on Airbnb is worthwhile.	1	2	3	4	5	6	7

Please read the following statements carefully and tick (✓) the number that best represents your opinion based on the following criterion:

Strongly disagree	Disagree	Slightly disagree	Neither agree nor disagree	Slightly agree	Agree	Strongly agree
1	2	3	4	5	6	7

Guest Booking Intention								
1.	The probability that I would consider booking an accommodation from Airbnb is high.	1	2	3	4	5	6	7
2.	If I were to book an accommodation, I would consider booking it from Airbnb.	1	2	3	4	5	6	7
3.	The likelihood of my booking an accommodation from Airbnb is high.	1	2	3	4	5	6	7
4.	My willingness to book an accommodation from Airbnb in the future is high.	1	2	3	4	5	6	7

Section C:

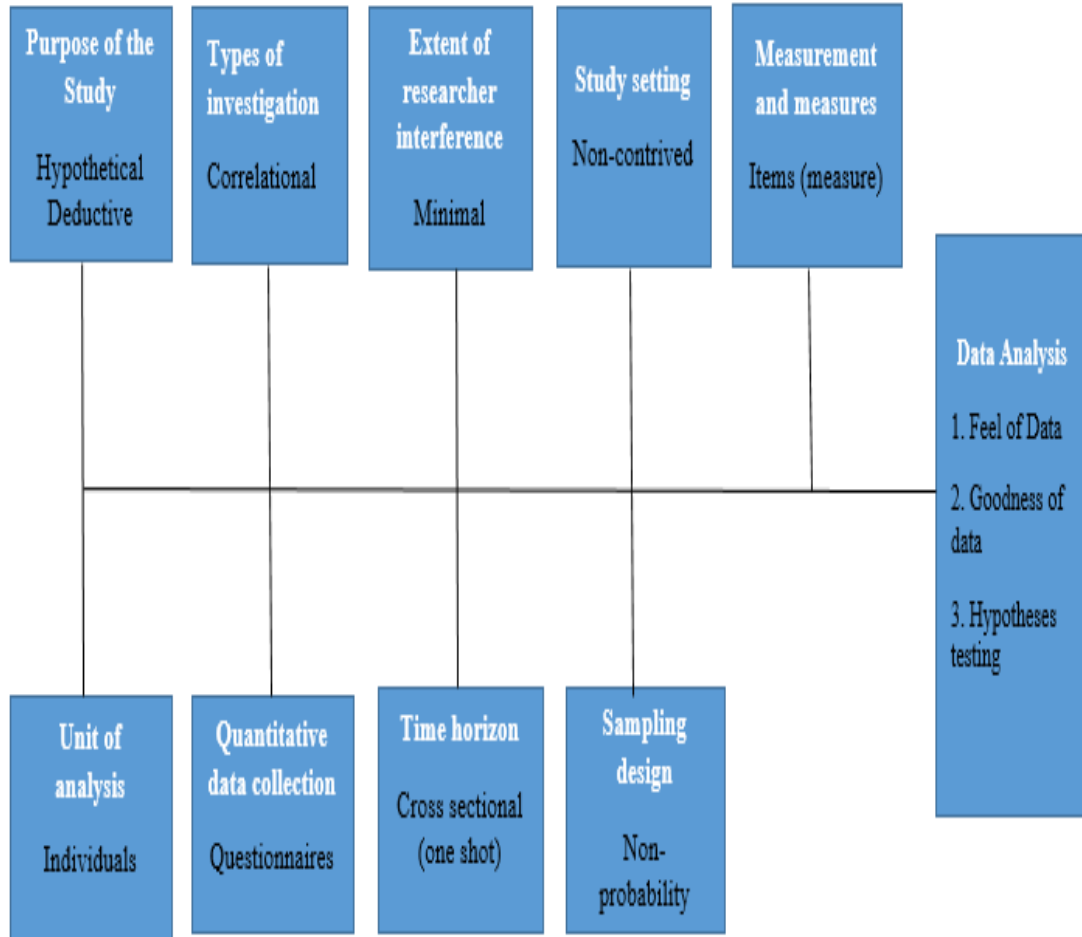
This section enquires a few questions about you. Please tick (✓) the most appropriate box (only one) or fill in the blanks for each of the following items.

1. Gender	(i) Male <input type="checkbox"/> (ii) Female <input type="checkbox"/>
2. Age	(i) Below 25 <input type="checkbox"/> (ii) 26 – 35 years <input type="checkbox"/> (iii) 36 – 45 years <input type="checkbox"/> (iv) 46 – 55 years <input type="checkbox"/> (v) 56 and above <input type="checkbox"/>
3. Ethnicity	(i) Malay <input type="checkbox"/> (ii) Chinese <input type="checkbox"/> (iii) Indian <input type="checkbox"/> (iv) Others (Please specify) _____
4. Marital status	(i) Single <input type="checkbox"/> (ii) Married <input type="checkbox"/> (iii) Divorced <input type="checkbox"/> (iv) Widow/Widower <input type="checkbox"/>
5. Education background	(i) Primary school certificate <input type="checkbox"/> (ii) Secondary school certificate <input type="checkbox"/> (iii) Diploma/technical school certificate <input type="checkbox"/> (iv) Bachelor Degree or equivalent <input type="checkbox"/> (v) Master Degree <input type="checkbox"/> (vi) Doctoral Degree <input type="checkbox"/> (vii) Others. Please specify _____
6. Profession	(i) Administrative and Managerial <input type="checkbox"/> (ii) Technical <input type="checkbox"/> (iii) Sales and Service <input type="checkbox"/> (iv) Educator <input type="checkbox"/> (v) Entrepreneur <input type="checkbox"/> (vi) Student <input type="checkbox"/> (vii) Others. Please specify _____

7. Monthly personal income	(i) Below RM 1000	<input type="checkbox"/>	(ii) RM 1001–2000	<input type="checkbox"/>
	(iii) RM 2001–3000	<input type="checkbox"/>	(iv) RM 3001–4000	<input type="checkbox"/>
	(v) RM 4001–5000	<input type="checkbox"/>	(vi) Above RM 5000	<input type="checkbox"/>

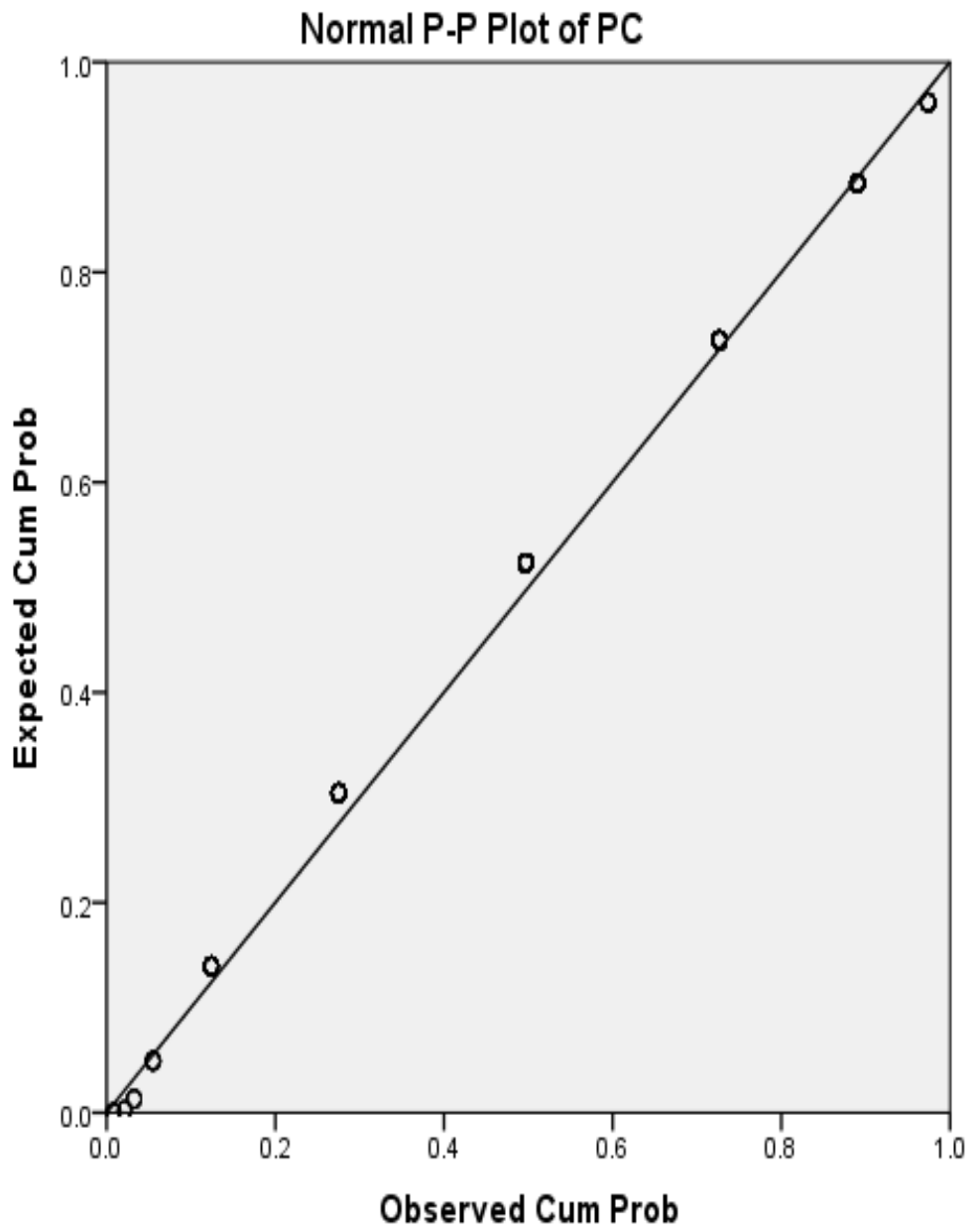
Thanks for your patience and participation.

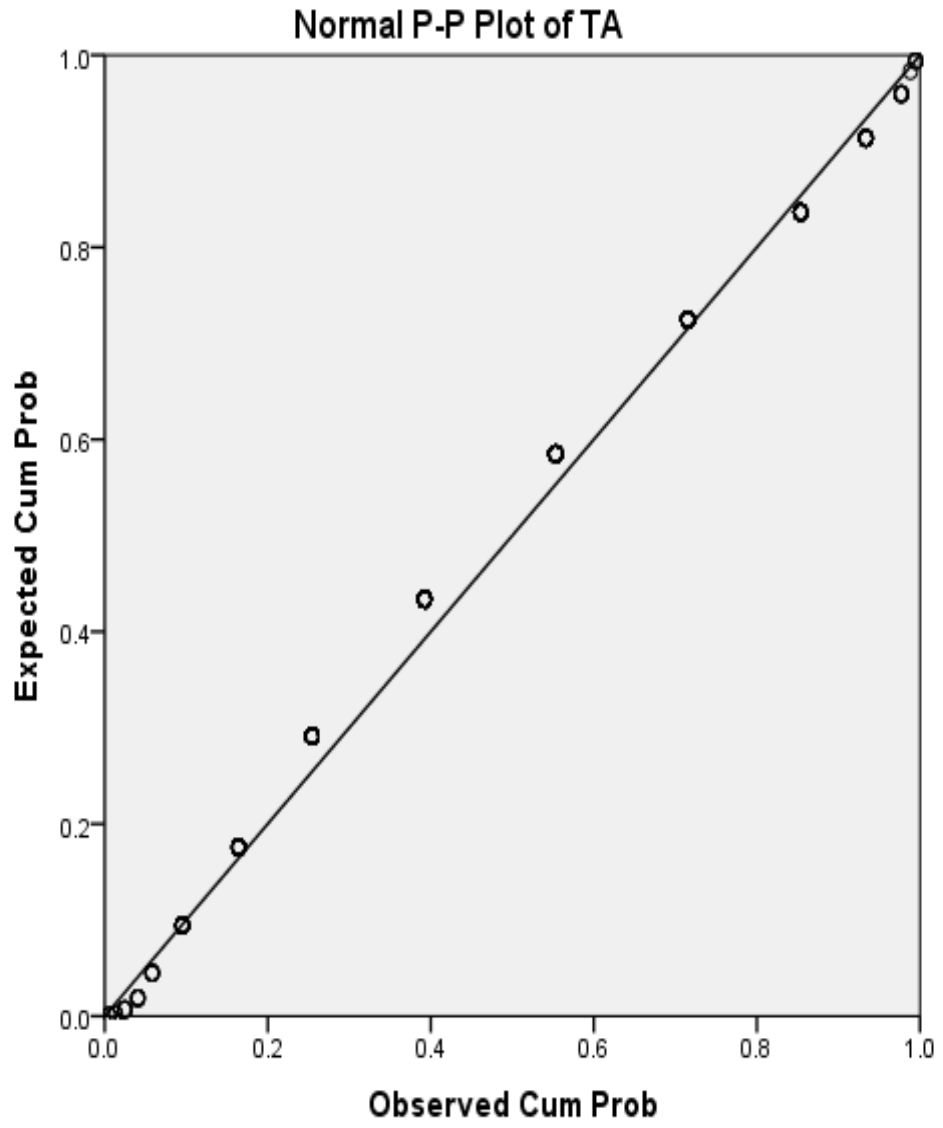
Appendix B Research Design

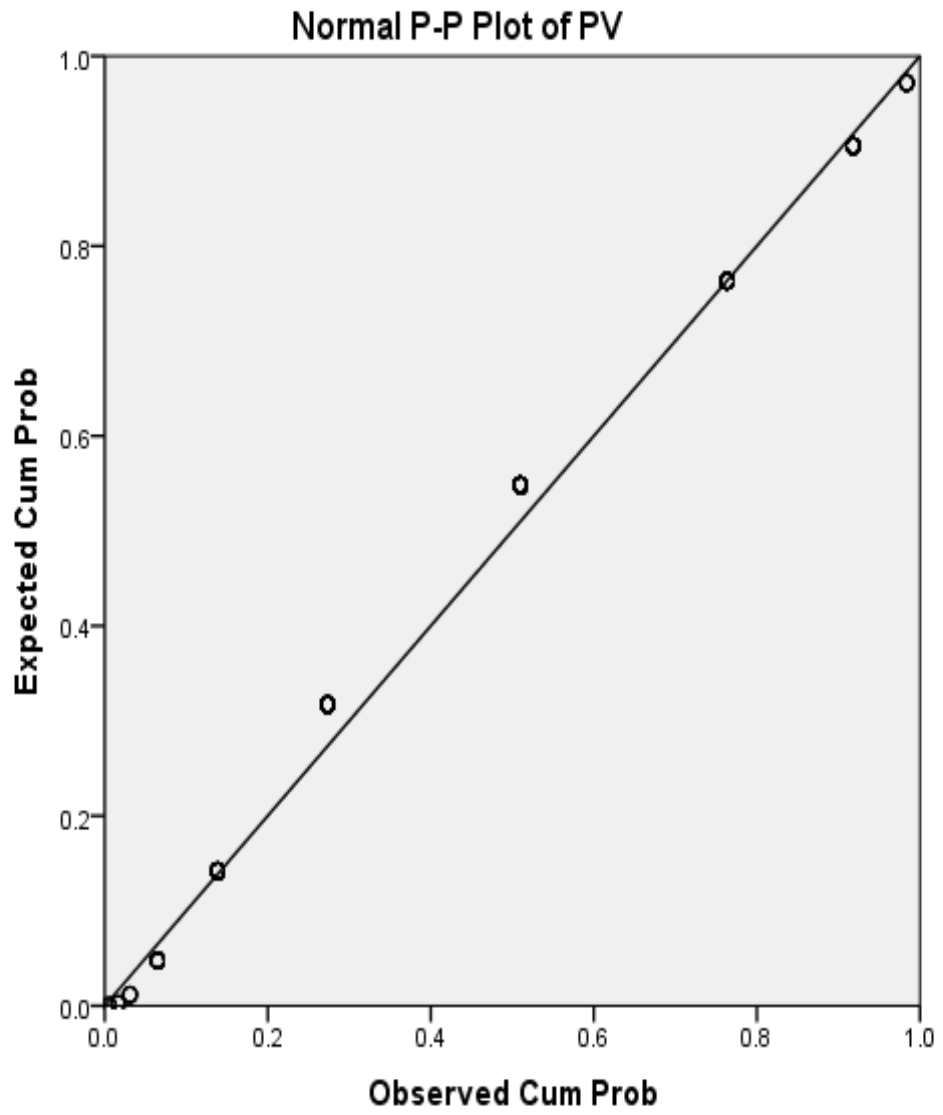


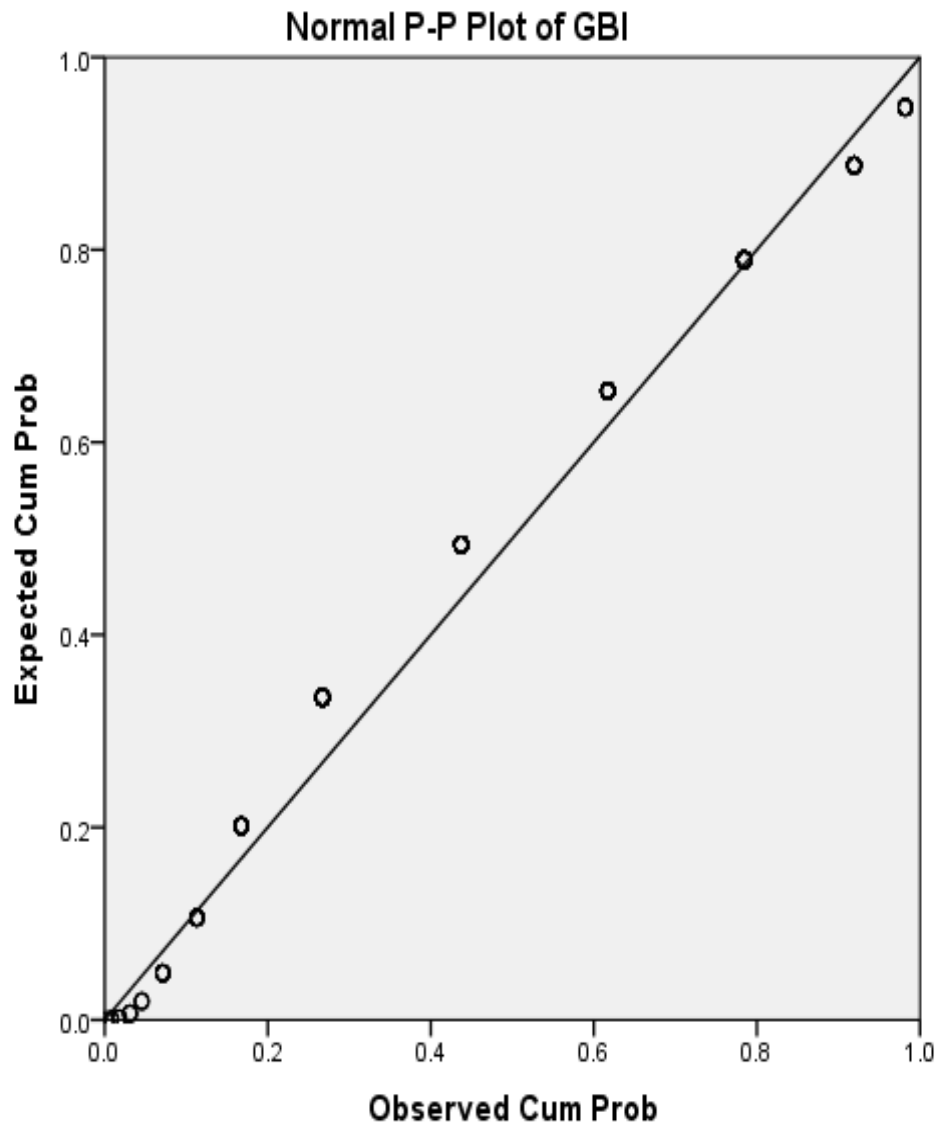
Research Design (Sekaran, 2003)

Appendix C Normal P-P Plot of Study Variables









Appendix D Evaluation of Measurement Model and Structural Model

Table 4.8 Evaluation of Measurement Model

Construct	Item	Loadings	Composite Reliability	AVE
Reputation	RPT1	0.760	0.823	0.608
	RPT2	0.783		
	RPT3	0.796		
Price Consciousness	PC1	0.628	0.767	0.526
	PC2	0.724		
	PC3	0.813		
Trust in Airbnb	TA1	0.749	0.808	0.513
	TA2	0.652		
	TA3	0.749		
	TA4	0.711		
Perceived Value	PV1	0.742	0.770	0.529
	PV2	0.670		
	PV3	0.765		
Guest Booking Intention	GBI1	0.813	0.853	0.595
	GBI2	0.824		
	GBI3	0.810		
	GBI4	0.620		

Table 4.9 Discriminant Validity via Fornel-Larcker's Method

	GBI	PC	PV	RPT	TA
GBI	0.772				
PC	0.314	0.725			
PV	0.451	0.386	0.727		
RPT	0.426	0.276	0.403	0.780	
TA	0.479	0.267	0.458	0.476	0.716

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

Table 4.10 Discriminant Validity via Cross-Loading

Item	GBI	PC	PV	RPT	TA
GBI1	0.813	0.259	0.355	0.388	0.432
GBI2	0.824	0.284	0.341	0.344	0.381
GBI3	0.810	0.226	0.368	0.355	0.396
GBI4	0.620	0.193	0.337	0.197	0.240
PC1	0.210	0.628	0.152	0.202	0.189
PC2	0.230	0.724	0.228	0.256	0.243

PC3	0.246	0.813	0.394	0.169	0.170
PV1	0.356	0.261	0.742	0.364	0.337
PV2	0.297	0.245	0.670	0.254	0.379
PV3	0.329	0.326	0.765	0.261	0.293
RPT2	0.294	0.158	0.237	0.783	0.348
RPT3	0.389	0.291	0.365	0.796	0.420
TA1	0.319	0.200	0.314	0.405	0.749
TA2	0.338	0.121	0.332	0.280	0.652
TA3	0.373	0.199	0.352	0.372	0.749
TA4	0.343	0.241	0.316	0.296	0.711
RPT1	0.299	0.177	0.330	0.760	0.336

Note. GBI – Guest Booking Intention, PV – Perceived Value, TA – Trust in Airbnb, RPT – Reputation, PC- Price consciousness

Table 4.11 Discriminant Validity via Heterotrait-Monotrait HTMT

	GBI	PC	PV	RPT	TA
GBI					
PC	0.481				
PV	0.695	0.626			
RPT	0.565	0.448	0.647		
TA	0.652	0.445	0.753	0.683	

Note. GBI – Guest Booking Intention, PV – Perceived Value, TA – Trust in Airbnb, RPT – Reputation, PC- Price consciousness

Table 4.13 The R² values of Endogenous Constructs

Constructs	R Square
GBI	0.336
PV	0.147
TA	0.227

Note. GBI – Guest Booking Intention, PV – Perceived Value, TA – Trust in Airbnb

Table 4.14 the Q² Values of the Path Model

Construct	Q ²	Predictive Relevance
GBI	0.182	Yes
PV	0.072	Yes
TA	0.108	Yes

Note. GBI – Guest Booking Intention, PV – Perceived Value, TA – Trust in Airbnb

Table 4.15 The F² values of the Path Model

	GBI	PC	PV	RPT	TA
GBI					
PC	0.016		0.172		
PV	0.047				
RPT	0.036				0.293
TA	0.072				

Note. GBI – Guest Booking Intention, PV – Perceived Value, TA – Trust in Airbnb, RPT – Reputation, PC- Price consciousness

Table 4.16 Results of Direct Effect Testing

Hypothesis	Path	Coefficient	STD	t-value	97.5% CI: (LL – UL)	Supported
H1	RPT -> TA	0.480	0.049	9.700	0.378 – 0.573	Yes
H2	TA -> GBI	0.264	0.061	4.328	0.144 – 0.378	Yes
H3	PC -> PV	0.389	0.051	7.542	0.286 – 0.484	Yes
H4	PV -> GBI	0.214	0.063	3.387	0.090 – 0.341	Yes
H5	RPT -> GBI	0.184	0.054	3.371	0.077 – 0.292	Yes
H6	PC -> GBI	0.113	0.055	2.017	0.002 – 0.218	Yes

Note. GBI – Guest Booking Intention, PV – Perceived Value, TA – Trust in Airbnb, RPT – Reputation, PC- Price consciousness

Table 4.17 Results of Indirect Effect Testing

Hypothesis	Path	Indirect Effect	97.5% CI: (LL – UL)	STD	t-value	Supported
H7	RPT -> TA-> GBI	0.083	0.034 – 0.141	0.028	2.961	Yes
H8	PC-> PV-> GBI	0.127	0.068 – 0.194	0.033	3.849	Yes

Note. GBI – Guest Booking Intention, PV – Perceived Value, TA – Trust in Airbnb, RPT – Reputation, PC- Price consciousness

LIST OF PUBLICATIONS

- Tihamiyu, T., Quoquab, F., & Mohammad, J. (2020). Antecedents and Consequences of Tourists' Attachment in Driving Guests' Booking Intention: A Case of Airbnb, Malaysia. *International Journal of Culture Tourism and Hospitality Research*. [Scopus, ISI]
- Tihamiyu, T., Quoquab, F., & Mohammad, J. (2020). To switch or not to switch: the role of tourists' psychological engagement in Airbnb Malaysia. *International Journal of Tourism Cities*, 6(1), 175-196. [Scopus, ISI]
- Tihamiyu, T., & Hussin, N. (2019). Review and research framework on proliferation of Airbnb accommodation platform. *International Journal of Academic Research in Business and Social Sciences*, 9(12), 76-88. [ERA]