THE STUDY OF AIRBNB APPLICATION USAGE INTENTION AMONG MALAYSIANS WHILE TRAVELLING OVERSEAS

NG YIN MEI

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

NOVEMBER 2019

DECLARATION

We hereby declare that:

(1) This undergraduate FYP is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is 18819.

Name of Student:	Student ID:	Signature:
Ng Yin Mei	1507133	

Date:

ACKNOWLEDGEMENT

First of all, I would like to express my sincere appreciation to Universiti Tunku Abdul Rahman (UTAR) for allowing me to conduct this research. Besides, I would like to thank and appreciate to my supervisor, Mr Tang Kin Leong. He assisted and guided me with his patience throughout the research project. He spent much time to share his knowledge and explained everything in detailed. Moreover, he will always provide feedback and comment to me when I was facing problems with my research project. If without the support from him, I might not complete the research project smoothly and successfully.

Furthermore, I would like to thank and appreciate for all respondents who have spent their time to fill up the questionnaire of my project, so that I can investigate my research project.

Lastly, I would like to thank my family and friends who support and give consideration to me all the time.

DEDICATION

I want to dedicate my research work to my supervisor, Mr Tang Kin Leong for his guidance and supports that provided to me for completing the research project. Because of him, I can complete the project smoothly.

TABLE OF CONTENTS

Pages

LIST OF TABLES

Page

LIST OF FIGURES

Page

LIST OF ABBREVIATIONS

A	Agree
App	Application
C-TAM-TPB	Combined TAM and TPB
D	Disagree
EE	Effort Expectancy
EWOM	Electronic Word Of Mouth
IDT	Innovation Diffusion Theory
MM	Motivational Model
MPCU	Model of PC Utilization
N	Neutral
PE	Performance Expectancy
SA	Satisfaction
SA	Strongly Agree
SCT	Social Cognitive Theory
SD	Strongly Disagree
TAM	Technology Acceptance Model
TPB	Theory of Planned Behaviour
TR	Trust

TRA	Theory of Reasoned Action
UI	Usage Intention
UTAUT	Unified Theory of Acceptance and Use of Technology

LIST OF APPENDICES

PREFACE

The purpose of this research project is to study the usage intention of Airbnb Application among Malaysians while travelling overseas. In this era of globalisation, mobile technologies are growing and rising rapidly. Mobile application is a software application developed to run on smartphones, tablet computers and mobile devices. The acceptance of mobile app increases continuously, as the usage of mobile application getting more critical among all users of mobile phone. There are many applications provided different services such as Waze provided navigation services, Agoda provided hotel booking services and so on. Therefore, researchers and marketers are keen to determine the intention use of Airbnb application in Malaysia.

Besides, this research investigates how the independent variables will affect the dependent variable. The independent variables are Performance Expectancy, Effort Expectancy, Electronic Word of Mouth, Satisfaction and Trust, while the dependent variable is the intention to use Airbnb Application. Therefore, this research project can provide a better understanding or perception to marketers on Airbnb Application.

ABSTRACT

Purpose: The objective of this research is to study the usage intention of Airbnb mobile application among Malaysians while travelling overseas. It is essential to determine whether performance expectancy, effort expectancy, electronic word of mouth, trust and satisfaction affect usage intention of Airbnb mobile application among Malaysians when planning their travel itinerary.

Design / Methodology / Approach: In this research, there were 382 of questionnaires have been collected from target respondents by using an online channel (Google Form). The data and results analysed by using Statistical Package Social Science (SPSS). The results of descriptive analysis of demographic profile, reliability test, Pearson Correlation Analysis and Multiple Linear Regression analysed.

Findings: The results showed that performance expectancy is the most influential factor in the usage intention of Airbnb mobile application. Besides, the research finding shown effort expectancy and electronic word of mouth is insignificant to the usage intention of Airbnb mobile application.

Research Limitation: The limitation of this research is geographical location and time limitation. Due to insufficient time, the questionnaires were not distributed equally to all states in Malaysia, as well as unable to distribute evenly on demographic profile. For example, the percentage of undergraduate (education level) or students (employment status) were more than other groups. Therefore, it might lead to bias in data collection. Besides, as questionnaires distributed through online channel (Google Form) and without the assistance of researcher, respondents may not understand or

misunderstand on some questions, and eventually mislead the respondents to answer wrongly.

Originality / Value: This study may help mobile service providers or marketers to understand more about users on using Airbnb application in developing markets, so that it will have better improvement on mobile app, while also providing a foundation and reference for future research studies, as well as for policymakers to have better understanding on mobile application and amend the policy accordingly, in order to protect all relevant parties.

CHAPTER 1 RESEARCH OVERVIEW

1.0 Introduction

In Chapter 1, it provides a general view about the usage intention of Airbnb mobile application among Malaysian while travelling overseas. Research background, research problem, research objectives, research question and research significance will be discussed.

1.1 Research Background

Mobile phone or smartphone industry is increasing, many old mobile devices with limited functions or features are getting replaced by new mobile technology with variety of mobile services. So, there are many mobile applications (apps) have been developed. Mobile application (app) is a software application that runs on smartphones. The acceptance of mobile app is increasing, as each of every mobile app has its own program, usage and specific functions for the user. With mobile app, people may get things done more easily, efficiently and effectively (Kang, 2014a; Poudel, 2013).

In recent years, Internet technology is fast growing, Internet has become a strategy to run a business. It allows people or companies to set up an online business, and customers can collect and measure data easily. It can also increase sales worldwide (Ranganathan & Jha, 2011). Meanwhile, 4G internet connections for mobile devices are rising, so there are many mobile app developers create and develop app for consumer usage and allow people to have social network interaction (Nick, 2011).

According to Simon (2019), mobile users worldwide rose by 100 million in 2018, with achieving more than 5.1 billion users globally by January 2019. It indicated that there is a high penetration of mobile phone and reached 67% in worldwide which is more than two-thirds of the total population in the world. Hence, smartphones now comprise two-thirds of global mobile connection.

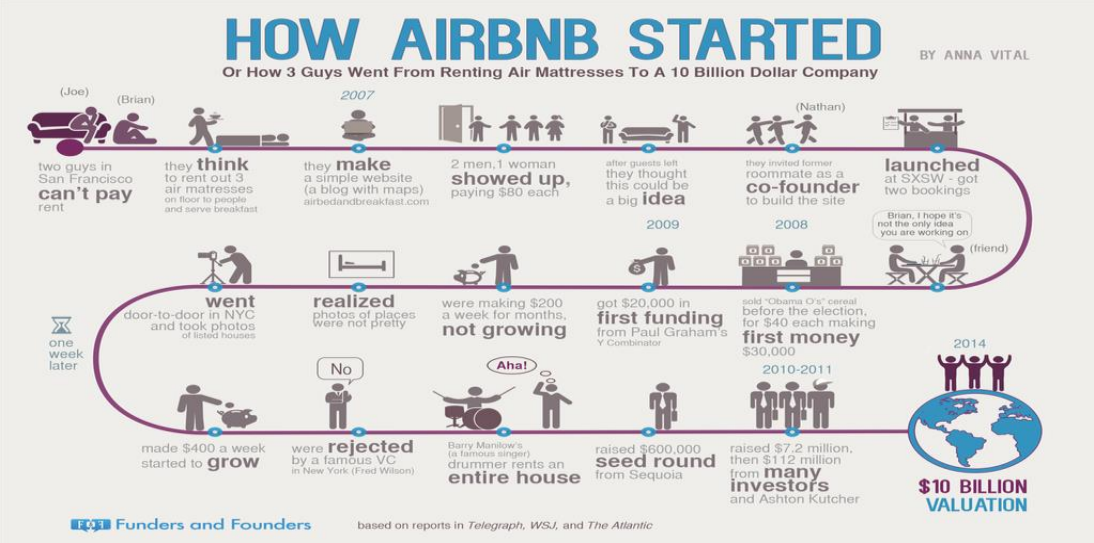
About the usage of the mobile app in worldwide, there was an estimated $19.5 billion spent on worldwide on App Store and Google Play for the first four months of 2019 and 16.9% increase from year to year (Nelson, 2019). Mobile consumers usually spent on in-app purchase, subscriptions and premium apps (Nelson, 2019).

According to World Internet Users Statistics (2019), in Malaysia, the estimated population for the first quarter of 2019 is around 32.45 million, while for the number of internet users are about 26 million. The percentage of penetration over population are 80.1% (World Internet Users Statistics, 2019). The smartphone penetration rate in Malaysia over population in 2019 is about 57%, it is increasing from year to year, and there are forecasted data for future penetration rate in Malaysia which will increase to 61% (Statista DMO, 2019).

Furthermore, mobile users spent in travel apps such as accommodation booking and purchase online were accounted for the largest share in 2018, where users in worldwide spent a total of US$750 billion in travel apps (Simon, 2019). With all these data, it indicated that the increasing number of mobile app users, also with the rapid growth of the internet, it leads to an increase in the usage of mobile app.

Airbnb is a community marketplace that provides access to many different types of unique accommodations for consumers to stay in more than 100,000 cities and 191 countries and regions, customers can explore new experiences of countries. The mission of Airbnb is to build up a world that everyone can belong anywhere. Meanwhile, they provide healthy travel that is local, real, diverse and comprehensive. Airbnb is also a people to people platform that beneficial for all stakeholders such as customers, employees, hosts and so on. Airbnb allows owners or hosts to rent out their places as accommodation for all travellers (Airbnb Newsroom, 2019).

Figure 1.1 How Airbnb Started



Adapted from: How AirBnb Started - Infographic. (2014). Retrieved August 2, 2019, from https://blog.adioma.com/how-airbnb-started-infographic/

Airbnb has two online platforms which are Airbnb website (www.airbnb.com) and Airbnb mobile application. Airbnb website was launched since 2007 and proliferated (Razli & Jamal, 2017). Besides, as the world is digitalisation, many people will own a smartphone. Airbnb launched mobile app to connect with hosts and guests. By doing so, Airbnb can have better empowerment towards its hosts on managing their listings.

With mobile app, it is easier for Airbnb users to make booking and payment, communicate with hosts and properties managing by hosts through mobile phone. It helps hosts to be more convenient, as hosts can respond to messages or bookings by customers more quickly, manage incoming guests, update calendar of hosts and so forth (TechCrunch, 2013). Airbnb encourages users to use Airbnb mobile app for booking accommodation, so Airbnb used Branch's powerful linking infrastructure to boost the installation of mobile app by 19%. Airbnb also increases in-app engagement, they want users to use Airbnb mobile app as a social networks platform such as Facebook, Instagram and so on. (Airbnb case study, 2018).

Recent year, around 60% of all guests who have used Airbnb are millennial and Generation Z (Airbnb Statistics, 2019). According to Dimock (2019), the age range for millennial is between ages 23 and 38, while generation Z is between ages 7 and 22. Millennial and Generation Z grew up in an environment with Internet and technology, and embrace in new technology such as travelling apps, explore experiences and new ways for travelling (Travel Weekly, 2018). Besides, the age of Airbnb mobile app users are mostly from 18 to 34 and it accounted for about 66% on usage of Airbnb mobile app in June 2016 (Rahul, 2017). It indicated that 34% was from other generation age such as Baby Boomers and Generation X.

For the managerial issues, based on the top charts in Apple store in 2019, the biggest competitors are Booking.com and Agoda, as these mobile apps are in the list of top 5, while Airbnb mobile app listed at top 7. However, in 2018, Airbnb mobile app was one of the most downloaded apps (Redbytes Software, 2019). It indicated that Airbnb mobile app loss of market share.

Furthermore, the revenue generated by Airbnb in 2018 was likely to be around $3.8 billion (Airbnb Estimate Revenue, 2018). While the biggest competitor of Airbnb is Booking.com, its revenue in 2018 was $12.7 billion (Booking.com Revenue, 2019). The sales performance of Booking.com is much higher than Airbnb. Therefore, it is necessary to investigate the factors that are influencing the usage intention of users on Airbnb mobile app.

Besides, for the daily average of users' spending time on Airbnb mobile app in searching, filtering, comparing and booking for accommodation than other travel apps, it is longer time than its competitor which is Booking.com app (Rahul, 2017). It indicated that users need more time to use Airbnb mobile app, it might have some problems due to difficult to use, layout problem or other problems.

Moreover, there are limited studies and research on the usage intention of Airbnb app in Malaysia. Likewise, Airbnb application launched in 84 countries, including Malaysia (App Download Estimates, 2019). However, most of the data and research as mentioned above are based on worldwide. Hence, it is urged to study and determine the usage intention of Airbnb mobile app among Malaysians when planning their travel itinerary. By knowing these factors, it may help Airbnb to gain back their competitive advantage and market share.

1.2 Problem Statement

Performance expectancy (PE) is the degree that a person believes that performance of job will be enhanced when there are innovative technologies (Venkatesh, Morris, & Davis, 2003). PE is similar to perceived usefulness (Min, Ji, & Qu, 2008). Perceived usefulness is the most significant factor in usage intention in Finland (Pikkarainen, Karjaluoto, & Pahnila, 2004). There were past researches in South Korea and Taiwan showed that PE has significant impacts on usage intention of mobile app (Cheong & Park, 2005; Chiu, Lin, & Tang, 2005; Luarn & Lin, 2005). Besides, research in Iran by Ghalandari (2012) showed that there is a significant effect of PE on usage intention of users. Furthermore, there was research showed that PE is insignificant on affecting usage intention of mobile app (Wu, 2016). However, there is limited research about Airbnb mobile app in Malaysia and inconsistent result of PE on influencing usage intention of mobile app. As different countries will have different cultures and perspective, users may also behave differently (Sair & Danish, 2018). Therefore, it is necessary to study further on the impacts of PE towards usage intention on Airbnb mobile app in Malaysia.

Effort expectancy (EE) is similar to the concept of perceived ease of use where users feel it is easy to use. When it is easy to use, users will intend to use and adopt (Jambulingam, 2013). There were few researches showed that EE has significant impacts on usage intention (Adams, Nelson, & Todd, 1992; Davis, 1989; Guriting & Oly Ndubisi, 2006). Furthermore, according to Ghalandari (2012) and Kang (2014b), EE positively affects the usage intention of mobile app. However, there was research showed that perceived ease of use has insignificant effect on the usage intention of mobile banking app (Akturan & Tezcan, 2012). Moreover, as aforementioned, users spent more time on Airbnb mobile app than their competitor which is Booking.com

app (Rahul, 2017), it might have some problem such as difficult to use. Hence, it is urged to examine the impacts of EE on usage intention of Airbnb mobile app.

Electronic word of mouth (EWOM) is the changes from traditional word of mouth (WOM) and interact, but in a platform with Internet (Erkan & Evans, 2016). It is through the Internet via different social media and online sites in a written form of word of mouth (Bong, 2017). There were few researches in London, Iran and Pakistan showed that there is significant effect on EWOM towards usage intention (Erkan & Evans, 2016; Jalilvand & Samiei, 2012; Tariq, Abbas, Abrar, & Iqbal, 2017). WOM or EWOM can affect people perception, behaviour, attitudes and usage intention (Aghdaie & Piraman, 2011). EWOM will enhance and improve usage intention on Airbnb (Liang, Choi, & Joppe, 2018). However, these researches are from other countries, and there is limited research on the impacts of EWOM towards usage intention of Airbnb in Malaysia. Therefore, it is necessary to further investigate the significant effect of EWOM towards usage intention of Airbnb app in Malaysia.

Schoorman, Mayer and Davis (2007) mentioned that trust (TR) is vital in online transactions. As Airbnb mobile app involved payment transactions, so trust is one of the factors that will influence the usage intention of mobile app. There was research showed that trust is positively affect on online usage intention among universities student in Malaysia (Cheng & Yee, 2014). There were few researches stated that trust is significantly effect on usage intention of e-commerce (Gefen, 2000; Gu, Lee, & Suh, 2009; Kim, 2004; Liu, Marchewka, Lu, & Yu, 2004). However, there was research showed that trust has insignificant effect on usage intention of mobile banking services (Lafraxo, Hadri, Amhal, & Rossafi, 2018). Therefore, this research will study the significant effect of trust towards usage intention of Airbnb mobile app in Malaysia.

Satisfaction (SA) refers to the sense of satisfy or dissatisfy. An individuals' satisfaction can be obtained by its expectations toward the performance of a product or service (Chen, Huang, & Sung, 2009; Oliver, 1997). Based on past research by Bhattacherjee (2001), users satisfaction significantly effects on usage intention in online banking services. Satisfaction is a crucial factor that influencing on usage intention of the customers. Hence satisfaction positively effects on usage intention (Chiu, Hsu, Sun, Lin, & Sun, 2005; Jr & Surprenant, 2016). There is limited research on satisfaction towards Airbnb mobile application in Malaysia. Therefore, it is urged to study further on the effect of user's satisfaction on usage intention of Airbnb application in Malaysia.

For problem statement, it concluded that there are limited research on usage intention of Airbnb mobile app in Malaysia as most of the research are from other countries and inconsistent result of determinants on usage intention of Airbnb mobile app

1.3 Research Objectives

1.3.1 General Objective

The main objective of this research is to study the usage intention of Airbnb mobile application among Malaysians while planning their travel itinerary such as searching, comparing and booking for accommodation.

1.3.2 Specific Objectives

The specific objectives are as below:

a. To study the effect of performance expectancy on Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary.

b. To study the effect of effort expectancy on Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary.

c. To study the effect of electronic word of mouth on Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary.

d. To study the effect of trust on Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary.

e. To study the effect of satisfaction on Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary.

1.4 Research Questions

The research questions are as below:

a. Does performance expectancy positively affect Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary?

b. Does effort expectancy positively affect Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary?

c. Does electronic word of mouth positively affect Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary?

d. Does trust positively affect Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary?

e. Does satisfaction positively affect Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary?

1.5 Scope of the Study

This study focuses on the usage intention of mobile application of Airbnb. There are five independent variables which are performance expectancy, effort expectancy,

electronic word of mouth, trust and satisfaction while the dependent variable is the usage intention of Airbnb mobile application.

Besides, the target respondents are Malaysians. As target respondents are Malaysians, so the geographical location is Malaysia. The reason that Malaysians are chosen as respondents is because of limited research on usage intention of Airbnb mobile app in Malaysia, so it is necessary to study and investigate about the usage intention of Airbnb mobile app in Malaysia. As aforementioned, most of the data and research related to Airbnb are based on worldwide, while limited research in Malaysia. Therefore, in this research, it will study the usage intention of Airbnb mobile app among Malaysians while planning their travel itinerary such as searching, comparing and booking for accommodation.

1.6 Hypotheses of the Study

There are five hypotheses to be tested in this research:

H1: There is a significant positive relationship between performance expectancy and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.

H2: There is a significant positive relationship between effort expectancy and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.

H3: There is a significant positive relationship between electronic word of mouth and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.

H4: There is a significant positive relationship between trust and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.

H5: There is a significant positive relationship between satisfaction and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.

1.7 Significant of the Study

The main objective of this study is to investigate the factors that influence the usage intention on Airbnb mobile application (app) among Malaysian while searching, comparing and booking for accommodation. Besides, this research will determine the significant effect of performance expectancy, effort expectancy, electronic word of mouth, trust and satisfaction on the usage intention of Airbnb app. As there is limited research in Malaysia about the usage intention of Airbnb mobile app and inconsistent

of findings on factors that influencing usage intention, therefore there is a need for investigation and further study in Malaysia.

Furthermore, by doing this research, it offers a better understanding of the usage intention of Airbnb mobile app in Malaysia. Marketers and mobile service providers can get to know more about the current trend and information of usage intention, so marketers and mobile service providers will have advantage of improving on serving their customers, also improve on their marketing plan, and able to understand more about the current behaviour of customers such as features that consumers preferred. Moreover, this research also benefits to researchers, because this research can act as a reference and guidance for future research studies, so the researchers can improve on future research, as well as explore more information deeply in related industry. This research may help policymakers to have better understanding of the mobile app and amend the policy accordingly, in order to protect all relevant parties.

1.8 Definition of Term

Table 1.1: Definition of Term

Variables	Definition
Performance expectancy (PE)	Performance expectancy is the degree that a person believes that the performance of a job will be enhanced when there are innovative technologies (Venkatesh et al., 2003).

	Performance expectancy is similar to perceived usefulness (Min, 2008).
Effort expectancy (EE)	Effort expectancy is similar to the concept of perceived ease of use where users feel it is easy to use. When it is easy to use, users will intend to use and adopt (Jambulingam, 2013). Perceived ease of use and effort expectancy is the interchangeable term (Lai, 2017).
Electronic word of mouth (EWOM)	Electronic word of mouth is known as a statement where can be a positive or negative information on particular company, products or services that created by actual or previous users, and information available at the platform that a large number of people can know it or institution through Internet (Alhidari, Iyer, & Paswan, 2015).
Trust	Trust is the willingness of one person to believe in another person based on reliability and confidence (Moorman, Deshpande, & Zaltman, 1993).

Satisfaction	Satisfaction refers to a sense of satisfaction or dissatisfaction. An individuals' satisfaction can be obtained by its expectations toward the performance of a product or service (Chen, Huang, & Sung, 2009; Oliver, 1997).
Usage intention	Usage intention is the purpose of effective use by users of a product and services (Venkatesh, 2003). Intention usually used to know how attitude can influence an individual's behaviour (Huang, Lee, & Ho, 2004).

1.9 Chapter Layout

There is total of five chapters in this research. These five chapters are interrelating with each other. The brief outline of each chapter are as below:

Chapter 1: Research Overview

In Chapter 1, it is an introductory chapter that discussed the topic and the overview of usage intention towards Airbnb mobile application. The elements discussed in this chapter were research background, problem statement, research objectives, research

questions, significant of study, hypotheses study, scope of study, definition of terms, chapter layout and conclusion.

Chapter 2: Literature Review

In chapter 2, it discussed on past reviews and analyses of previous literature that in line with this research topic. The underlying theory that will be used to construct the framework is Unified Theory of Acceptance and Use of Technology (UTAUT). It also discussed independent variables which are performance expectancy, effort expectancy, electronic word of mouth, trust, satisfaction and dependent variable which is usage intention of Airbnb mobile application that supported by different articles, journal and website. The proposed framework and hypotheses are developed.

Chapter 3: Research Methodology

In chapter 3, it discussed the procedure and methodology used in the research, which are research design, data collection method, sampling design, research instrument, construct measurement, data processing and data analysis.

Chapter 4: Data Analysis

In chapter 4, it discussed and analysed the data results obtained from target population. It will also discuss and explain about descriptive analysis, scale measurement and inferential analysis.

Chapter 5: Discussion, Conclusion and Implications

In chapter 5, it consists of discussion and explanation of the result from the previous chapter. It will also summarise the major findings, implications, limitations of the study and recommendations for future research.

1.10 Chapter Summary

In Chapter 1, it provided an outline of the study of usage intention on Airbnb mobile application among Malaysians while travelling overseas. In this chapter, it had included research background, problem statements, research objectives, research questions, the definition of terms and the significance of study.

In the following chapter, the proposed conceptual framework and hypotheses will be further discussed, in order to have better understanding of the relationship between variables.

CHAPTER 2: REVIEW OF LITERATURE

2.0 Introduction

In Chapter 2, literature review will be discussed further by getting information from journals and articles. All variables will be discussed in this chapter. Next, the conceptual framework will be constructed by using the underlying theories. Hypotheses development will be formed in this chapter as well.

2.1 Underlying theories

Unified Theory of Acceptance and Use of Technology (UTAUT)

Unified Theory of Acceptance and Use of Technology (UTAUT) is an extension of TAM. UTAUT is used to analyse the level of acceptance of an individual in using new technology. It can also assess and measure whether the latest technology can be accepted, used and handled by users (AlQudah, 2014). UTAUT used to understand the intention to adopt new information technology or information systems and diffusion processes across disciplines extent from marketing and social psychology to new IT or IS (Williams, Rana, & Dwivedi, 2015). Basically, the model of UTAUT is based on eight models and theories which are Innovation Diffusion Theory (IDT), Motivational

Model (MM), Model of PC Utilization (MPCU), Technology Acceptance Model (TAM), Theory of Reasoned Action (TRA), Theory of Planned Behaviour (TPB), Combined TAM and TPB (C-TAM-TPB), and Social Cognitive Theory (SCT) (Dulle & Minishi-Majanja, 2011).

UTAUT model has four variables which are performance expectancy, effort expectancy, social influence, and facilitating conditions, while moderated by gender, age, experience and voluntariness to use. Based on Figure 2.1, performance expectancy, effort expectancy and social influence are affecting behavioural intention to use technology, while the behavioural intention and facilitating conditions are affecting use behaviour.

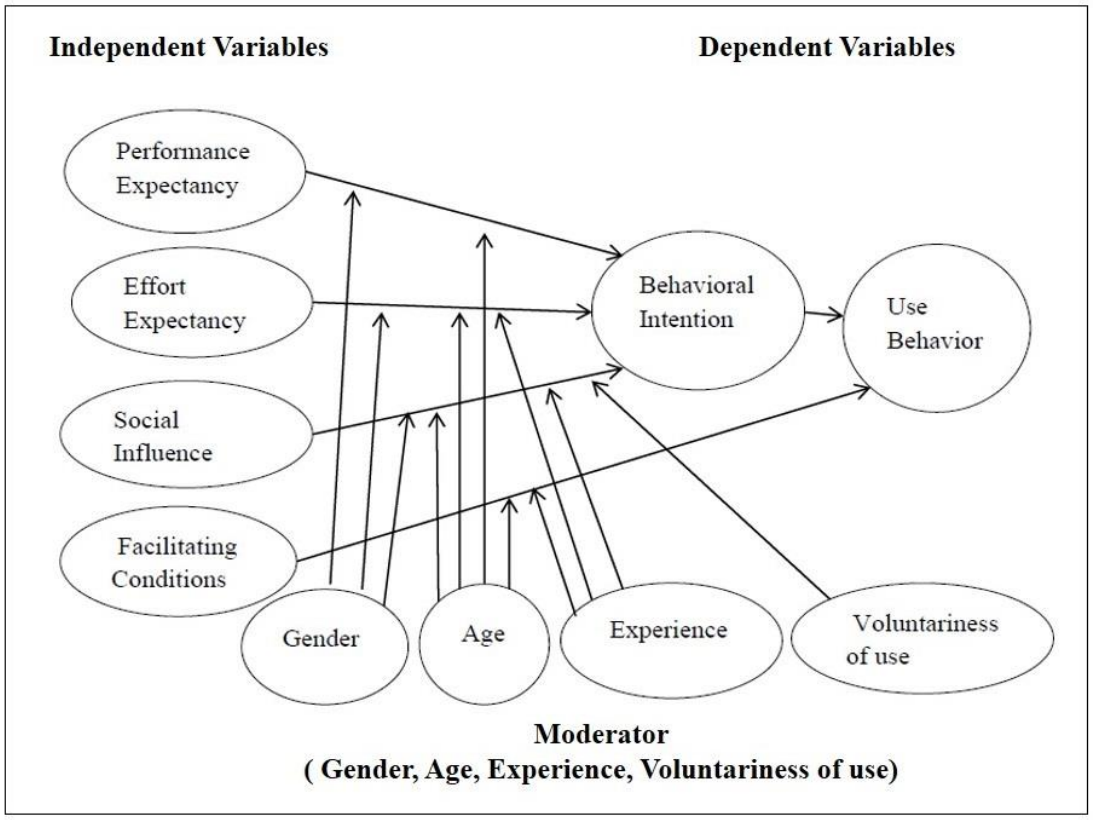
In the UTAUT model, performance expectancy (PE) is similar to TAM's perceived usefulness (Min, 2008). PE is the degree that a person believes that the performance of a job will be enhanced when there are innovative technologies (Venkatesh, 2003).

For the second variable is effort expectancy, it is similar to the concept of TAM's perceived ease of use where users feel it is easy to use. When it is easy to use, users will intend to use and adopt (Jambulingam, 2013; Lai, 2017). Effort expectancy is the perception or thought of an individual on the use of technology easily and how easy to use technology (Sair & Danish, 2018).

While the third variable is social influence, it refers to the perception of an individual that may cause by the important people on the behaviour of whether to adopt or not adopt the system or technology (Venkatesh, 2003).

The fourth variable is facilitating conditions. It refers to the perception of an individual thinks that there are available resources and supports to perform a behaviour (Venkatesh, 2012a). For behavioural intention, it refers to the desire or purpose of practical use by individual of a future product and services (Venkatesh, 2003). It is also a direct factor of actual use (Vermaut, 2017).

Figure 2.1: UTAUT model



Adapted from: Venkatesh, Morris, Davis (2003). User acceptance of information technology. Toward a unified view. *MIS Quarterly, 27*(3). https://doi.org/10.1006/mvre.1994.1019

Venkatesh (2003) developed UTAUT by comparing with eight models and theories and included the limitation of each model and theory. The first model is Innovation

Diffusion Theory (IDT) by Rogers and Everett (1995). It is to determine why, how and the level of practice, idea, products and services throughout culture. Its variables are relative advantage, complexity, trialability, image, voluntariness of use, compatibility and observability. The limitation of this model is it does not examine how to accept or reject the decision affected by attitude (E, Dw, & Nl, 1999). Besides, it also not reflected on the resources and social support of a person toward adoption of the new behaviour (Momani & Jamous, 2017).

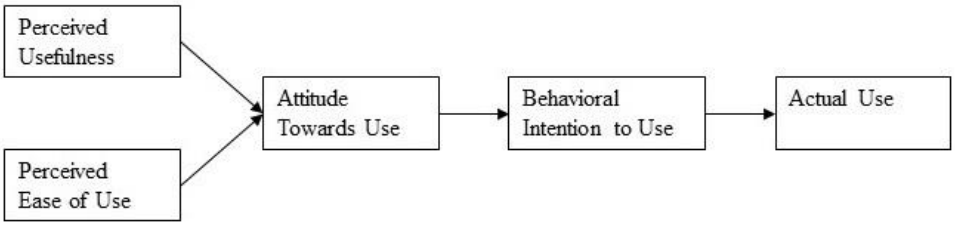
The second model is Motivational Model (MM) by Davis, Bagozzi and Warshaw, (1992). This is a motivation theory that defines and explain the behaviour of a person on the adoption and use of technology. Its variables are extrinsic and intrinsic motivation. This model is suitable for different motivation studies, health care, and learning effectively, but it is not ideal for the adoption of technology (Deci & Ryan, 2008). It is required to have many factors to be adopted, only can apply for this model in adoption of technology (Parijat, 2014).

The third model is Model of PC Utilization (MPCU) by Thompson, Higgins, Na and Howell (1991). This model is to predict the acceptance and usage of technology on individual behaviour. Its variables are social factors, habits, perceived consequences, affect facilitating conditions. MPCU did not include one of the factors which is complexity, as this factor has indirect effect on influencing perceived short-term outcomes. (Momani & Jamous, 2017).

The fourth model is Technology Acceptance Model (TAM/TAM2) by Venkatesh and Davis (2000). It used TRA as a base model and link perceived usefulness and perceived ease of use to attitude towards use, behavioural usage intention, and actual usage. For TAM2, there is another factor included which is subjective norm, as it determines usage intention on technology. Its variables are perceived usefulness, perceived ease of use,

subjective norm, experience, voluntariness, image, job relevance, output quality and result demonstrability. As TAM do not include some variables such as social influence, facilitating conditions and a moderator such as demographics (gender, age), experience and use voluntarily that these variables will influence the intention to use information technology.

Figure 2.2: TAM Model



Adapted from: Davis, F. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, *13*(3), 319–340. https://doi.org/10.1016/S0305-0483(98)00028-0

The fifth model is Theory of Reasoned Action (TRA) by Fishbein (2008). This theory is to predict the behaviour of individual. Its variables are attitude and subjective norm. There is a wide range of behaviours did not include in this mode such as habits, impulse, cravings, spontaneity and mindlessness (Hardgrave & Johnson, 2003).

The sixth model is Theory of Planned Behaviour (TPB) by Ajzen (1991). This theory is an extension of TRA. It indicated the intention and behaviour of an individual by including perceived behavioural as one of the factor. Its variables are attitude, subjective norm and perceived behavioural control. This theory did not consider

economic, environmental factors, experience, mood, fear and threat that will influence on intention of behaviour (Truong, 2009).

The seventh model is Combined TAM and TPB (C-TAM-TPB) by Taylor and Todd (1995). This theory is the combination of TPB and the construct of TAM which included perceived usefulness and perceived ease of use. Its variables are perceived usefulness, perceived ease of use, attitude, subjective norm and perceived behavioural control. This theory did not consider threat and fear towards adoption (Chung, 2016), planning factors, and extracted perceived ease of use from TAM and subjective norm from TPB, but it is unable to fix every problem.

Lastly, the eighth model is Social Cognitive Theory (SCT) by Bandura (1986) and Compeau, Higgins and Huff (2014). This theory is the theory of influential human behaviour by Bandura. Then, SCT extended human behaviour toward the adoption of technology by Compeau. Its variables are outcome expectations (performance), outcome expectations (personal), self-efficacy, affect and anxiety. This theory cannot fit into motivation and technology acceptance towards behaviour, and did not consider expectation and previous experience of a person (Conner & Norman, 2005).

Therefore, UTAUT was introduced by Venkatesh (2003). However, every model will have its limitation, including UTAUT. UTAUT only evaluate and assess an organisation extent (Venkatesh, 2003). There was a researcher heavily criticised on UTAUT model, as these models relied on TAM, almost 90% of articles that cited UTAUT only stated it as opposed to test and develop the model (Williams, Rana, Dwivedi, & Lal, 2011). UTAUT unable to reflect on the role of culture in adopting new information technology or information system (Madan & Yadav, 2016). UTAUT only focus on technical quality on explaining attitude and behavioural intention to adopt IT or IS (J. (David) Xu, Benbasat, & Cenfetelli, 2013), while neglecting some critical

variables such as trust, electronic word of mouth, satisfaction that may support IT or IS.

There are many researchers used this model to be their baseline model (Madan & Yadav, 2016). Thus, this model will be used as a baseline to study on Airbnb mobile app usage intention among Malaysians when planning their travel itinerary, as well as implement UTAUT as the underlying theories for the proposed conceptual framework.

2.2 Literature Review

Dependent Variable

2.2.1 Usage intention (UI) of Airbnb mobile application

Intention defined as an understanding of actual behaviour that can be affected by attitude (Huang, 2004). A negative attitude will have intention and behaviour that are unfavourable (Stevenson, Bruner, & Kumar, 2000).

Usage intention (UI) defined as the desire that taking into account as motivation and cause particular behaviour or action (Asghar, 2012; Venkatesh & Bala, 2008). UI is the purpose of effective use by users of a product and services (Venkatesh, 2003). UI is known as the behaviour of consumers or users after the evaluation of products and services that make by the customers (Schiffman & Kanuk, 2010). Behavioural intention is the degree of an individual's intention and willingness to perform certain action

(Asghar, 2012; Icek Ajzen, 1991; Venkatesh & Bala, 2008). The meaning of UI is similar to behavioural intention.

Behavioural intention may be a good determinant for marketers to identify the needs and wants of consumers. Marketers can produce unique and different products or services to match with different customers' needs and wants based on the intention of customers (Icek Ajzen, 1991). By doing so, new customers will be attracted, while also can retain existing consumers and encourage them to use it more frequent.

When UI is high, it means that users have a high possibility to use (Alford & Biswas, 2002). Moreover, UI can be affected by individual behaviour, attitude or any situation occurred that cannot be predicted (Kotler, 2003). In conclude, UI is an individual's behaviour where an individual will tend to use certain products or services in daily life, use it in future or use it frequently.

Independent Variables

2.2.2 Performance Expectancy (PE)

Performance expectancy (PE) is the degree that a person believes that performance of job will be enhanced when there are innovative technologies (Venkatesh, 2003). PE is one of the variables of UTAUT. PE has the same meaning as TAM's perceived usefulness. Perceived usefulness is the thought of an individual that the usage of technologies or system will improve the performance (Jambulingam, 2013; Min, 2008). Perceived usefulness is the feeling of users about the potential of new product and

service, and it provide benefits and help them to perform their job better and faster when using the product and service (Mathwick, Malhotra, & Rigdon, 2002).

Perceived usefulness can affect directly on usage intention by using Internet (Mandilas et al. 2014; Renny et al. 2013). When the mobile apps brings value and benefit to users, while also help users to complete tasks and works that are goal-oriented to be more efficient, then online usage intention will increase and tend to use (Gabriel, 2017; Sair & Danish, 2018; Chiu, 2005; Venkatesh, 2012a). The use of mobile app can help users to conduct business activities (Sair & Danish, 2018). Rogers (1995) stated that functional benefits will be brought when there is technology use.

In conclude, PE as the level to which an individual feel that it is useful and able to perform an essential task in shorter time and productive by using IT or IS.

2.2.3 Effort Expectancy (EE)

According to Venkatesh (2003), effort expectancy (EE) is the level of easiness on technology use. EE is another variable in UTAUT model (Venkatesh, 2003). EE is the perception or thought of an individual on the use of technology easily and how easy to use technology. The behaviour to use technology is either easy or difficult, it will affect decision of users intend to use in their daily life (Sair & Danish, 2018).

Perceived ease of use refers to users feel the technology is easy to use. When it is easy to use, users will intend to use and adopt (Jambulingam, 2013). Perceived ease of use

and EE can be interchangeable (Lai, 2017). Davis (1989) stated that perceived ease of use is an individual believes that it would be effortless by using any new technology system. According to Dahlberg and Mallat (2002), technology of mobile payment is self-service oriented, and users will be comfortable with and willing to try the new technology when they find it is easy to use and user-friendly.

Besides, according to Oly Ndubisi & Jantan, (2003), perceived ease of use is the experience of users with the new system and the interaction that is clear and understandable. It indicated whether users comfort with the system for completing their tasks. Sometimes learning on the application and unfamiliar with the system will be a problem. Therefore, users will consider using products and services that are easy to understand, learn and use (Rogers, 1995). When the products or services are easy to use, users will result in high performance and become skilful, where many new applications are integrated by users in their activities of daily life (Tai & Liu, 2016).

In addition, the overview of the new system has to be clear and straightforward, with proper navigation and user interaction (Rauniar et al., 2014). In this era of technology, penetration of smartphones with large screen sizes grew and introduced. 4G mobile Internet connections had launched too. Therefore, users are much easier to become skilful at using smartphones. Nowadays mobile payment services created their payment transactions easier to use, as it reduced physical money transfer or any requirements and processes on bank transactions. Thus, it is faster and easier for payment (Madan & Yadav, 2016).

In conclude, EE is when the technology is clear, easy to use and learn, users will accept and intend to use.

2.2.4 Electronic Word of Mouth (EWOM)

Word of mouth (WOM) is the oldest ways to spread information (Huete-Alcocer, 2017). It is a communication through verbally among people, and it can get comments, ideas and experiences from other people throughout communication process. Reviews of product or testimonies from people included family, relatives and friends are WOM (Nakayama et al., 2010).

Electronic word of mouth (EWOM) is known as a statement where can be positive or negative information on particular company, products or services that created by actual or previous users, and information available at the platform that large number of people can know it or institution through Internet (Alhidari, 2015). EWOM can be an information source (Liebana & Alonso, 2017). Besides, EWOM is a form in written on online platforms such as social media, community sites for online user, blogs, websites through Internet. EWOM is credible where it can be created by anonymous who are previous or actual users in an online environment (Sotiriadis & Zyl, 2013; Davis & Khazanchi, 2008). EWOM is vital for social media marketing, as it allows users to comment and share experiences, while companies could also get to know consumers' needs and wants (Huete-Alcocer, 2017).

EWOM can help consumers to increase consumers' confidence and reduce risk in making a decision (Huete-Alcocer, 2017; Hussain et al., 2017). Consumers can know the reviews or testimonials about particular products online (Erkan & Evans, 2016; Huete-Alcocer, 2017; Nakayama, 2010), so that it helps consumers to buy or choose the right products and services. Furthermore, consumers always refer and consult to recommendations, opinions or reviews from experts when purchasing goods such as

products from healthcare services, as some of the experts will publish their opinion on magazine. EWOM will influence consumers purchase intention (Nakayama, 2010).

In conclude, EWOM defined as users can get positive or negative information by reading online reviews and consulting from the online platform, so it will affect their intention to use or purchase.

2.2.5 Trust (TR)

Trust is the willingness of one person to believe in another person based on reliability and confidence (Moorman, 1993). Trust is the sense and understanding of a consumer on the behaviour of the online merchant based on their capability, friendliness and honest (Mcknight & Winter, 2014). Honest is meant that the confidence of users towards a firm's trustworthy and the firm's ability to keep its promises (Kim & Park, 2013). Trust plays a vital role in online business as there is no face-to-face interaction between the online merchant and the customer (Lee, Cyril, & Oly Ndubisi, 2011).

In a business context, trust is a crucial element to maintain a long term relationship with customers (Doney & Cannon, 1997), and enhance the quality of the transaction (Lewis, 1985). Besides, there are three main dimensions of online trust indicated which are dependability, trustworthiness and privacy (Camp, 2001). In the environment of online business, customers think that it is trustworthy when the company is large, and it can affect their perspective on trust and the intention to use and purchase via online (Koufaris & Hampton-Sosa, 2004).

Besides, trust is about the confidence towards new service in terms of their ability, and how they keep promises, appointments and commitments, as well as maintain relationship with users (Schurr & Ozanne, 1985). When consumers trust and confidence on particular brand or company, they are willing to use it with the feeling of comfortable, safe and less risky (Kim, 2010), and believe that the service provider is honest and responsible (Tai & Liu, 2016).

In other words, trust in commerce can help to reduce the complicacy of the social connection and consumers' concern on the behaviour of the online merchant (Aghdaie & Piraman, 2011). In conclude, trust is an individual will perform particular behaviour if they believe that the technology can keep promises, trustworthy, honest, responsible and confident with it.

2.2.6 Satisfaction (SA)

Satisfaction refers to a sense of satisfy or dissatisfy. An individuals' satisfaction can be obtained by its expectations toward the performance of a product or service (Chen, Huang, & Sung, 2009; Oliver, 1997). According to Bhattacherjee (2001), satisfaction related to the performance of job where an individual's emotional state that is enjoyable or positive, and is created from the appraisal of job of an individual. Satisfaction is also a term of emerging of emotional state to respond to the evaluation of certain services (Westbrook, 1981). Satisfaction can either act as an outcome where satisfaction works as the end state that experience from consumption, or act as process where focuses on perceptive, evaluative and psychological process that leads to satisfaction (Grigoroudis & Siskos, 2010).

When the expectation of consumer is low or high performance presented by IT or IS, it will affect the satisfaction of customers, and lead to great confirmation that consumers will use (Bhattacherjee, 2001). Satisfaction is the thought and feeling of customers towards the quality and characteristics of products or services. Every customer will have its own perception and thought, so the level of customer satisfaction for the same services will be different too (Ueltschy et al., 2007).

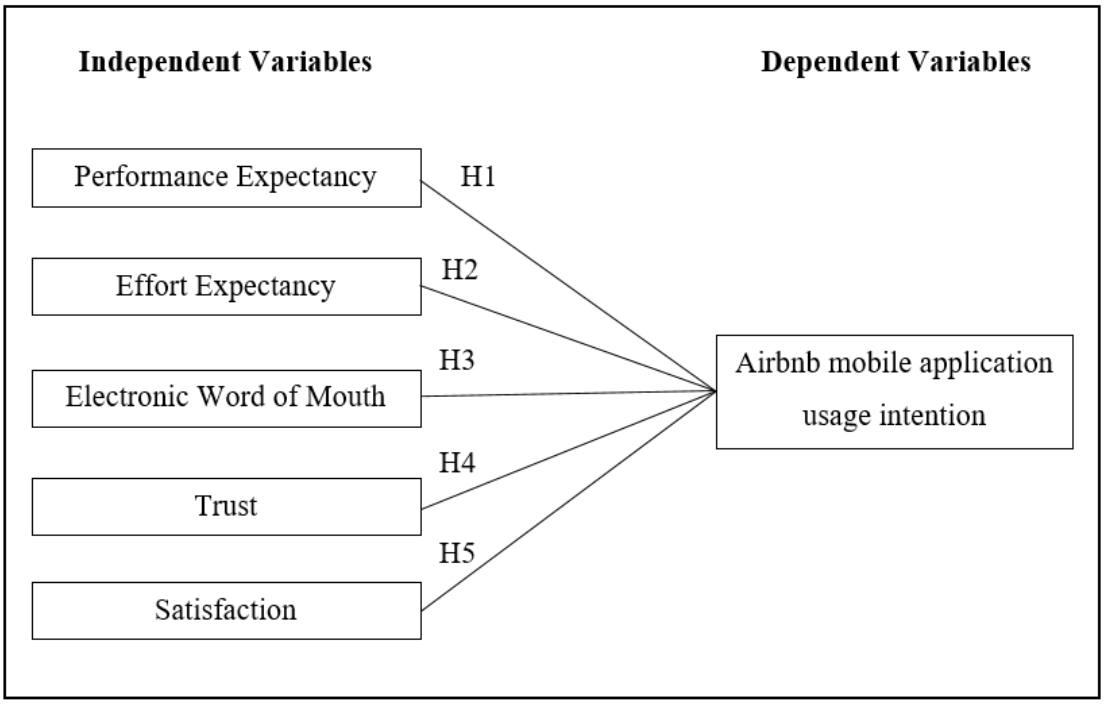
According to Sureshchandar et al., (2002), the term of quality of service and satisfaction can be interchangeable, as their concepts are similar (Qadeer, 2013). The quality of product or service can influence the decision of customer whether to use or not to use (Zeithaml, Berry, & Parasuraman, 1996).

The satisfaction of customer can forecast future behaviour of consumers (Khadka & Maharjan, 2017). Customer satisfaction can allow companies to measure how their products or services, whether they meet the expectation and needs of consumers, so it benefits to organisations (Qadeer, 2013). Customers are always demanding for high-quality products and services (Hirotaka & John, n.d.). Most products or services are trying to meet the expectation and needs of customers, so that the customer will satisfy with the product or service (Qadeer, 2013).

In conclude, satisfaction is the expectation or perception of an individual and evaluate the product or services provided. When the product or service can fulfil the needs and expectations of customers, customers will satisfy and they will intend to use.

2.3 Proposed conceptual framework

Figure 2.3: Proposed conceptual framework



Refer to the UTAUT model, performance expectancy and effort expectancy are used in this research. As aforementioned, past researches stated that these two variables are the major determinant and have significant effect on usage intention of mobile app.

Besides, social influence and facilitating condition in UTAUT model are not used in this research. Based on past research by Albugami and Bellaaj (2014); Jeon et al., (2018); Martins, Oliveira and Popovič (2014); Riffai et al., (2012), they found that these two variables do not have significant effect and not important towards usage intention. Users will seldom use mobile apps just because the recommendation from their friends. Users are more concerned on the usefulness and the easiness to use, as well as

concerned more about the outcomes of using mobile technology (Albugami & Bellaaj, 2014; Jeon et al., 2018; Martins et al., 2014; Riffai et al., 2012).

User satisfaction influences the behavioural intention to adopt IT (Ladhari, 2007). When mobile app can meet the expectation of customers, then customers will satisfy (Qadeer, 2013). With Internet, users able to get information easily, therefore positive or negative information will influence the satisfaction of users and the intention to use (Siahaan & Legowo, 2019). UTAUT model only reflects on organisation context (Albugami & Bellaaj, 2014). However, it neglected service context. With Internet, there was a change from organisational environment to online environment and rose in the number of e-services users. It is not only technical issues and aspects in IT or IS, services can be the overall support towards the technology or systems via Internet (Albugami & Bellaaj, 2014; Xu, Benbasat, & Cenfetelli, 2013), and influence the satisfaction of users. In the research of Siahaan and Legowo (2019), they related satisfaction variable with UTAUT model, and the result was satisfaction variable is the most critical determinant on effecting behavioural intention.

For electronic word of mouth, as there are now many social platforms are mobile apps and based on Internet (Kaplan & Haenlein, 2010). Users can get and create many information on the Internet (Q. Xu, 2014). Internet support many mobile apps to provide products and services to their users or customers (Liao & Cheung, 2002; Yadav & Pavlou, 2013). In Airbnb mobile app, all accommodation or homestay will have reviews stated below, all users can comment their experiences with the host on reviews part, so that other users can know more about that particular accommodation. There were few researches stated that EWOM significantly effects on usage intention (Bickart & Schindler, 2001; Chan & Ngai, 2011; Park, Lee, & Han, 2007).

In addition, Jeon et al., (2018) added trust variable in UTAUT model, their findings showed trust has significant effect on customer's intention to use smartphone apps for flight ticket booking, and trust is the second most important determinants of consumer's intention. Thus, this research added trust variable and investigate whether trust has a significant effect on usage intention of Airbnb mobile apps.

In conclusion, there is a need to further expand the model by adding three variables which are electronic word of mouth, trust and satisfaction.

2.4 Hypotheses Development

2.4.1 The relationship between performance expectancy and usage intention of Airbnb application

Performance expectancy (PE) is same as TAM's perceived usefulness, as the meaning of perceived usefulness is the thought of an individual that the usage of technologies or system will enhance the performance (Jambulingam, 2013; Min, 2008). Researches by Benjangjaru and Vongurai (n.d.), Cheng and Yee (2014), Shadkam et al., (2014) stated that perceived usefulness strongly effects on purchase intention and usage intention.

Besides, research by Sair and Danish (2018) showed PE has a strong positive relationship with behavioural intention on mobile commerce in Pakistan, as user is

confidence with the usefulness of mobile commerce services. Similary, in the research of Cheng and Yee (2014), the result stated that perceived usefulness is a significant effect on the intention of online purchase intention among Malaysian university students, whereby the usefulness of the online system can influence users to use.

Furthermore, the research from Ghalandari (2012) stated that PE significantly effects on intention to use mobile banking. This is because users feel that it improves users' performance when using mobile banking, and they have motivation to use these services. The result is consistent with Davis et al., (1989) and Venkatesh et al., (2000).

According to Benjangjaru and Vongurai (n.d.), perceived usefulness significantly impacts on the intention of users to adopt mobile payment services in Bangkok, as users think that it is essential to have a suitable and sufficient support system, so that it can allow users to perform better (Benjangjaru & Vongurai, n.d.). In addition, research by Jeon et al. (2018) showed PE was the most influential determinant on users' intention to use smartphone apps to book flight ticket, as users think that the process can go through more faster and save time.

Moreover, according to Kang (2014a), PE did not significantly effect on the usage intention of mobile apps and explained that users were dissatisfied with mobile apps on the improvement of task performance, because there are other devices such as laptops, desktops and so on.

Based on the discussion above, it found out that there are inconsistent findings in the relationship between performance expectancy and usage intention. Thus, further study on the relationship between performance expectancy and Airbnb mobile apps usage intention is needed, this research proposed that:

H1: There is a significant positive relationship between performance expectancy and Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary.

2.4.2 The relationship between effort expectancy and usage intention of Airbnb application

Effort expectancy (EE) is the level of easiness on technology use (Venkatesh, 2003). When it is easy to use, users will intend to use and adopt (Jambulingam, 2013). Perceived ease of use and EE can be interchangeable (Lai, 2017). Davis (1989) stated that perceived ease of use is an individual believes that it would be effortless by using any new technology system.

Based on the research by Ghalandari (2012) stated that EE positively effects on user behavioural intention to use mobile banking. Users are keen to use these services when they feel comfortable with mobile banking services. The result is aligned with Davis (1989) and Venkatesh (2000). Besides, the research by Benjangjaru and Vongurai, (n.d.) stated that perceived ease of use positively affects on behavioural intention to use mobile payment. Users think that a support system is necessary to have a better and smooth process.

In addition, EE positively affects the intention to use mobile apps. This is because users think that easiness is an essential factor and top priority in using mobile apps. The elements that motivate users intend to use are users can access, download and use easily (Kang, 2014b). In the research of Tai & Liu (2016), ease of use positively effects on

intention to use mobile payment services in Vietnam, and ease of use was the stronger predictor on the usage intention of mobile payment. Users think that the application must be easy to use, this is because when users comfortable to use the app, then only able to experience the usefulness of the application more efficiently.

However, in the research of Madan and Yadav (2016), EE was no effect on the usage intention of mobile wallet services. Based on the research by Cheng and Yee (2014), the result showed that perceived ease of use was insignificant effect towards online purchase intention. This is because ease of use attracted users to use and search on the information that users want to know, but it did not mean that users will purchase online. These users might want to get the information online and make purchase from other channels. Moreover, EE was insignificant effect on the usage intention of consumers on using smartphone apps to buy flight tickets. This is because users think that it is better to use laptop or computer as it has wider screen. Therefore, users believe that it will generate problems when they use it (Jeon, 2018).

Based on the discussion above, it found out that there are inconsistent findings in the relationship between effort expectancy and usage intention. Thus, it is urged to study on the relationship between effort expectancy and Airbnb mobile apps usage intention, and this research proposed that:

H2: There is a significant positive relationship between effort expectancy and Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary.

2.4.3 The relationship between electronic word of mouth and usage intention of Airbnb application

Electronic word of mouth (EWOM) is known as a statement where can be a positive or negative information on a particular company, products or services that created by actual or previous users, and information available at the platform that large number of people can know it or institution through Internet (Alhidari, 2015). EWOM will affect by the source credibility and the obtained information volume (Hansen & Lee, 2013; López & Sicilia, 2014).

According to Bong (2017), EWOM significantly affect purchase intention of consumers. As most of the Malaysian spent their time every day in obtaining and sharing information to platforms of Internet, and the information viewed as fair and trustworthy. Products or services will affect by EWOM, as it can influence the attitude and behaviour of customers (Bong, 2017). Furthermore, EWOM has significant effect on purchase intention. This is because users or consumers can read online reviews or recommendation from mobile Internet. Therefore it influenced directly towards the intention to purchase or use (Jalilvand & Samiei, 2012).

In addition, research by Chevalier and Mayzlin (2006), EWOM positively effect on customers' online purchase intention of book sales. The result was negative EWOM was highly affected on sales of book, which means EWOM will influence consumers to buy. Moreover, EWOM has strong positive effect on consumers' purchase intention, as EWOM is affecting the image of the brand of product, so when there are positive EWOM of the product, it will increase the brand awareness, image and reputation of the brands or products (Tariq, 2017).

Based on the research by Liébana and Alonso (2017), EWOM was an insignificant effect on the intention of Facebook commerce, as users may not use to the system yet or lack of use.

Based on the discussion above, it found out that there are inconsistent findings in the relationship between EWOM and usage intention. Thus, it is necessary to study on the relationship between electronic word of mouth and Airbnb mobile apps usage intention, and this research proposed that:

H3: There is a significant positive relationship between electronic word of mouth and Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary.

2.4.4 The relationship between trust and usage intention of Airbnb application

Trust is the willingness of one person to believe in another person based on reliability and confidence (Moorman, 1993). Trust is meant by the sense and understanding of a consumer on the behaviour of the online merchant based on their capability, friendliness and honest (Mcknight, & Winter, 2014).

Based on the research by Benjangjaru and Vongurai (n.d.), trust was a significant effect on behavioural intention to use mobile payment in Bangkok. Users think that creditability should be created by mobile service provider and make sure the security of information is confidential, to gain trust and confidence between users and service

provider. When the security and privacy of consumer's data are well-protected and assured, the usage intention will increase (Chiu, 2005).

In addition, trust positively effects on behavioural intention to use mobile wallet. Users think that trust is essential is because transaction in mobile wallet involved crucial personal information. Therefore users believe that the service provider should have a reliable security system, to enhance the trust of users and minimise the risk (Madan & Yadav, 2016). In the research of Nguyen et al., (2016), trust was the most substantial effect on behavioural intention of mobile payment in Vietnam.

Besides, trust was significant effect on the intention of online purchase among university students in Malaysia, as users think that trust is an essential element in enhancing the relationship between service provider and users. Therefore, foundation of trust and reputation need to be built, as customers will frequently shop in trustable online store (Cheng & Yee, 2014). Moreover, trust positively effect on the intention of consumer to use smartphone apps to book flight ticket and trust is the second vital variables towards intention of consumers, as users think that smartphone apps should be integrity, reliable and trustworthy (Jeon, 2018). The findings are aligned with Wen (2011) that studied the traveller's intention of online purchase.

In the research of Goh (2017), trust was insignificant towards the intention to adopt e-payment, as some users might not know about mobile payment, they will more focus on the usefulness of the apps, instead of trust (Slade, Dwivedi, Piercy, & Williams, 2015).

Based on the discussion above, it found out that there are inconsistent findings and no findings in Malaysia in the relationship between trust and usage intention. Thus, it is

urged to further study on the relationship between trust and Airbnb mobile apps usage intention, and this research proposed that:

H4: There is a significant positive relationship between trust and Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary.

2.4.5 The relationship between satisfaction and usage intention of Airbnb application

Satisfaction (SA) refers to a sense of satisfaction or dissatisfaction. An individuals' satisfaction can be obtained by its expectations toward the performance of a product or service (Chen, Huang, & Sung, 2009; Oliver, 1997).

Based on the research that studied behavioural intention in Airline industry by Cassandra et al., (2014), SA significantly effects on behavioural intention. When consumers satisfy with the brand, then they will intend to use it. The research is consistent with the study in Taiwan by Chen (2008) where customer satisfaction significantly effects on behavioural intention in Airline service context.

Moreover, satisfaction is a significant effect on behavioural intention towards restaurant, as consumers think that the foods choices can meet their expectations, then customers intend to go for the restaurant (Namkung & Jang, 2007).

In addition, research by Taylor and Baker (1994), the result showed that customer satisfaction positively effects on purchase intention in service environment, as consumers think that the higher the satisfactory experience, it will lead to high purchase intention and show favourable behavioural intention (LI, 2014), as well as recommend to others (Zeithaml, 1996). However, research by Bansal and Taylor (2015), satisfaction has no significant impact on usage intention.

The research discussed are related to the service context. Based on the discussion above, it found out that there are inconsistent findings in the relationship between satisfaction and usage intention. Thus, it is necessary to further study on the relationship between satisfaction and Airbnb mobile apps usage intention, and this research proposed that:

H5: There is a significant positive relationship between satisfaction and Airbnb mobile apps usage intention among Malaysians when planning their travel itinerary.

2.5 Chapter Summary

This chapter started with a discussion of underlying theories which is UTAUT framework to construct the conceptual framework of this research. Then, it discussed the variables of this study such as usage intention of Airbnb mobile apps, performance expectancy, effort expectancy, electronic word of mouth, trust and satisfaction by supporting from past literature. A proposed framework and hypotheses which are the relationship between independent variables and dependent variable had developed. Lastly, the research methodology will be discussed in chapter 3.

CHAPTER 3 RESEARCH METHODOLOGY

3.0 Introduction

This chapter will be discussed on research methodology. In this chapter, topics that will be discussed are research design, construct measurement, data collection method, data processing and data analysis.

3.1 Research Design

Research design is a plan that is comprehensive to study scientific issues (Kumar, 2019). It is to summarise all procedures and method that are using to carry out the research including data required, method of data collection, method on analysing data and used all these to generate empirical evidence, to answer the research question.

The research method that used is quantitative research. Quantitative research is a research method used to examining theories, determining facts, showing the relationship between variables and figure out the results from data collected (Kumar, 2019).

Besides, descriptive and explanatory research will be used to analyse the data collected in this research. Descriptive research is used to explain phenomena's attribute, describe situation, problems and attitudes (Kumar, 2019). There are few types of descriptive research, and survey method will be used for this research. Therefore, questionnaires will be distributed to related respondents who are Malaysians to investigate the relationship between variables among Malaysians, and the data will be analysed.

In addition, explanatory research is used to determine and discuss on the relationship between independent variables which are PE, EE, EWOM, TR, SA, and dependent variable which is the usage intention of Airbnb mobile application among Malaysians.

3.2 Sampling Design

3.2.1 Target Population

The research objective in this research is to study the relationship between PE, EE, EWOM, TR, SA and the usage intention of Airbnb mobile app among Malaysians while travelling overseas. Thus, the target respondents of this study are Malaysians who intend to use or has been used Airbnb mobile app, and a minimum number of 384 respondents are required, as it can reduce the likelihood of error in generalising a population (Krejcie & Morgan, 1970).

The reason that Malaysians are chosen as respondents is because of limited research on usage intention of Airbnb mobile app in Malaysia, so it is necessary to study and investigate about the usage intention of Airbnb mobile app in Malaysia. Therefore, the geographic location for the survey is Malaysia as well.

3.2.2 Sampling Frame and Sampling Location

Sampling frame refers to a set of elements that enable researchers to select a sample of the target population ("Sampling Frame," n.d.). Sampling frame plays an essential role in the sample survey. For this research, there is no sampling frame, as non-probability sampling technique is used. Non-probability sampling is the method that is not random in selection of elements, and do not have equal chances to be selected.

Sampling location is the place that researchers select samples from the population for collecting data. The sampling location in this research is Malaysia. As the survey method of this research is the online survey method which using online Google form, and minimum 384 questionnaires will be distributed. Therefore, there is no exact location while the number of target respondents is minimum 384 Malaysians.

3.2.3 Sampling Elements

In this study, the target respondents are Malaysians. This is because of limited research on usage intention of Airbnb mobile app in Malaysia, so it is necessary to study and investigate about the usage intention of Airbnb mobile app in Malaysia. Therefore, Malaysians are the most suitable target sample to be the respondents for this research.

3.2.4 Sampling Technique

Sampling is a method or process of taking samples for analysis. In this research, non-probability sampling will be applied. Non-probability sampling is the method or process that is not random in the selection of elements, and do not have equal chances to be selected. The most common reason that using this is because it is cheaper and faster than other methods (Taherdoost, 2018). Convenience sampling method is a type of non-probability sampling where respondents can meet specific practical criteria which is easy to access, time available to fill up the survey, geographic location and whether to participate the survey (Wu Suen, Huang, & Lee, 2014). Therefore, this research distributed the survey through online, so that it can be quick, cheap and convenient.

3.2.5 Sample Size

Sample size is known as the total numbers of respondents in a research. For this research, there is minimum number of 384 questionnaires will be distributed through an online Google form. According to Kumar (2019), the larger the sample size, the higher the accuracy of data, as it can reduce the error of sampling, while small sample size will influence the variables become not significant, as it has less power to see the difference. The ideal range of sample size is between 30 to 500 (Kumar, 2019; Sekaran, 2003). Therefore, the total sample size of this study is minimum number of 384 respondents. All respondents have to answer all questions that are related to usage intention of Airbnb mobile apps.

3.3 Data Collection Methods

Data collection is essential for researcher to collect data and use to conduct statistical analysis. Types of data collection method that will be used in this research is primary data and secondary data. These data are used to determine the relationship and effect of independent variables which are PE, EE, EWOM, TR and SA on the usage intention of Airbnb mobile apps among Malaysians while travelling overseas.

3.3.1 Primary Data

Primary data is new data obtained from respondents for research (Yong, 2018). The technique of collection is by distributing survey or questionnaires so that it will have large target population (Bowling, 2005). In this research, self-administered questionnaires will be used for data collection. Then, at least 384 usable data to be collected from each respondent who is Malaysian through online, as it is simple and low cost. Thus, questionnaires is the instrument used for data collection.

3.4 Research Instrument

3.4.1 Questionnaire Design

In this research, self-administered questionnaires will be prepared for respondents to fill up, and researcher will collect data from it. Respondents are required to read and answer the questions.

Besides, in this research, the language used is English, as it is an international language and Malaysians can understand. The structure of the questionnaire is in closed-ended form and Likert scale form. The survey is completed by using online Google form and distributed by using non-probability sampling through social media such as Facebook, Facebook Messenger, Instagram, LinkedIn, and Whatsapp. Then, all respondents are required to answer all questions and choose the most appropriate answers.

There are three sections in the questionnaire which categorised as Section A, B and C. In Section A, there are few general questions asked to briefly know about respondent's personal information such as gender, age, education level, employment status and whether the respondents use Airbnb mobile apps to book accommodation. In Section B, there are questions to know the perspective of respondents on the factors that will influence the usage intention of Airbnb mobile apps, and the data will be evaluated. The elements are independent variables which are PE, EE, EWOM, TR and SA. It will assess by using 5 points Likert scale from strongly disagree indicated 1, followed by disagree indicated 2, neutral indicated 3, agree indicated 4 and strongly agree indicated 5. In Section C, the questions are to know the usage intention of an individual towards Airbnb mobile apps. It also used 5 points Likert scale as in Section B.

3.4.2 Pretest and Pilot Test

Pre-Test is the distribution of small amount of questionnaires to respondents so that it can reduce the error of questionnaire. It can also ensure that the questions are easier to understand by respondents.

According to Kumar (2019), pilot test is to test the instrument that has been developed on a small group of respondents from the population under study. This is to make sure and examine questions whether can be understood by the respondents, as well as to ensure the reliability of the questionnaire. If the reliability value is less than 0.50, it will be considered as weak. It will be considered to be acceptable if the value falls between

0.50 and 0.69. If the value is above 0.70, it will be considered as good (Asuero, Sayago, & González, 2006).

In this pilot test, 30 sets of questionnaires had distributed through an online Google form. Then, these 30 sets of questionnaires will be chosen to carry out the pilot test, and all questions on Google form are set to required questions where the respondents have to answer all questions and make some adjustments and changes on questionnaires if there are mistakes on the questionnaires.

3.5 Construct Measurement

3.5.1 Origin of Constructs

All questions are adopted and adapted from past research studies.

Table 3.1: Sources of Questions

Variables	Sample of Items (Adapted)	Sources
Performance Expectancy (PE)	1. I find Airbnb mobile apps useful when I plan my travel itinerary. 2. Using Airbnb mobile apps increases my chances of achieving things done in my travel itinerary.	(Venkatesh, Thong, & Xu, 2012b)

	3. Using Airbnb mobile apps help me to accomplish my travel itinerary planning more quickly. 4. Using Airbnb mobile apps increases my productivity in planning travel itinerary.	
Effort Expectancy (EE)	1. Learning how to use Airbnb mobile apps are easy for me. 2. My interaction or instruction with Airbnb mobile apps are clear and understandable. 3. I find Airbnb mobile apps easy to use. 4. It is easy for me to become skilful at using Airbnb mobile apps.	(Venkatesh et al., 2012b)
Electronic Word of Mouth (EWOM)	1. I will read Airbnb online reviews to know which places make good impressions on others. 2. I will read Airbnb online reviews to make sure I book the right places. 3. I will consult Airbnb online reviews to help choose a good place.	(Jalilvand & Samiei, 2012)
Trust (TR)	1. I believe Airbnb mobile apps will keep promises and commitments they make. 2. I believe Airbnb mobile apps are trustworthy. 3. I believe Airbnb mobile apps are honest.	(Kim & Park, 2013)

	4. I believe Airbnb mobile apps is responsible. 5. I have confidence in Airbnb mobile apps.	
Satisfaction (SA)	1. I will feel satisfied if service quality of Airbnb mobile app is good. 2. Airbnb mobile apps will fulfil my needs and expectations. 3. In general, I am satisfied with Airbnb mobile apps.	(Forgas, Moliner, Sánchez, & Palau, 2010)
Usage intention (UI)	1. I intend to use Airbnb mobile apps in future. 2. I may try to use Airbnb mobile apps in daily life. 3. I will use Airbnb mobile apps frequently.	(Venkatesh et al., 2012b)

3.5.2 Scale of Measurement

There are four levels of scale measurement which are nominal scale, ordinal scale, interval scale and ratio scale. In this research, nominal scale, ordinal scale and interval scale are used in the questionnaire for the research.

According to Kumar (2019), nominal scale is the classification of people, things or responses based on a particular characteristic. In Section A of the questionnaire,

nominal scale is used for gender, employment status and whether they have used Airbnb mobile apps to book accommodation or homestay.

Besides, ordinal scale has all characteristics of nominal scale, but it ranks the variable to certain ordering. They will be arranged in either ascending or descending order (Kumar, 2019). In Section A of the questionnaire, ordinal scale is used for age and education level. These variables are arranged in ascending order.

Moreover, interval scale is to complete operations that are numerical on data collected from respondents. In this research, interval scale such as Likert scale is used. Likert scale is adapted to understand whether the respondent agrees or not agree with the question. In Section B and C of the questionnaire, five-point Likert scale is used, and it ranged strongly disagree indicated 1, followed by disagree indicated 2, neutral indicated 3, agree indicated 4 and strongly agree indicated 5. Hence, it can measure the relationship between independent variables and dependent variable through the survey.

3.6 Data Processing

Data processing is known as the step to extracting data from questionnaire and convert it into information content. Data processing consists several steps which are questionnaire checking, data editing, data coding, data transcribing, and also data cleaning. The purpose of data processing ensures data extracted from respondents are completed and final result is precise.

3.6.1 Questionnaire Checking

The first step of data processing is checking on the questionnaire. This is to ensure respondents have completed the questionnaire.

3.6.2 Avoid Missing Value

The values that are missing from data known as a missing value. To avoid missing value, during data collection from respondents through Google Form, all questions in the questionnaires have to set it as required question. Therefore, it can ensure respondents will not skip any questions, and so it can prevent missing value. This is because Google Form will not allow respondent to submit the questionnaire once respondents do not answer the required question.

3.6.3 Data Editing

Data editing is the third step in the data processing. The purpose of the data editing is to ensure the validity of the data before transferring it to the computer. Data editing will remove the inconsistent of the response by respondents once the questionnaire has been completed.

3.6.4 Data Coding

In the fourth step, each question will be assigned to a numerical value to ease the researcher to analyse the data. This step is known as data coding.

3.6.5 Data Transcribing

Data transcribing is transmitting the coded data from questionnaire into the computer in the form of excel sheet. Statistical Package for Social Science (SPSS) version 23.0 will be used to transcribe the data in this research.

3.6.6 Data Cleaning

Data cleaning known as the last step of data processing, this is also the step for rechecking to ensure that there is no missing response during the process of data entry. By checking data frequency can provide the data is within the range of value. Besides, this step will use univariate and multivariate analysis to remove missing data and outlier. Other than that, extreme range value can detect by using SPSS.

3.7 Data Analysis

3.7.1 Scale Measurement

3.7.1.1 Reliability Test

The reliability test that will be used and conducted in this research is Cronbach's Alpha Reliability Test. It is to measure the internal consistency of a scale. When the coefficient is high, the items that are measuring are more reliable (Tavakol & Dennick, 2011). The alpha coefficient range used to determine the reliability of each item in this research showed in Table 3.2.

Table 2.2: Rules of Thumb for Cronbach's Alpha Coefficient Value

Alpha Coefficient Range	Strength of Association
Less than 0.6	Poor
0.6 to < 0.70	Moderate
0.7 to < 0.80	Good
0.8 to < 0.90	Very Good
0.90 and above	Excellent

Source: Adopted from Zikmund, Babin, Carr, & Griffin, (2010)

3.7.2 Normality Test

There is a pre-test need to be done which is normality test. It used to examine whether a sample can be fit into standard normal distribution. It can also either present in the form of mathematics and graphic. According to Kothari (2004), normal distribution is a perfect bell-shaped curve, and it is symmetrical. When the curve is distorted either to the right side or left side, then it will have asymmetrical distribution and have skewness. In this research, this test can determine will dependent variable normally distributed on independent variable. The acceptable skewness and kurtosis is between -2 and +2, so that it will have normal distribution of data (George & Mallery, n.d.).

3.7.3 Descriptive Analysis

Descriptive analysis is to describe the basic characteristics of the data in the research. It provided a simple summarisation on the sample and measure. In this research, descriptive analysis is used to describe, summarise and present the data, to have clearer analyse and understanding of the results. It is used to analyse the demographic data collected from respondents in Section A of the questionnaire.

3.7.4 Inferential Analysis

3.7.4.1 Pearson Correlation Analysis

This analysis is to measure the linear relationship on its strength and direction between variables (Bolboaca & Jäntschi, 2006). It will affect by coefficient values, either positive or negative, from -1 to +1. For -1, it is decreasing relationship, while for +1, it has an increasing relationship, and variables correlated perfectly. If the value is zero, then variables are not correlated with each other.

Table 3.3: Rules of Thumb for Correlation Coefficient

Coefficient Range	Strength of Association
± 0.91 to ± 1.00	Very high correlation
± 0.70 to ± 0.89	High correlation
± 0.50 to ± 0.69	Moderate correlation
± 0.30 to ± 0.49	Low correlation
± 0.00 to ± 0.29	Little if any correlation

Source: Adopted from Asuero, Sayago, & González (2006)

3.7.4.2 Multicollinearity Test

When the degree of correlation between independent variables is high, then the problem that will occur is multicollinearity (Kothari, 2004). Multicollinearity is a situation where two or more predictors are correlated. The standard error of coefficient will increase if multicollinearity happen. Multicollinearity will cause variables that are significant and become insignificant. Therefore, to solve this problem, multicollinearity test should be run by investigating the tolerance so that that multicollinearity can be found. It used the differences of every independent variable to test. In collinearity statistic, there are tolerance and Variance Inflation Factor (VIF). VIF will directly impact on tolerance value. When VIF score is equal to 1 or less than 1, it will be no multi-collinearity. When VIF score above 3.3, it is likelihood to be collinear. When the VIF score above 5, there is a possibility to be collinear. When the score of VIF is above 10, then the item should be removed as there is a problem of multicollinearity. The higher the VIF, the high level of multicollinearity (Hair & William, 2014).

Table 3.4: Rules of thumb for VIF

Variation Inflation Factor Value (VIF)	**Multicollinearity Problem**
1 and below	No collinearity issue
>3.3	Likelihood collinearity
>5.0	Probable collinearity
>10	Collinearity issue

Source: Developed for the research

3.7.4.3 Multiple Regression Analysis

Multiple regression analysis is a statistical technique to predict the relationship among variables that have reason and result, also to analyse the relationship between one dependent variable and more independent variables. The coefficient of many different determinants are adjusted R square, and it shows the percentage of variation in the dependent variable is discussed by the variation of independent variables (Zikmund et al., 2010). In this research, multiple regression used to understand and examine whether the usage intention of Airbnb mobile apps among Malaysians can be forecasted based on performance expectancy, effort expectancy, electronic word of mouth, trust and satisfaction.

The general equation of multiple regression as below:

$$\mathbf{Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \ldots\ldots + b_nX_n}$$

Whereby,

Y = Dependent Variable

a = Constant variable / Intercept of equation

b = Slope coefficient related with each independent variables

X = Independent variables use to forecast Y

3.8 Chapter Summary

As a conclusion, this chapter discussed research design, data collection methods, sampling design, research instrument, and construct measurement, so that it will have a better understanding on how data being collected from respondents. All analyses and interpretation of results that received from survey will be presented in next chapter.

CHAPTER 4 DATA ANALYSIS

4.0 Introduction

In chapter 4, the results from the survey questionnaire that were distributed will be discussed. The data were analysed by Statistical Package for Social Science (SPSS). The targeted respondents are Malaysian. The results will be analysed in Descriptive analysis, Reliability test, Pearson Correlation Analysis and Multiple Linear Regression. There are a total number of 408 respondents participated in the questionnaires. However there are only 382 can be used for analysis after the process of data cleaning.

4.1 Reliability Test

Table 4.1: Result of Reliability Test (Cronbach's Alpha)

Variables	Cronbach's Alpha	Number of items
Independent Variables:		
Performance Expectancy	0.888	4
Effort Expectancy	0.908	4
Electronic Word of Mouth	0.827	3
Trust	0.918	5
Satisfaction	0.864	3
Dependent Variable:		
Airbnb mobile application usage intention	0.777	3

Source: Developed for the research

Based on table 4.1, reliability test was to measure the reliability of independent variables which are performance expectancy, effort expectancy, electronic word of mouth, trust and satisfaction and dependent variable which is Airbnb mobile application usage intention.

The highest Cronbach's Alpha value among variables is trust with a Alpha coefficient value of 0.918 and measured by five items. Then, it followed by effort expectancy with

a Alpha coefficient value of 0.908 and measured by four items; performance expectancy with a Alpha coefficient value of 0.888 and measured by four items; satisfaction with a Alpha coefficient value of 0.864 and measured by three items; electronic word of mouth with a Alpha coefficient value of 0.827 and measured by three items, and Airbnb mobile application usage intention with a Alpha coefficient value of 0.777 and measured by three items.

According to Zikmund et al. (2010), trust and effort expectancy have excellent reliability. This is because when Cronbach's alpha value ranged at 0.90 or above, then the variable is an excellent strength of relationship. For performance expectancy, satisfaction and electronic word of mouth have very good reliability. For Airbnb mobile application usage intention, it has good reliability. As long as the value is more than 0.6, then the variable can be accepted, and it is reliable (Hair & William, 2014). In conclusion, all variables are reliable and acceptable for the research.

4.2 Descriptive Analysis

4.2.1 Respondent Demographic Profile

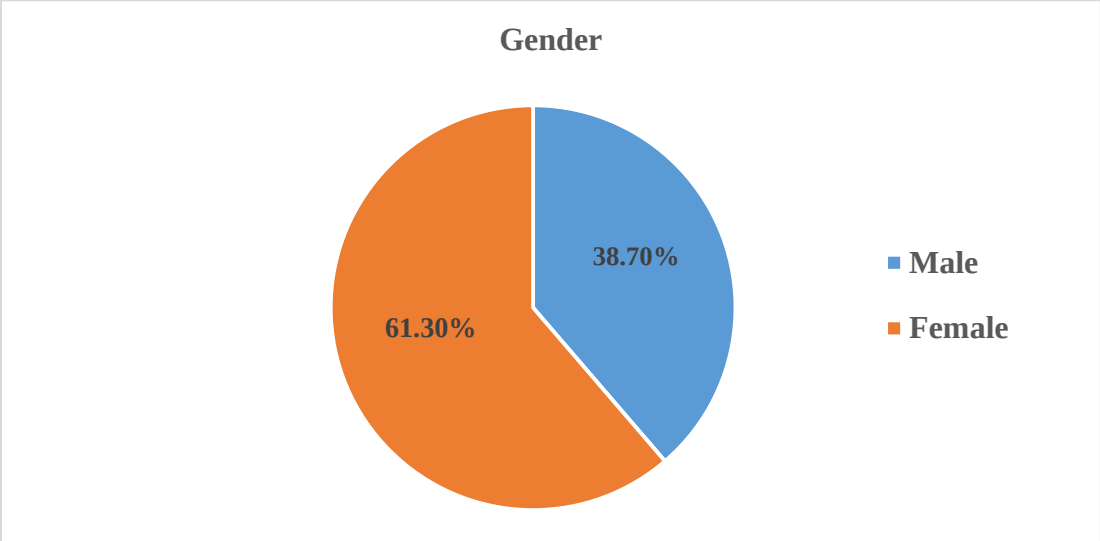
4.2.1.1 Gender

Table 4.2: Gender of respondents

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	234	61.3	61.3	61.3
	Male	148	38.7	38.7	100.0
	Total	382	100.0	100.0	

Source: Developed for the research

Figure 4.1: Gender of respondents



Source: Developed for the research

Table 4.2 and Figure 4.1 represent the gender of 382 targeted respondents who participated in the questionnaire. For male, there are 148 which accounted for 38.7%; while for female, there are 234 which accounted for 61.3%. Female respondents are higher than male respondents for 22.6%.

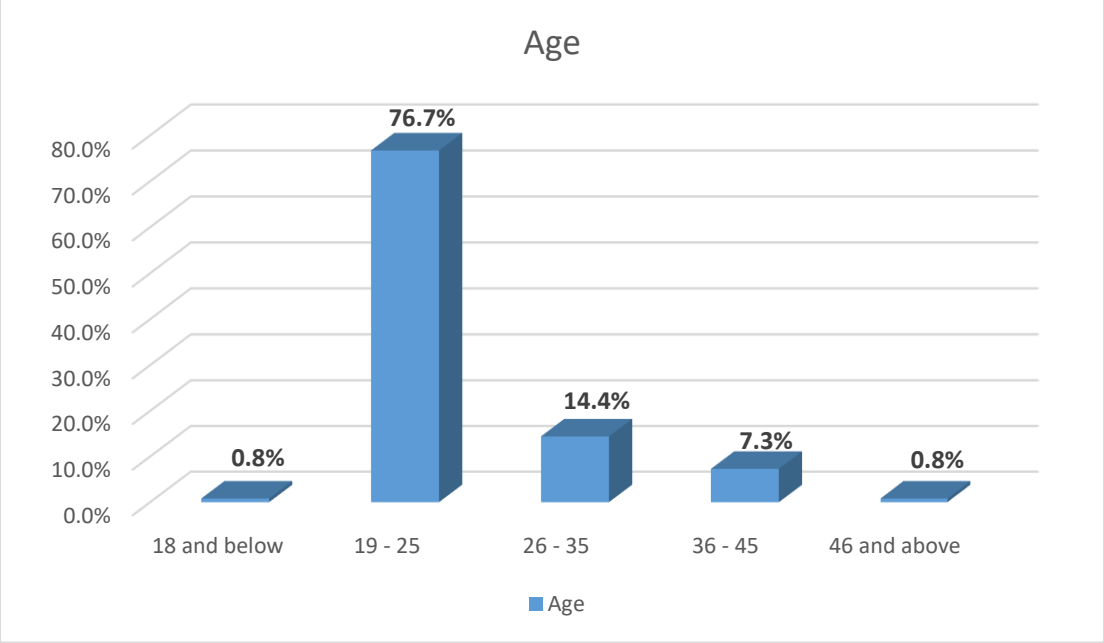
4.2.1.2 Age

Table 4.3: Age of respondents

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 and below	3	0.8	0.8	0.8
	19 - 25	293	76.7	76.7	77.5
	26 - 35	55	14.4	14.4	91.9
	36 - 45	28	7.3	7.3	99.2
	46 and above	3	0.8	0.8	100.0
	Total	382	100.0	100.0	

Source: Developed for the research

Figure 4.2: Age of respondents



Source: Developed for the research

Table 4.3 and Figure 4.2 represent the age of 382 respondents who participated in the questionnaire. There are five age groups which are 18 years old and below, followed by 19 – 25 years old, 26 – 35 years old, 36 – 45 years old and 45 years old and above. For 18 years old and below, it consists of 3 respondents and accounted for 0.8%. For 19 – 25 years old, it consists of 293 respondents and accounted for 76.7%. For 26 – 35 years old, it consists of 55 respondents and accounted for 14.4%. For 36 – 45 years old, it consists of 28 respondents and accounted for 7.3%. For 45 years old and above, it consists of 3 respondents and accounted for 0.8%.

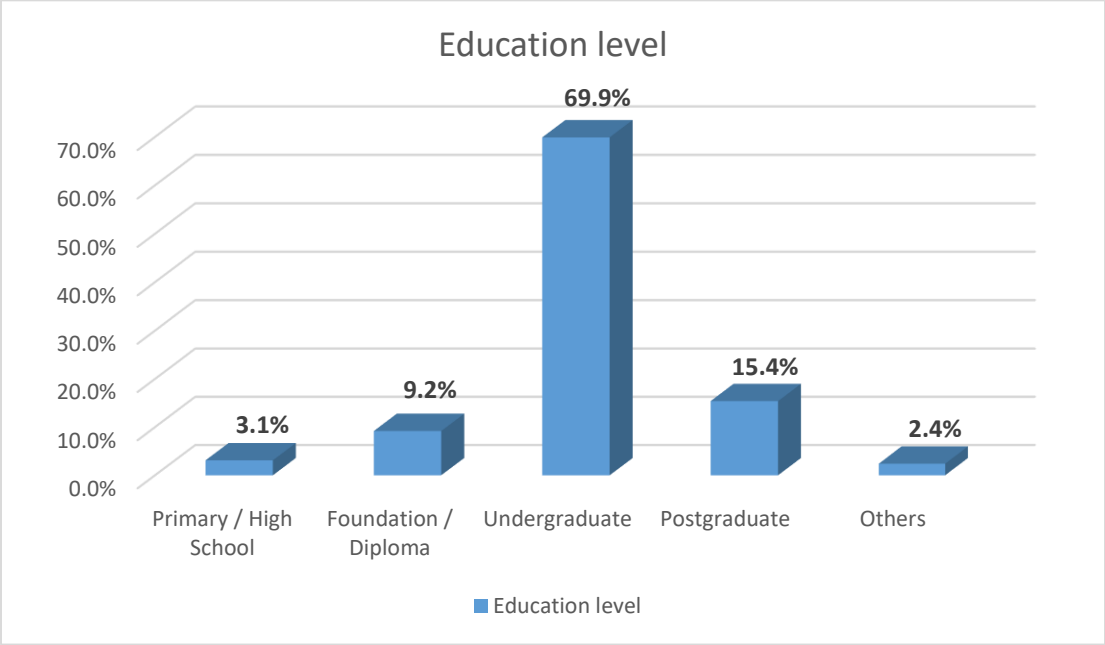
4.2.1.3 Education Level

Table 4.4: Education level of respondents

Education Level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary / High School	12	3.1	3.1	3.1
	Foundation / Diploma	35	9.2	9.2	12.3
	Undergraduate	267	69.9	69.9	82.2
	Postgraduate	59	15.4	15.4	97.6
	Others	9	2.4	2.4	100.0
	Total	382	100.0	100.0	

Source: Developed for the research

Figure 4.3: Education level of respondents



Source: Developed for the research

Table 4.4 and Figure 4.3 represent the education level of 382 respondents. There are five groups of education level, which are primary or high school, foundation or diploma, undergraduate, postgraduate and others such as ACCA. For primary or high school, it consists of 12 respondents and accounted for 3.1%. For foundation or diploma, it consists of 35 respondents and accounted for 9.2%. For undergraduate, it consists of 267 respondents and accounted for 69.9%. For postgraduate, it consists of 59 respondents and accounted for 15.4%. For others, it consists of 9 respondents who are ACCA, A-Levels and Matriculation and accounted for 2.4%.

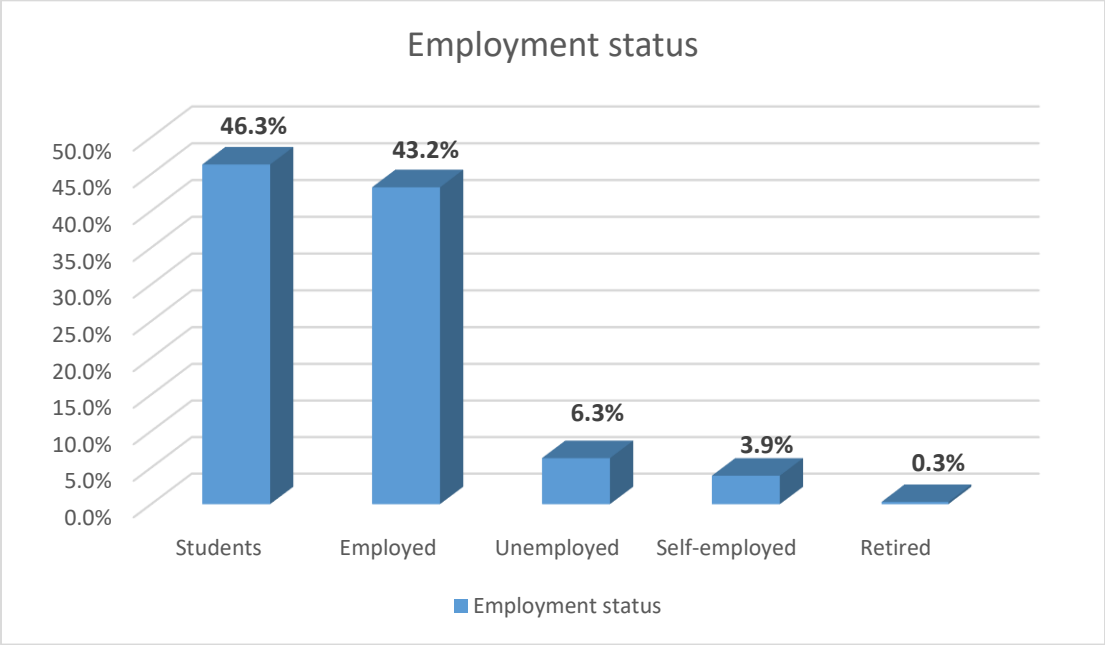
4.2.1.4 Employment status

Table 4.5: Employment status of respondents

Employment status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	177	46.3	46.3	46.3
	Employed	165	43.2	43.2	89.5
	Unemployed	24	6.3	6.3	99.7
	Self-employed	15	3.9	3.9	93.5
	Retired	1	0.3	0.3	100.0
	Total	382	100.0	100.0	

Source: Developed for the research

Figure 4.4: Employment status of respondents



Source: Developed for the research

Table 4.5 and Figure 4.4 represent the employment status of respondents. There are five employment status which are students, employed, unemployed, self-employed and retired. For students, it consists of 177 respondents and accounted for 46.3%. For employed, it consists of 165 respondents and accounted for 43.2%. For unemployed, it consists of 24 respondents and accounted for 6.3%. For self-employed, it consists of 15 respondents and accounted for 3.9%. For retired, it consists of 1 respondent and accounted for 0.3%.

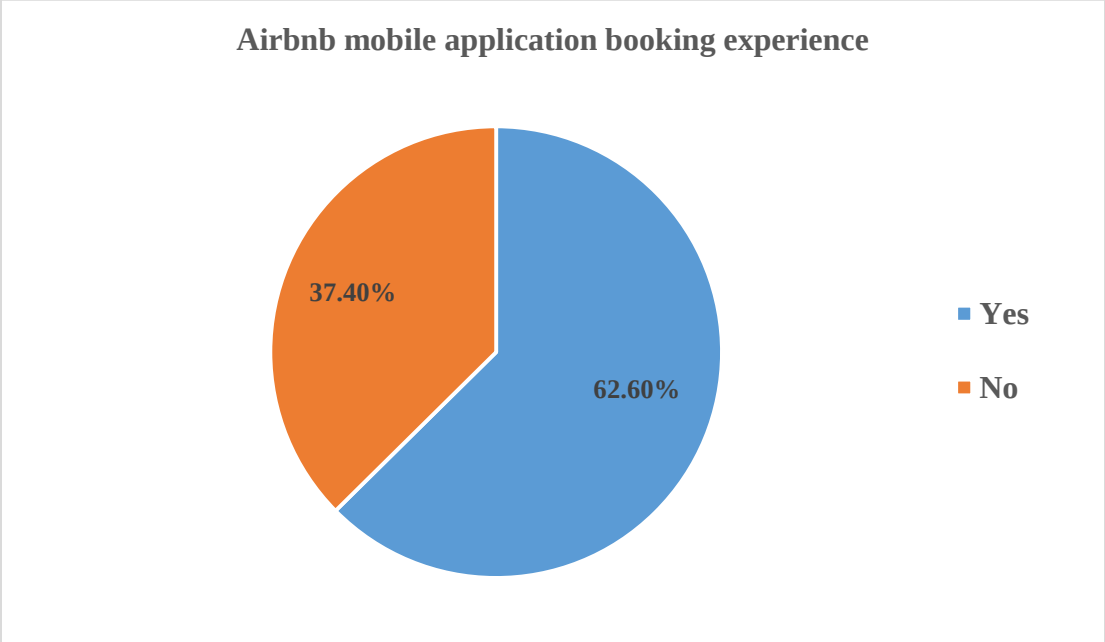
4.2.1.5 Airbnb mobile application booking experience

Table 4.6: Airbnb mobile application booking experience

Airbnb mobile application booking experience		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	239	62.6	62.6	62.6
	No	143	37.4	37.4	100.0
	Total	382	100.0	100.0	

Source: Developed for the research

Figure 4.5: Airbnb mobile application booking experience



Source: Developed for the research

Table 4.6 and Figure 4.5 represent whether the respondents have experience in booking accommodation by using Airbnb mobile application. Based on the results, there are 239 respondents used Airbnb mobile application to book accommodation and accounted for 62.6%; while there are 143 respondents did not use Airbnb mobile application to book accommodation when travelling overseas and it accounted for 37.4%.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.7: Pearson Correlation Analysis

		PE	EE	EWOM	TR	SA	UI
PE	Pearson Correlation	-					
EE	Pearson Correlation	.619**	-				
EWOM	Pearson Correlation	.448**	.562**	-			
TR	Pearson Correlation	.503**	.616**	.422**	-		

SA	Pearson Correlation	.625**	.698**	.536*	.688**	-	
UI	Pearson Correlation	.539**	.455**	.325*	.485**	.524**	-

Source: Developed for the research

** Correlation is significant at the 0.01 level (2-tailed).

Note:

PE: Performance Expectancy

EE: Effort Expectancy

TR: Trust

SA: Satisfaction

UI: Usage Intention

According to Asuero et al., (2006) as aforementioned in Chapter 3, when the coefficient range is between 0.9 and 1, it has very high correlation between independent variables and dependent variable; coefficient range between 0.7 and 0.89, it has high correlation; coefficient range between 0.5 and 0.69, it has moderate correlation; coefficient range between 0.3 and 0.49, it has low correlation.

PE has the strongest correlation with usage intention compared to other independent variables which is 0.539, followed by SA which is 0.524, TR which is 0.485, EE which is 0.455 and EWOM which is 0.325. Based on table 4.7, the correlation is significant at two-tailed test with 0.01 level. There are positive relationship between independent variables (PE, EE, EWOM, TR and SA) and dependent variable (UI).

4.3.2 Multiple Regression Analysis

As aforementioned in Chapter 3, multiple regression analysis is used to predict and analyse the relationship between dependent variable (UI) and independent variables (PE, EE, EWOM, TR and SA).

Table 4.8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.606[a]	0.367	0.359	0.52304
a. Predictors: (Constant), SA, EWOM, PE, TR, EE				

Source: Developed for the research

Table 4.8 indicated the model summary of the analysis. There are regression value (R), regression square (R square), adjusted regression square and standard error of the estimate. In Table 4.8, the regression value (R) is 0.606, and it is the correlation between independent variables (PE, EE, EWOM, TR and SA) and dependent variable

(UI). For R Square, it showed 0.367. This value indicated that 36.7% of dependent variable could explain for independent variables. Therefore, 36.7% variance of Airbnb mobile application usage intention among Malaysians can tell by the variance of PE, EE, EWOM, TR and SA. For adjusted R Square, it showed 0.359. For standard error of the estimate, it showed 0.52304.

Table 4.9: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.720	5	11.944	43.659	0.000[b]
	Residual	102.864	376	0.274		
	Total	162.584	381			
a. Dependent Variable: UI						
b. Predictors: (Constant), SA, EWOM, PE, TR, EE						

Source: Developed for the research

The results in Table 4.9 were generated from the Analysis of Variance (ANOVA). For F statistic, it is to represent the output of significant test for Regression value. While for significant value, it indicated the result of the research which to know the significant relationship between independent variables and dependent variable.

Based on Table 4.9, the F value is 43.659, and the significant value (p-value) is 0.000, it is less than alpha 0.05. Thus, there are more than one independent variables have significant relationship with dependent variable in this study.

Table 4.10: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.744	0.205		3.627	0.000
	PE	0.354	0.061	0.323	5.778	0.000
	EE	0.011	0.065	0.011	0.166	0.869
	EWOM	-0.005	0.046	-0.006	-0.115	0.909
	TR	0.205	0.063	0.190	3.235	0.001
	SA	0.199	0.073	0.187	2.735	0.007
a. Dependent Variable: UI						

Source: Developed for the research

PE: ($\beta = 0.323$, $t = 5.778$, p-value = $0.000 < 0.05$) Hence, it is significant.

EE: ($\beta = 0.011$, $t = 0.166$, p-value = $0.869 > 0.05$) Hence, it is insignificant.

EWOM: ($\beta = -0.006$, $t = -0.115$, p-value = $0.909 > 0.05$) Hence, it is insignificant.

TR: ($\beta = 0.190$, $t = 3.235$, p-value = $0.001 < 0.05$) Hence, it is significant.

SA: ($\beta = 0.187$, $t = 2.735$, p-value = $0.007 < 0.05$) Hence, it is significant.

Based on Table 4.10, the linear equation can be formed as:

Airbnb mobile application usage intention

= 0.744 + 0.354 (PE) + 0.011 (EE) – 0.005 (EWOM) + 0.205 (TR) + 0.199 (SA)

Based on Table 4.10, there is a significant relationship between PE (0.000), TR (0.001) and SA (0.007) and the usage intention of Airbnb mobile application among Malaysians. Meanwhile, there is insignificant relationship between EE (0.869) and EWOM (0.909) and the usage intention of Airbnb mobile application among Malaysians.

Besides, the higher the beta value of independent variables, the stronger the effect by independent variables towards the dependent variable. The highest beta value is PE which is 0.354, while the lowest beta value is EWOM which is -0.005. Moreover, based on the equation above, the beta value for PE is 0.354. It means that when PE increases of one unit, then it will increase 0.354 units in Airbnb mobile application usage intention and others remain constant. Then, it followed by EE where beta value for EE is 0.011. It means that when EE increases of one unit, then it will increase 0.011 units in Airbnb mobile application usage intention and others remain constant. The beta value for EWOM is -0.005. It means that when EWOM decreases of one unit, then it will decrease -0.005 units in Airbnb mobile application usage intention and others remain constant. The beta value for TR is 0.205. It means that when TR increases of one unit, then it will increase 0.205 units in Airbnb mobile application usage intention and others remain constant. The beta value for SA is 0.199. It means that when SA increases of one unit, then it will increase 0.199 units in Airbnb mobile application usage intention and others remain constant.

In addition, standardized coefficient can determine the level of influential among PE, EE, EWOM, TR and SA towards UI. Based on Table 4.10, PE has the strongest effect as it has the highest standardised beta value which is 0.323. Therefore, PE is the important predictor of Airbnb mobile application usage intention among Malaysians. It followed by TR (0.190), SA (0.187), EE (0.011) and EWOM (-0.006).

4.3.3 Hypotheses Testing

Hypothesis 1

H1: There is a significant positive relationship between performance expectancy and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary. ($\beta = 0.323$, $t = 5.778$, p-value $= 0.000 < 0.05$)

Refer to Table 4.10, the significant value of PE was 0.000, it is lower than 0.05 ($p = 0.000 < 0.005$). Thus, hypothesis 1 is accepted. There is a significant relationship between performance expectancy and Airbnb mobile application usage intention.

Hypothesis 2

H2: There is a significant positive relationship between effort expectancy and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary. ($\beta = 0.011$, $t = 0.166$, p-value = $0.869 > 0.05$)

Refer to Table 4.10, the significant value of EE was 0.869, it is higher than 0.05 ($p = 0.869 > 0.005$). Thus, hypothesis 2 is rejected. There is no significant relationship between effort expectancy and Airbnb mobile application usage intention.

Hypothesis 3

H3: There is a significant positive relationship between electronic word of mouth and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary. ($\beta = -0.006$, $t = -0.115$, p-value = $0.909 > 0.05$)

Refer to Table 4.10, the significant value of electronic word of mouth was 0.909, it is higher than 0.05 ($p = 0.909 > 0.005$). Thus, hypothesis 3 was rejected. There is no significant relationship between electronic word of mouth and Airbnb mobile application usage intention.

Hypothesis 4

H4: There is a significant positive relationship between trust and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.

($\beta = 0.190$, $t = 3.235$, p-value $= 0.001 < 0.05$)

Refer to Table 4.10, the significant value of trust was 0.001, it is lower than 0.05 ($p = 0.001 < 0.005$). Thus, hypothesis 4 was accepted. There is a significant relationship between trust and Airbnb mobile application usage intention.

Hypothesis 5

H5: There is a significant positive relationship between satisfaction and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.

($\beta = 0.187$, $t = 2.735$, p-value $= 0.007 < 0.05$)

Refer to Table 4.10, the significant value of satisfaction was 0.007, it is lower than 0.05 ($p = 0.007 < 0.005$). Thus, hypothesis 5 was accepted. There is a significant relationship between satisfaction and Airbnb mobile application usage intention.

4.4 Chapter Summary

In conclusion, 382 sets of questionnaires have analysed by SPSS software. In this chapter, it discussed descriptive analysis of demographic profile, reliability test, Pearson Correlation Analysis, Multiple Linear Regression. For the results that have been analysed, it will be discussed more in Chapter 5.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

In this chapter, data analysis and results discussed in previous chapter will be summarised and further explained on major findings. The implication and limitation of this study, as well as recommendations for future studies will be discussed.

5.1 Summary of Statistical Analysis

5.1.1 Reliability Test

Reliability test was to measure the reliability of independent variables which are PE, EE, EWOM, TR and SA and dependent variable which is usage intention of Airbnb mobile app.

Based on Table 4.6 in Chapter 4, the highest Cronbach's Alpha value among variables is TR with a value of 0.918. Then, it followed by EE with a value of 0.908; PE with a

value of 0.888; SA with a value of 0.864; EWOM with a value of 0.827, and UI of Airbnb mobile app with a value of 0.777.

Based on Table 3.2 which is the rules of thumb for Cronbach's Alpha Coefficient Value, TR and EE have excellent strength of association, as their alpha value is above 0.90. While for PE, SA and EWOM are very good on strength of association, as their alpha value fall between 0.8 and less than 0.9. For the dependent variable (UI of Airbnb mobile app), it has good strength of association, as its alpha value falls between 0.7 to less than 0.8. Therefore, all variables have good reliability and acceptable for the research, as all values are above 0.6 (Hair & William, 2014).

5.1.2 Descriptive Analysis

In this research, there are 382 respondents who are eligible and participated. In the demographic profile, there are 61.3% which is 234 respondents are female, and 38.7% which is 148 respondents are male. Female respondents are much higher than male respondents.

Besides, the majority of respondents are aged between 19 and 25 years old which accounted for 76.7% (293 respondents). It followed by the age group of 26 years to 35 years old which accounted for 14.4% (55 respondents). Then, the age group of 36 years to 45 years old accounted for 7.3% (28 respondents). The minority of respondents are from the age group of 18 years old and below and 46 years and above which accounted for only 0.8% (3 respondents) respectively.

Furthermore, the majority of respondents are at the level of undergraduate which accounted for 69.9% (267 respondents). It followed by postgraduate which accounted for 15.4% (59 respondents). Then, the level of foundation accounted for 9.2% (35 respondents). For primary or high school, it accounted for 3.1% (12 respondents). For others, it consists of 9 respondents who are ACCA, A-Levels and Matriculation and accounted for 2.4%.

In addition, the majority of respondents are students which accounted for 46.3% (177 respondents), then followed by respondents who are employed which accounted for 43.2% (165 respondents). The remaining are unemployed and self-employed which accounted for 6.3% (24 respondents) and 3.9% (15 respondents) respectively. In employment status of respondents, retired has accounted for only 0.3% (1 respondent).

Moreover, there are 62.6% (239 respondents) have booking experience on Airbnb mobile application, and 37.4% (143 respondents) have no booking experience on Airbnb mobile application.

5.1.3 Pearson Correlation Analysis

Based on Table 4.7 in chapter 4, performance expectancy has the strongest correlation with usage intention compared to other independent variables which is 0.539. It followed by satisfaction which is 0.524, trust which is 0.485, effort expectancy which is 0.455 and electronic word of mouth which is 0.325. Performance expectancy and

satisfaction has moderate correlation, while trust, effort expectancy and electronic word of mouth have low correlation. The correlation is significant at two-tailed test with 0.01 level. There are positive relationship between independent variables (PE, EE, EWOM, TR and SA) and dependent variable (UI).

5.1.4 Multiple Regression Analysis

Regression Model

= 0.744 + 0.354 (PE) + 0.011 (EE) – 0.005 (EWOM) + 0.205 (TR) + 0.199 (SA)

Based on Table 4.8 in chapter 4, the regression value (R) is 0.606, and it is the correlation between independent variables (PE, EE, EWOM, TR and SA) and dependent variable (UI). For R Square, it showed 0.367. This value indicated that 36.7% variance of Airbnb mobile application usage intention among Malaysians could explain by the variance of PE, EE, EWOM, TR and SA. For adjusted R Square, it showed 0.359. For standard error of the estimate, it showed 0.52304.

Based on Table 4.9 in chapter 4, the F value is 43.659, and the significant value (p-value) is 0.000, it is less than alpha 0.05. Therefore, there are more than one independent variables have significant relationship with dependent variable in this study.

Based on Table 4.10 in chapter 4, from the significant value (p-value), it showed that performance expectancy (p = 0.000), trust (p = 0.001), satisfaction (p = 0.007), effort expectancy (p = 0.869) and electronic word of mouth (p = 0.909). Therefore, PE, TR and SA have significant relationship on the usage intention of Airbnb mobile app, as p-value is lower than 0.05. Meanwhile, there is insignificant relationship between EE and EWOM and the usage intention of Airbnb mobile app, as p-value is higher than 0.05.

Besides, the highest beta value is PE which is 0.354, while the lowest beta value is EWOM which is -0.005. Then, it followed by EE where beta value for EE is 0.011; beta value for TR is 0.205 and beta value for SA is 0.199. Moreover, PE has the strongest effect as it has the highest standardised beta value which is 0.323. Therefore, PE is the important predictor of Airbnb mobile app usage intention among Malaysians. It followed by TR (0.190), SA (0.187), EE (0.011) and EWOM (-0.006).

5.2 Discussion of Major Findings

This section discussed the relationship between independent variables (PE, EE, EWOM, TR and SA) and dependent variable (UI of Airbnb mobile app). Table 5.1 will summarise the result of hypotheses testing.

Table 5.1: Result of Hypotheses Testing

Hypotheses	Result		Determination
	β-value	p-value	
H1: There is a significant positive relationship between performance expectancy and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.	0.323	0.000	Accepted
H2: There is a significant positive relationship between effort expectancy and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.	0.011	0.869	Rejected
H3: There is a significant positive relationship between electronic word of mouth and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.	-0.006	0.909	Rejected
H4: There is a significant positive relationship between trust and Airbnb mobile application usage intention	0.190	0.001	Accepted

among Malaysians when planning their travel itinerary.			
H5: There is a significant positive relationship between satisfaction and Airbnb mobile application usage intention among Malaysians when planning their travel itinerary.	0.187	0.007	Accepted

Source: Developed for the research

Note: $p < 0.05$ = Accepted; $p > 0.05$ = Rejected

5.2.1 Performance expectancy (PE) and Usage Intention of Airbnb Mobile Application

Based on Table 5.1, performance expectancy (PE) with a beta value of 0.323 and p-value of 0.000. This finding indicated that PE has significant positive relationship with usage intention of Airbnb mobile app among Malaysians as p-value is lower than 0.05. Hence, it is accepted. This is because consumers think that a useful app can help them to perform important task in shorter time and more productive. The result is in line with few past research by Benjangjaru and Vongurai (n.d.); Cheng and Yee (2014); Ghalandari (2012); Jeon (2018); Shadkam (2014).

Mobile payment service use mobile app to pay, while Airbnb mobile app use for searching, comparing and booking for accommodation. According to Benjangjaru & Vongurai (n.d.), PE positively influence on the intention to adopt mobile payment in Bangkok, as consumers want the features of application to be useful and tend to use it flawlessly during the process, they may not see the differences in between traditional and mobile app payment method, so mobile service providers have to improve the usefulness from time to time. Besides, PE can enhance the effectiveness of the process of online purchase (Cheng & Yee, 2014). It indicated that when the information system will bring advantages or help them to perform, then people will tend to use it.

In addition, according to Ghalandari (2012), PE is one of the significant factors on influencing the behavioural intention of online banking services, because consumers think that the online banking services is useful and able to improve their performance, then they will tend to use it. It is consistent with past studies that PE has significant effect on behavioural intention on mobile wallet services, as consumers think that mobile wallet services will be more comfortable and convenience compare to traditional payment method (Madan & Yadav, 2016). Therefore, it indicated that Airbnb mobile app might able to improve users' performance and more convenience for users compared to traditional method for searching or booking for accommodation.

Furthermore, according to Jeon (2018), PE is the major determinant on consumer's intention to use smartphone apps for flight ticket bookings, consumers think that the usefulness of apps is important as it may help them more quickly on booking flight ticket and save time. Smartphone app with different features will motivate consumers to use a smartphone for booking flight ticket. As in this research, PE is one of the most influential factors on usage intention of Airbnb mobile app. When the app with different and various features, as well as it helps users in saving time and perform better,

then consumers will tend to use the mobile app. In conclude, consumers want the app to be useful and can be used smoothly, as it can enhance the effectiveness of the process.

5.2.2 Effort expectancy (EE) and Usage Intention of Airbnb Mobile Application

Based on Table 5.1, effort expectancy (EE) with a beta value of 0.011 and p-value of 0.869. This findings indicated that EE has no significant relationship with usage intention of Airbnb mobile application among Malaysians as p-value is higher than 0.05. Hence, it is rejected. This may because consumers might think Airbnb mobile application is not easy to use and inconvenience, they believe that it is better to use laptop or desktop as it is more convenient, not only can arrange itinerary easily, while also planning for itinerary. This result is aligned with past research studies by Cheng and Yee (2014); Jeon (2018); Madan and Yadav (2016).

According to Jeon (2018), EE has no significant effect on the consumer's intention to use smartphone apps for flight ticket booking. Instead of using smartphone apps for flight ticket booking, they will prefer more on using laptop, as laptop has wider screen, so consumers able to see it clearer, as well as convenience on arranging itinerary (Jeon, 2018). Moreover, consumers may be only shop, search around for the information or compare the price that they would like to know, but it does not mean that they will purchase via online, even though the online system is excellent and easy to use. Consumers may buy or do it on other channels (Cheng & Yee, 2014).

In addition, according to Madan & Yadav (2016), EE is an insignificant factor on affecting the behavioural intention of mobile wallet services, consumers think that using the application to pay might create some problems on browsing or during the process of transactions, also the speed coverage for some areas. It might be a problem in Malaysia. Based on State of Mobile Network Report for Malaysia, in some regions or areas, 4G speeds are quite slow, not all telecommunication cover all states and have fast speed (State of Mobile Networks Report Malaysia, 2018). In conclude, EE is insignificant on the usage intention of Airbnb mobile app may due to there are other better ways to perform what they want, even though the system is easy to use and functional.

5.2.3 Electronic word of mouth (EWOM) and Usage Intention of Airbnb Mobile Application

Based on Table 5.1, electronic word of mouth (EWOM) with a beta value of -0.006 and p-value of 0.909. This findings indicated that EWOM has no significant relationship with usage intention of Airbnb mobile application among Malaysians as p-value is higher than 0.05. Hence, it is rejected. This is because users may easily get positive and negative information or consulting from online, but it does not mean the user intends to use or purchase, while they may also concerning on price, value or convenience of the accommodation for their travel. Consumers may do comparison on price. For example, accommodation price in Booking.com app is much more cheaper than Airbnb mobile app, then users will tend to use other apps. EWOM will affect by the source credibility, perceived value, perceived price and the obtained information volume (Liebana & Alonso, 2017). This result is in line with past research studies by Liebana and Alonso (2017); Kala and Chaubey (2018); Sa'ait, Kanyan and Nazrin (2016).

According to Kala and Chaubey (2018), EWOM is insignificant on the purchase intention of lifestyle products. Online reviews and information may not influence consumers to purchase, and this is because users might focus on brand of the product instead of recommended product. The users may only look for information for better understanding of the products and its features (Kala & Chaubey, 2018). The users may also not use the system or application yet, and they did not use it frequently (Liebana & Alonso, 2017). Therefore, this indicated that consumers might prefer to the products or services that they have used it before for travelling and stick with what they used to.

Besides, according to Sa'ait et al., (2016), relevance EWOM is not a significant factor on purchase intention. This is because users may only scan the information they need and search the information in a short time or with no effort. They may also only read important information or most relevant information. The users may prefer more on what they want (Sa'ait et al., 2016). For example, as in this research, users will not only focus on online reviews, while also focus on the location, price and value. Therefore, even the online review for particular accommodation is well commented by other users, and people might only take it for reference.

5.2.4 Trust (TR) and Usage Intention of Airbnb Mobile Application

Based on Table 5.1, trust (TR) with a beta value of 0.190 and p-value of 0.001. This findings indicated that TR has significant relationship with usage intention of Airbnb mobile application among Malaysians as p-value is lower than 0.05. Hence, it is accepted. This is because when consumers believe and trust Airbnb mobile application

may help them to perform task, think that they are responsible, keep commitment all the time, as well as have strong security system and protection over privacy, then consumers will use it. This result is aligned with past research studies by Cheng & Yee (2014); Shadkam (2014); Wen (2011); Madan and Yadav (2016); Benjangjaru & Vongurai (n.d.).

According to Jeon (2018), TR is significant effect on consumer's intention to use smartphone apps for flight ticket booking, and consumers think that smartphone apps should reliable, responsible and trustworthy. Consumers also believe that security of the application is essential such as transaction process, protection over information and provision of truthful. When consumers believe and trust in the application, they will tend to use smartphone apps for flight ticket booking (Jeon, 2018). Besides, consumers will have transactions via the online system, so they will prefer to use trustworthy online system or services (Cheng & Yee, 2014; Shadkam, 2014; Wen, 2011)

Besides, according to Benjangjaru & Vongurai (n.d.), trust is significant positive effect on the intention to adopt mobile payment in Bangkok, consumers think that it is essential that the application should have creditability and strong security confidential especially security of information and transactions, so that consumers will trust and be confident to the mobile payment service. Moreover, research by Madan and Yadav (2016) showed that TR is one of the important factors on influencing behavioural intention of mobile wallet services, consumers emphasise on mobile wallet transaction, as it will involve consumer's information. When the mobile app is trustworthy, then consumers will tend to use (Madan and Yadav, 2016).

5.2.5 Satisfaction (SA) and Usage Intention of Airbnb Mobile Application

Based on Table 5.1, satisfaction (SA) with a beta value of 0.187 and p-value of 0.007. This findings indicated that SA has significant relationship with usage intention of Airbnb mobile application among Malaysians as p-value is lower than 0.05. Hence, it is accepted. This is because if consumers think that the Airbnb mobile app may meet their expectation or requirements, then consumers will tend to use Airbnb mobile app. This result is aligned with past research studies by Cassandra (2014); Kim and Lee (2011); Chen (2009); Siahaan and Legowo (2019).

According to Chen (2009), satisfaction has significant impact on usage intention of the information system, this is because customer satisfaction heavily affect purchase intention (Taghizadeh, 2013). Similary, Siahaan and Legowo (2019) argue satisfaction is the most influential factor affecting on behavioural intention of mobile transportation app. When consumers satisfy with Airbnb app, thus the intention to use will increase.

In addition, a study conducted by Kim and Lee (2011) on the consumer satisfaction on Korea low cost carrier found that satisfaction is a vital factors that influencing behavioural intention. When consumers' expectation met or exceed their expectation, they are satisfied and thus have the intention to use.

This argument also supported by Ali (2016), where he posited the higher the customer satisfaction he/she perceived, the more likely he/she will have the intention to purchase (Anderson & Srinivasan, 2003; Bai et al., 2008; Wang et al., 2015). Therefore, this

study postulates the higher the consumer satisfaction on Airbnb apps, the higher the intention to use the app for accomodation booking.

5.3 Implication of Study

In this research, there are few implications to be discussed on the factors that influence the usage intention of Airbnb mobile application among Malaysian while travelling overseas. As the growth of technology is rising rapidly, there are many choices on different kinds of mobile app for booking accommodation. Therefore, there is a need to investigate for further research in future and for marketers to improve these information systems.

Performance expectancy (PE) is the most significant determinants affecting the usage intention of Airbnb mobile app among Malaysians. The result indicated that Malaysians would have intention to use Airbnb mobile app when they think that the application is useful when they plan for travel itinerary. As when users believe it is useful, so that they can get things done more quickly and productive. Therefore, the result in this research can act as a guideline for the service providers or marketers to improve mobile application by creating more features and enhance the usefulness to attract more users, as well as researchers for further investigation and study.

Besides, trust (TR) is one of the major determinants that influencing on the usage intention of Airbnb mobile app among Malaysians. This result showed that it is essential to have trust between sellers and customers. This is because when people trust

and believe on Airbnb mobile app, then they will tend to use it for their travel plan, as they have confidence towards the mobile payment and think that the mobile app is responsible and keep commitments they made. Thus, this findings may help service providers and marketers to know what should be improved in terms of security of mobile application, protection over personal information and other ways to strengthen their mobile app, as well as researchers for further investigation and study.

Lastly, satisfaction is one of the significant factors that influencing the usage intention of Airbnb mobile app among Malaysians. This results showed that when people satisfy with Airbnb mobile app and they will have intention to use it. Hence, if Airbnb mobile app is good and able to fulfil the requirement, needs or expectations of a person, the person may satisfy with the app, and they will tend to use it for their travel plan. This research may help service providers or marketers to improve more on the quality of mobile application to satisfy different customers' preferences and needs, as well as researchers for further investigation and study.

5.4 Limitation of Study

In this research, there are several limitations faced by the researcher and will be discussed, so that these limitations can be avoided for future research studies. The first limitation is geographical location and time limitation. The questionnaires were distributed randomly through online channel which was Google Forms, and the target respondents were Malaysians. However, the questionnaires were not distributed equally to all states in Malaysia. The respondents were mostly from Kuala Lumpur. Due to time limitation, the researcher was unable to distribute equally to all states in Malaysia, as well as unable to distribute equally on demographic profile. For example,

the percentage of undergraduate (education level) or female (gender) were more than other groups. Thus, it might lead to bias in data collection.

Besides, as the questionnaires were distributed via online Google forms, without any assistance of researcher, some respondents might not understand or misunderstand on the questions, and they will randomly choose an answer. Therefore, it will cause the accuracy of data and results. There was language barrier where the questionnaire constructed in English, some respondents might not understand some of the words, and it will cause the respondents to answer wrongly.

5.5 Recommendation for Future Study

There are few recommendations suggested for future research studies, so it may help future research studies to be more reliable and accurate. The first recommendation is the researcher might choose more survey methods such as printed questionnaire, interview, and so on, in order to have more accurate data. By having printed questionnaire or interview, it is easier for the researcher to explain the questions to the respondent for answering the questions, as the respondents can ask directly when they face problem. Therefore, the data will be accurate.

Besides, the researcher may distribute the questionnaires equally in terms of demographic profile such as location, education level, races and so on, so that it might not happen the problem of bias. The researcher may also have different language versions for the research, as it can involve different kinds of respondents, so researcher

can understand more on perspectives of different respondents, as well as respondents can respond better and understand easily. Then, the data will have high accuracy.

5.6 Chapter Summary

In Chapter 5, there are summary of statistical analysis, discussion on major findings, implication of study, limitation of study and recommendation of study.

In this research, it studied the factors that will influence the usage intention of Airbnb mobile application among Malaysians. Throughout the research, the findings and results showed the relationship between independent variables (performance expectancy, effort expectancy, electronic word of mouth, trust and satisfaction) and dependent variable (usage intention of Airbnb mobile application). Based on the findings and results, performance expectancy, trust and satisfaction are the most significant factors on influencing the usage intention of Airbnb mobile application among Malaysians while the insignificant factors are effort expectancy and electronic word of mouth.

In conclusion, this research may provide a better understanding to service providers, marketers and researchers on usage intention of Airbnb mobile application among Malaysians. Therefore, service providers and marketers may improve and upgrade more features on Airbnb mobile application, as well as provide a guideline for future research studies.

Reference

About Us - Airbnb Newsroom. (2019). Retrieved August 2, 2019, from https://press.airbnb.com/about-us/

Adams, D. A., Nelson, R. R., & Todd, P. A. (1992). Perceived Usefulness, Ease of Use, and Usage of Information Technology: A Replication. *MIS Quarterly*, *16*(2), 227. https://doi.org/10.2307/249577

Aghdaie, S., & Piraman, A. (2011). An analysis of factors affecting the consumer's attitude of trust and their impact on internet purchasing behavior. *International Journal Of*, *2*(23), 147–158. Retrieved from http://search.proquest.com/openview/8425d82921b180897c3f0bae4d722502/1?pq-origsite=gscholar

Airbnb case study. (2018). *Airbnb Boosts Mobile App Install Rate by 19 % Using Branch ' s Powerful Linking Infrastructure*.

Airbnb Launches New Mobile Apps, Introduces 'Host Home' To Provide Smarter Tools For Managing Listings | TechCrunch. (2013). Retrieved August 2, 2019, from https://techcrunch.com/2013/11/12/airbnb-ios-android-apps/

Airbnb Revenue; App Download Estimates from Sensor Tower - Apple App Store. (2019). Retrieved July 31, 2019, from https://sensortower.com/ios/publisher/airbnb-inc/401626266

Airbnb Statistics (2019): Users, Booking, Financials & Fun Facts. (2019). Retrieved July 30, 2019, from https://muchneeded.com/airbnb-statistics/

Ajzen, I. (1991). *The Theory of Planned Behavior*.

Akturan, U., & Tezcan, N. (2012). Mobile banking adoption of the youth market: Perceptions and intentions. *Marketing Intelligence and Planning*, *30*(4), 444–459. https://doi.org/10.1108/02634501211231928

Albugami, M., & Bellaaj, M. (2014). THE CONTINUED USE OF INTERNET BANKING : COMBINING UTAUT2 THEORY AND SERVICE QUALITY MODEL 2 . INTERNET BANKING IN SAUDI ARABIA Copyright © Institut Fidal inc (2014). *Journal of Global Management Research*, (2003), 11–28.

Alford, B. L., & Biswas, A. (2002). The effects of discount level, price consciousness and sale proneness on consumers' price perception and behavioral intention.

Journal of Business Research, *55*(9), 775–783. https://doi.org/10.1016/S0148-2963(00)00214-9

Alhidari, A., Iyer, P., & Paswan, A. (2015). Personal level antecedents of eWOM and purchase intention, on social networking sites. *Journal of Customer Behaviour*, *14*(2), 107–125. https://doi.org/10.1362/147539215x14373846805707

Ali, F. (2016). Hotel website quality, perceived flow, customer satisfaction and purchase intention. *Journal of Hospitality and Tourism Technology*, *7*(2), 213–228. https://doi.org/10.1108/JHTT-02-2016-0010

AlQudah, A. A. (2014). Accepting Moodle By Academic Staff At the University of Jordan: Applying and Extending Tam in Technical Support Factors. *European Scientific Journal*, *10*(18), 183–200. https://doi.org/10.19044/esj.2014.v10n18p%p

Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, *20*(2), 123–138. https://doi.org/10.1002/mar.10063

As A Rare Profitable Unicorn, Airbnb Appears To Be Worth At Least $38 Billion. (2018). Retrieved August 10, 2019, from https://www.forbes.com/sites/greatspeculations/2018/05/11/as-a-rare-profitable-unicorn-airbnb-appears-to-be-worth-at-least-38-billion/#28a7db662741

Asghar Afshar Jahanshahi. (2012). Analyzing the effects of electronic commerce on organizational performance: Evidence from small and medium enterprises. *African Journal of Business Management*, *6*(22), 6486–6496. https://doi.org/10.5897/ajbm11.1768

Asuero, A. G., Sayago, A., & González, A. G. (2006). The correlation coefficient: An overview. *Critical Reviews in Analytical Chemistry*, *36*(1), 41–59. https://doi.org/10.1080/10408340500526766

Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, *27*(3), 391–402. https://doi.org/10.1016/j.ijhm.2007.10.008

Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory.* - *PsycNET*. Retrieved from https://psycnet.apa.org/record/1985-98423-000

Bansal, H. S., & Taylor, S. (2015). *Investigating the Relationship Between Service Quality, Satisfaction and Switching Intentions*. 304–313. https://doi.org/10.1007/978-3-319-13141-2_107

Benjangjaru, B., & Vongurai, R. (n.d.). *Behavioral Intention of Bangkokians To Adopt Mobile*.

Bhattacherjee, A. (2001). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly, 25*(3), 351–370.

Bickart, B., & Schindler, R. M. (2001). Internet Forums As Influential. *Journal of Interactive Marketing, 15*(3), 31–40.

Bolboaca, S.-D., & Jäntschi, L. (2006). Pearson versus Spearman, Kendall's tau correlation analysis on structure-activity relationships of biologic active compounds. *Leonardo Journal of Sciences*, *5*(9), 179–200.

Bong, W. Z. (2017). *INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND LOYALTY AND eWOM TOWARDS CONSUMERS' PURCHASE INTENTION*.

Booking.com's Competitors, Revenue, Number of Employees, Funding and Acquisitions. (2019). Retrieved August 10, 2019, from https://www.owler.com/company/booking

Bowling, A. (2005). Mode of questionnaire administration can have serious effects on data quality. *Journal of Public Health*, *27*(3), 281–291. https://doi.org/10.1093/pubmed/fdi031

Camp, L. J. (2001). *Trust and risk in Internet commerce*. Retrieved from https://mitpress.mit.edu/books/trust-and-risk-internet-commerce

Chan, Y. Y. Y., & Ngai, E. W. T. (2011). Conceptualising electronic word of mouth activity: An input-process-output perspective. *Marketing Intelligence and Planning*, *29*(5), 488–516. https://doi.org/10.1108/02634501111153692

Chen, C. F. (2008). Investigating structural relationships between service quality, perceived value, satisfaction, and behavioral intentions for air passengers: Evidence from Taiwan. *Transportation Research Part A: Policy and Practice*, *42*(4), 709–717. https://doi.org/10.1016/j.tra.2008.01.007

Chen, Y. Y., Huang, W. N., Huang, H. L., & Sung, S. F. (2009). Confirmation of expectations and satisfaction with an on-line service: the role of internet self-efficacy. *Proceedings - 2009 International Conference on New Trends in Information and Service Science, NISS 2009*, 880–885. https://doi.org/10.1109/NISS.2009.60

Cheng, B. L., & Yee, S. W. (2014). Factors Influencing Consumers' Online Purchase Intention: A Study among University Students in Malaysia. *International Journal of Liberal Arts and Social Science*, *2*(8), 121–133. Retrieved from www.ijlass.org

Cheong, J., & Park, M. C. (2005). Mobile internet acceptance in Korea. *Internet Research*, *15*(2), 125–140. https://doi.org/10.1108/10662240510590324

Chevalier, J. A., & Mayzlin, D. (2006). *The Effect of Word of Mouth on Sales: Online Book Reviews*. *XLIII*(August), 345–354.

Chih Chung, C. (2016). The exploration on network behaviors by using the models of Theory of planned behaviors (TPB), Technology acceptance model (TAM) and C-TAM-TPB. *African Journal of Business Management*, *7*(30), 2976–2984. https://doi.org/10.5897/ajbm11.1966

Chiu, Y. Bin, Lin, C. P., & Tang, L. L. (2005). Gender differs: Assessing a model of online purchase intentions in e-tail service. *International Journal of Service Industry Management*, *16*(5), 416–435. https://doi.org/10.1108/09564230510625741

Chiu, C. M., Hsu, M. H., Sun, S. Y., Lin, T. C., & Sun, P. C. (2005). Usability, quality, value and e-learning continuance decisions. *Computers and Education*, *45*(4), 399–416. https://doi.org/10.1016/j.compedu.2004.06.001

Compeau, D., Higgins, C. A., Huff, S., & Huff, S. (2014). *SOCIAL COGNITIVE THEORY AND INDIVIDUAL REACTIONS TO COMPUTING TECHNOLOGY : A LONGITUDINAL STUDY1*. *23*(2), 145–158.

Conner, M., & Norman, P. (2005). *P R E D I C T I N G Health Behaviour Mark Conner and Paul Norman*.

Dahlberg, T., & Mallat, N. (2002). Mobile Payment Service Development - Managerial Implications Of Consumer Value Perceptions. *Proceedings of the Tenth European Conference on Information Systems*, (January 2002), 649–657. Retrieved from http://is2.lse.ac.uk/asp/aspecis/20020144.pdf

Davis, A., & Khazanchi, D. (2008). An Empirical Study of Online Word of Mouth as a Predictor for Multi-product Category e-Commerce Sales. *Electronic Markets*, *18*(2), 130–141. https://doi.org/10.1080/10196780802044776

Davis, F. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, *13*(3), 319–340. https://doi.org/10.1016/S0305-0483(98)00028-0

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, *35*(8), 982–1003. https://doi.org/10.1287/mnsc.35.8.982

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992). *Extrinsic and Intrinsic Motivation to Use Computers in the Workplace' FRED D. DAVIS~*.

Deci, E. L., & Ryan, R. M. (2008). *Self-Determination Theory : A Macrotheory of Human Motivation , Development , and Health*. *49*(3), 182–185. https://doi.org/10.1037/a0012801

Dimock, M. (2019). Where Millennials end and Generation Z begins | Pew Research Center. Retrieved November 8, 2019, from Pew Research Center website: http://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/

Doney, P. ., & Cannon, J. P. (1997). Trust Examination of the Nature of in Buyer-Seller Relationship for assistance. *Journal of Marketing*, *61*(2), 35–51.

Dulle, F. W., & Minishi-Majanja, M. K. (2011). The suitability of the unified theory of acceptance and use of technology (utaut) model in open access adoption studies. *Information Development*, *27*(1), 32–45. https://doi.org/10.1177/0266666910385375

E, K. A., Dw, S. T., & Nl, C. H. (1999). Information technology adoption across time: a crosssectional comparison of pre-adoption and post-adoption beliefs. *MIS Quarterly*, *23*(2), 183–213.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, *61*, 47–55. https://doi.org/10.1016/j.chb.2016.03.003

Fishbein, M. (2008). *Reasoned Action , Theory of*. 1–4. https://doi.org/10.1002/9781405186407.wbiecr017

Forgas, S., Moliner, M. A., Sánchez, J., & Palau, R. (2010). Antecedents of airline passenger loyalty: Low-cost versus traditional airlines. *Journal of Air Transport Management*, *16*(4), 229–233. https://doi.org/10.1016/j.jairtraman.2010.01.001

Gefen, D. (2000). E-commerce: The role of familiarity and trust. *Omega*, *28*(6), 725–737. https://doi.org/10.1016/S0305-0483(00)00021-9

George, D., & Mallery, P. (n.d.). SPSS for Windows Step by Step. *SPSS for Windows Step by Step: A Simple Guide and Reference*, 53–55.

Ghalandari, K. (2012). The Effect of Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions on Acceptance of E-Banking Services in Iran: the Moderating Role of Age and Gender. *Middle-East Journal of Scientific Research*, *12*(6), 801–807. https://doi.org/10.5829/idosi.mejsr.2012.12.6.2536

Goh, S. W. (2017). *FACTORS AFFECTING ADOPTION OF E-PAYMENT AMONG PRIVATE UNIVERSITY STUDENTS IN KLANG VALLEY*.

Grigoroudis, E., & Siskos, Y. (2010). *Customer Satisfaction Evaluation*. https://doi.org/10.1007/978-1-4419-1640-2

Gu, J. C., Lee, S. C., & Suh, Y. H. (2009). Determinants of behavioral intention to mobile banking. *Expert Systems with Applications*, *36*(9), 11605–11616. https://doi.org/10.1016/j.eswa.2009.03.024

Guriting, P., & Oly Ndubisi, N. (2006). Borneo online banking: Evaluating customer perceptions and behavioural intention. *Management Research News*, *29*(January), 6–15. https://doi.org/10.1108/01409170610645402

Hair, J., & William, B. (2014). Multivariate Data Analysis. In *Pearson New International Edition* (7th ed.). https://doi.org/10.1111/j.1467-9574.1962.tb01184.x

Hansen, S. S., & Lee, J. K. (2013). What drives consumers to pass along marketer-generated EWOM in social network games? social and game factors in play. *Journal of Theoretical and Applied Electronic Commerce Research*, *8*(1), 53–68. https://doi.org/10.4067/S0718-18762013000100005

Hardgrave, B. C., & Johnson, R. A. (2003). *Toward an Information Systems Development Acceptance Model : The Case of Object-Oriented Systems Development*. *50*(3), 322–336.

Hirotaka, T., & John, Q. (n.d.). Quality Is More Than Making a Good Product. Retrieved August 23, 2019, from https://hbr.org/1983/07/quality-is-more-than-making-a-good-product

Huang, J. H., Lee, B. C. Y., & Ho, S. H. (2004). Consumer attitude toward gray market goods. *International Marketing Review*, *21*(6), 598–614. https://doi.org/10.1108/02651330410568033

Huete-Alcocer, N. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. *Frontiers in Physiology*, *8*(JUL), 1–4. https://doi.org/10.3389/fpsyg.2017.01256

Hussain, S., Ahmed, W., Jafar, R. M. S., Rabnawaz, A., & Jianzhou, Y. (2017). eWOM source credibility, perceived risk and food product customer's information adoption. *Computers in Human Behavior*, *66*, 96–102. https://doi.org/10.1016/j.chb.2016.09.034

Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, *30*(4), 460–476. https://doi.org/10.1108/02634501211231946

Jambulingam, M. (2013). Behavioural intention to adopt mobile technology among tertiary students. *World Applied Sciences Journal*, *22*(9), 1262–1271. https://doi.org/10.5829/idosi.wasj.2013.22.09.2748

Jeon, H., Ali, F., & Lee, S. (2018). Determinants of consumers ' intentions to use smartphones apps for flight ticket bookings. *The Service Industries Journal*, *0*(0), 1–18. https://doi.org/10.1080/02642069.2018.1437908

Jr, G. . C., & Surprenant, C. (2016). An investigation into the determinants of customer satisfaction. *Uncertain Supply Chain Management*, 263–268. https://doi.org/10.5267/j.uscm.2016.5.002

Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, *9*(2), 143–157. https://doi.org/10.1504/IJSEM.2018.096077

Kang, S. (2014a). Factors influencing intention of mobile application use. *International Journal of Mobile Communications*. https://doi.org/10.1504/ijmc.2014.063653

Kang, S. (2014b). Factors influencing intention of mobile application use. *International Journal of Mobile Communications*, *12*(4), 360. https://doi.org/10.1504/ijmc.2014.063653

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, *53*(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Khadka, K., & Maharjan, S. (2017). *CUSTOMER SATISFACTION AND CUSTOMER LOYALTY*. (November). Retrieved from https://www.theseus.fi/bitstream/handle/10024/139650/khadka_kabu and maharjan_ soniya.pdf?sequence=1

Kim, D. J. (2010). An investigation of the effect of online consumer trust on expectation, satisfaction, and post-expectation. *Information Systems and E-*

Business Management, *10*(2), 219–240. https://doi.org/10.1007/s10257-010-0136-2

Kim, K. K. (2004). Initial Trust and the Adoption of B2C The Case of Internet Banking. *ACM SIGMIS Database*, *35*(2), 50–64.

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*(2), 318–332. https://doi.org/10.1016/j.ijinfomgt.2012.11.006

Kim, Y. K., & Lee, H. R. (2011). Customer satisfaction using low cost carriers. *Tourism Management*, *32*(2), 235–243. https://doi.org/10.1016/j.tourman.2009.12.008

Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Age Internatioanl Publishers.

Kotler, P. T. (2003). *Kotler, Marketing Management | Pearson* (11th ed.). Retrieved from https://www.pearson.com/us/higher-education/product/Kotler-Marketing-Management-11th-Edition/9780130336293.html

Koufaris, M., & Hampton-Sosa, W. (2004). The development of initial trust in an online company by new customers. *Information and Management*, *41*(3), 377–397. https://doi.org/10.1016/j.im.2003.08.004

Krejcie, R. V, & Morgan, D. (1970). Small-Sample Techniques. *The NEA Research Bulletin*, *39*, 99.

Kumar, R. (2019). *Research Methodology: a step by step guide for beginners*. SAGE Publications.

Ladhari, R. (2007). The Effect of Consumption Emotions on Satisfaction and Word-of-Mouth Communications. *Psychology & Marketing*, *24*(12), 1085–1108. https://doi.org/10.1002/mar

Lafraxo, Y., Hadri, F., Amhal, H., & Rossafi, A. (2018). *The Effect of Trust, Perceived Risk and Security on the Adoption of Mobile Banking in Morocco*. *2*(Iceis), 497–502. https://doi.org/10.5220/0006675604970502

Lai, P. (2017). the Literature Review of Technology Adoption Models and Theories for the Novelty Technology. *Journal of Information Systems and Technology Management*, *14*(1), 21–38. https://doi.org/10.4301/s1807-17752017000100002

Lewis, J. D. (1985). *Trust as a Social Reality , Social Forces, 63:4 (1985:June) p.967*. *4*(1), 967–985.

LI, C. A. N., SIAN, L. P., WANG, T. Y., & LI, W. C. (2014). *FACTORS THAT INFLUENCE CUSTOMER SATISFACTION AND BEHAVIOURAL INTENTIONS IN AIRLINE INDUSTRY*. 1–144. https://doi.org/http://dx.doi.org/110.21043/equilibrium.v3i2.1268

Liang, L. J., Choi, H. C., & Joppe, M. (2018). 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. https://doi.org/10.1080/10548408.2016.1224750

Liao, Z., & Cheung, M. T. (2002). Internet-based e-banking and consumer attitudes: An empirical study. *Information and Management*, *39*(4), 283–295. https://doi.org/10.1016/S0378-7206(01)00097-0

Liebana, C., & Alonso, D. S. (2017). Factors that determine the adoption of Facebook commerce: The moderating effect of age. *Journal of Engineering and Technology Management - JET-M*, *44*(2016), 1–18. https://doi.org/10.1016/j.jengtecman.2017.03.001

Liu, C., Marchewka, J. T., Lu, J., & Yu, C. S. (2004). Beyond concern: A privacy-trust-behavioral intention model of electronic commerce. *Information and Management*, *42*(1), 127–142. https://doi.org/10.1016/j.im.2004.01.002

López, M., & Sicilia, M. (2014). Determinants of E-WOM influence: The role of consumers' internet experience. *Journal of Theoretical and Applied Electronic Commerce Research*, *9*(1), 28–43. https://doi.org/10.4067/S0718-18762014000100004

Luarn, P., & Lin, H. H. (2005). Toward an understanding of the behavioral intention to use mobile banking. *Computers in Human Behavior*, *21*(6), 873–891. https://doi.org/10.1016/j.chb.2004.03.003

Madan, K., & Yadav, R. (2016). Behavioural intention to adopt mobile wallet: a developing country perspective. *Journal of Indian Business Research*, *8*(3), 227–244. https://doi.org/10.1108/JIBR-10-2015-0112

Martins, C., Oliveira, T., & Popovič, A. (2014). Understanding the internet banking adoption: A unified theory of acceptance and use of technology and perceived risk application. *International Journal of Information Management*. https://doi.org/10.1016/j.ijinfomgt.2013.06.002

Mathwick, C., Malhotra, N. K., & Rigdon, E. (2002). The effect of dynamic retail experiences on experiential perceptions of value: an internet and catalog comparison☆ ☆Charla Mathwick is Assistant Professor of Marketing at Portland State University. Naresh Malhotra is Regents' Professor at Georgia Institut. *Journal of Retailing*, *78*(1), 51–60. https://doi.org/10.1016/s0022-4359(01)00066-5

Mcknight, D. H., Chervany, N. L., International, S., Commerce, E., & Winter, N. (2014). What Trust Means in E-Commerce Customer Relationships : An Interdisciplinary Conceptual Typology Relationships : Typology An Interdisciplinary Conceptual. *International Journal of Electronic Commerce*, *6*(2), 35–59. https://doi.org/10.1080/10864415.2001.11044235

Min, Q., Ji, S., & Qu, G. (2008). Mobile Commerce User Acceptance Study in China: A Revised UTAUT Model. *Tsinghua Science and Technology*, *13*(3), 257–264. https://doi.org/10.1016/S1007-0214(08)70042-7

Momani, A. M., & Jamous, M. M. (2017). The Evolution of Technology Acceptance Theories. *International Journal of Contemporary Computer Research (IJCCR)*, *1*(1), 51–58. https://doi.org/10.1002/anie.201003816

Moorman, C., Deshpande, R., & Zaltman, G. (1993). Factors Affecting Trust in Market Research Relations. *Journal of Marketing*, *57*(1), 81–101. Retrieved from http://www.jstor.org/stable/1252059

Nakayama, M., Wan, Y., & Sutcliffe, N. (2010). WOM or eWOM or something else: How does the web affect our dependence on shopping information sources? *16th Americas Conference on Information Systems 2010, AMCIS 2010*, *5*, 3515–3525.

Namkung, Y., & Jang, S. C. (2007). Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions. *Journal of Hospitality and Tourism Research*, *31*(3), 387–409. https://doi.org/10.1177/1096348007299924

Nguyen, T. N., Cao, T. K., Dang, P. L., & Nguyen, H. A. (2016). Predicting Consumer Intention to Use Mobile Payment Services: Empirical Evidence from Vietnam. *International Journal of Marketing Studies*, *8*(1), 117. https://doi.org/10.5539/ijms.v8n1p117

Nick Bilton. (2011). Mobile App Revenue to Reach $38 Billion by 2015, Report Predicts - The New York Times. Retrieved July 30, 2019, from https://bits.blogs.nytimes.com/2011/02/28/mobile-app-revenue-to-reach-38-billion-by-2015-report-predicts/?scp=1&sq=mobile apps&st=cse

Oliver, R. L. (1997). Satisfaction- A behavioral perspective on consumer : Review , criticism and contribution. *International Journal of Research Studies in Management*, *3*(1), 75–82. https://doi.org/10.5861/ijrsm.2013.406

Oly Ndubisi, N., Har Lee, C., Cyril Eze, U., & Oly Ndubisi, N. (2011). Analyzing key determinants of online repurchase intentions. *Asia Pacific Journal of Marketing and Logistics*, *23*(2), 200–221. https://doi.org/10.1108/13555851111120498

Oly Ndubisi, N., & Jantan, M. (2003). Evaluating IS usage in Malaysian small and medium-sized firms using the technology acceptance model. *Logistics Information Management*, *16*(6), 440–450. https://doi.org/10.1108/09576050310503411

Parijat, P. (2014). *Victor Vroom ' s Expectancy Theory of Motivation – An Evaluation*. 1–8.

Park, D.-H., Lee, J., & Han, I. (2007). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, *11*(4), 125–148. https://doi.org/10.2753/jec1086-4415110405

Pikkarainen, T., Pikkarainen, K., Karjaluoto, H., & Pahnila, S. (2004). Consumer acceptance of online banking: An extension of the technology acceptance model. *Internet Research*, *14*(3), 224–235. https://doi.org/10.1108/10662240410542652

Poudel, A. (2013). Poudel_Amrit. *MOBILE APPLICATION DEVELOPMENT FOR ANDROID OPERATING SYSTEM*.

Qadeer, S. (2013). Service Quality & Customer Satisfaction: A case study in Banking Sector. *University of Gavle*, (November), 1–101.

Rahul Chadha. (2017). Airbnb Traffic Surges, Surpassing Older Brands - eMarketer. Retrieved July 31, 2019, from https://www.emarketer.com/Article/Airbnb-Traffic-Surges-Surpassing-Older-Brands/1015937

Randy Nelson. (2019). Global App Revenue Reached $19.5 Billion Last Quarter, Up 17% Year-Over-Year. Retrieved July 30, 2019, from https://sensortower.com/blog/app-revenue-and-downloads-q1-2019

Ranganathan, C., & Jha, S. (2011). Examining Online Purchase Intentions in B2C E-Commerce. *Information Resources Management Journal*, *20*(4), 48–64. https://doi.org/10.4018/irmj.2007100104

Rauniar, R., Rawski, G., Yang, J., & Johnson, B. (2014). Technology acceptance model (TAM) and social media usage: An empirical study on Facebook. *Journal of Enterprise Information Management*, *27*(1), 6–30. https://doi.org/10.1108/JEIM-04-2012-0011

Razli, I. A., & Jamal, S. A. (2017). Perceived value in peer-to-peer (P2P) accommodation: A case of Airbnb. *Journal of Tourism, Hospitality & Culinary Arts*, *9*(2), 213–224. Retrieved from https://marketing.wharton.upenn.edu/wp-content/uploads/2017/08/10-19-2017-Fradkin-Andrey-PAPER.pdf%0Ahttps://www.researchgate.net/profile/Mohd_Salehuddin_Mohd_Zahari/publication/320305597_Perceived_value_in_peer-to-peer_P2P_accommodation_A_case_of_Airbnb/

Redbytes Software. (2019). Retrieved July 31, 2019, from https://www.redbytes.in/most-downloaded-apps/

Renny, Guritno, S., & Siringoringo, H. (2013). Perceived Usefulness, Ease of Use, and Attitude Towards Online Shopping Usefulness Towards Online Airlines Ticket Purchase. *Procedia - Social and Behavioral Sciences*, *81*, 212–216. https://doi.org/10.1016/j.sbspro.2013.06.415

Revealed: The travel habits of millennials – Travel Weekly. (2018). Retrieved July 30, 2019, from http://www.travelweekly.com.au/article/revealed-the-travel-habits-of-millennials/

Riffai, M. M. M. A., Grant, K., & Edgar, D. (2012). Big TAM in Oman: Exploring the promise of on-line banking, its adoption by customers and the challenges of banking in Oman. *International Journal of Information Management*, *32*(3), 239–250. https://doi.org/10.1016/j.ijinfomgt.2011.11.007

Rogers, E. M. (1995). Elements of Diffusion - What is Diffusion. In *Diffusion of Innovations*. https://doi.org/citeulike-article-id:126680

Rogers, E. M., & Everett, M. (1995). *DIFFUSION OF Third Edition*.

Sa'ait, N.,Kanyan, A. & Nazrin, M. F. (2016). (2016). *The Effect of E-WOM on Customer Purchase Intention. International Academic Research Journal of Social Science, Vol. 2(1), pp. 73-80*. *2*(1), 73–80.

Sair, S. A., & Danish, R. Q. (2018). Effect of performance expectancy and effort expectancy on the mobile commerce adoption intention through personal innovativeness among Pakistani consumers. *Pakistan Journal of Commerce and Social Science*, *12*(2), 501–520.

Sampling Frame. (n.d.). In *The SAGE Encyclopedia of Social Science Research Methods*. https://doi.org/10.4135/9781412950589.n884

Schiffman, L., & Kanuk, L. (2010). *Schiffman & Kanuk, Consumer Behavior | Pearson* (11th ed.). Retrieved from https://www.pearson.com/us/higher-education/product/Schiffman-Consumer-Behavior-10th-Edition/9780135053010.html

Schoorman, F. D., Mayer, R. C., & Davis, J. H. (2007). *AN INTEGRATIVE MODEL OF ORGANIZATIONAL TRUST: PAST, PRESENT, AND FUTURE*. *32*(2), 344–354.

Schurr, P. H., & Ozanne, J. L. (1985). Influences on Exchange Processes: Buyers' Preconceptions of a Seller's Trustworthiness and Bargaining Toughness. *Journal of Consumer Research*, *11*(4), 939. https://doi.org/10.1086/209028

Sekaran, U. (2003). *RESEARCH METHODS FOR BUSINESS A skill building Approad 4nd edition*.

Shadkam, M., Kavianpour, S., Honarbakhsh, S., & Wan, H. L. (2014). Antecedents of Consumers' Intention to Shop online. *Australian Journal of Basic and Applied Sciences*, *7*(13), 190–197.

Siahaan, M., & Legowo, N. (2019). the Citizens Acceptance Factors of Transportation Application Online in Batam: an Adaptation of the Utaut2 Model and Information System Success Model. *Journal of Theoretical and Applied Information Technology*, *97*(6), 1666–1676.

Simon Kemp. (2019). Digital 2019: Global Internet Use Accelerates - We Are Social. Retrieved July 30, 2019, from https://wearesocial.com/blog/2019/01/digital-2019-global-internet-use-accelerates

Slade, E. L., Dwivedi, Y. K., Piercy, N. C., & Williams, M. D. (2015). Modeling Consumers' Adoption Intentions of Remote Mobile Payments in the United Kingdom: Extending UTAUT with Innovativeness, Risk, and Trust. *Psychology & Marketing*, *32(8)*, 860–873. https://doi.org/10.1002/mar

State of Mobile Networks Report Malaysia | Open Signal. (n.d.). Retrieved November 5, 2019, from https://www.opensignal.com/reports/2018/10/malaysia/state-of-the-mobile-network

Statista DMO. (2019). Malaysia smartphone penetration (share of population) 2017-2023 | Statista. Retrieved August 1, 2019, from https://www.statista.com/statistics/625418/smartphone-user-penetration-in-malaysia/

Stevenson, J. S., Bruner, G. C., & Kumar, A. (2000). Webpage background and viewer attitudes. *Journal of Advertising Research*, *40*(1–2), 29–34. https://doi.org/10.2501/JAR-40-1-2-29-34

Sureshchandar, G. S., Rajendran, C., & Anantharaman, R. N. (2002). The relationship between service quality and customer satisfaction – a factor specific approach. *Journal of Services Marketing*, *16*(4), 363–379. https://doi.org/10.1108/08876040210433248

Taghizadeh, H., Taghipourian, M. J., & Khazaei, A. (2013). The effect of customer satisfaction on word of mouth communication. *Research Journal of Applied Sciences, Engineering and Technology*, *5*(8), 2569–2575. https://doi.org/10.19026/rjaset.5.4698

Taherdoost, H. (2018). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *SSRN Electronic Journal*, *5*(2), 18–27. https://doi.org/10.2139/ssrn.3205035

Tai, P. T., & Liu, G.-S. (2016). A Study of Factors Affecting the Intention to Use Mobile Payment Services in Vietnam. *Economics World*, *4*(6), 10–12. https://doi.org/10.17265/2328-7144/2016.06.001

Tariq, M., Abbas, T., Abrar, M., & Iqbal, A. (2017). E-WOM and Brand Awareness Impact on Consumer Purchase Intention : Mediating Role of Brand Image. *Pakistan Administrative Review*, *1*(1), 84–102.

Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. *International Journal of Medical Education*, *2*, 53–55. https://doi.org/10.5116/ijme.4dfb.8dfd

Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing*, *70*(2), 163–178. https://doi.org/10.1016/0022-4359(94)90013-2

Taylor, S., & Todd, P. A. (1995). Understanding information technology usage: A test of competing models. *Information Systems Research*. https://doi.org/10.1287/isre.6.2.144

Thompson, B. R. L., Higgins, C. A., Na, C., & Howell, J. M. (1991). *Personal Computing : Toward a Conceptual Model of Utilization*. (March), 125–143.

Truong, Y. (2009). An Evaluation of the Theory of Planned Behaviour in Consumer Acceptance of Online Video and Television Services. *The Electronic Journal Information System Evaluation*, *12*(2), 177–186.

Ueltschy, L. C., Laroche, M., Eggert, A., & Bindl, U. (2007). Service quality and satisfaction: An international comparison of professional services perceptions. *Journal of Services Marketing*, *21*(6), 410–423. https://doi.org/10.1108/08876040710818903

Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision Sciences*, *39*(2), 273–315. https://doi.org/10.1111/j.1540-5915.2008.00192.x

Venkatesh, V., Davis, F. D., Venkatesh, V., & Davis, F. D. (2000). *A Theoretical Extension of the Technology Acceptance Model : Four Longitudinal Field Studies*. (October 2018), 185–204.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). USER ACCEPTANCE OF INFORMATION TECHNOLOGY: TOWARD A UNIFIED VIEW. *MIS Quarterly*, *27*(3). https://doi.org/10.1006/mvre.1994.1019

Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012a). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarter*, *36*(1), 157–178.

Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012b). Venkatesh_Thong_Xu_MISQ_forthcoming (GENDER AGE EXPERIENCE). *MIS Quarterly*, *36*(1), 157–178.

Vermaut, G. (2017). Performance Expectancy , Effort Expectancy and Social Influence as Factors Predicting The Acceptance of (Non-) Fluoroscopy-guided Positioning For Radiographs, and The Relationship With Leadership. *Universiteit Gent Masterproef*, *1*(1).

Wang, L., Law, R., Guillet, B. D., Hung, K., & Fong, D. K. C. (2015). Impact of hotel website quality on online booking intentions: ETrust as a mediator. *International Journal of Hospitality Management*, *47*, 108–115. https://doi.org/10.1016/j.ijhm.2015.03.012

Wen, I. (2011). Online Travelers' Decision Makings: A New Equation Model to Evaluate Impacts of Website, Search Intention, and Trust. *Information Technology & Tourism*, *12*(2), 153–173. https://doi.org/10.3727/109830510x12887971002747

Westbrook, R. A. (1981). Sources of Consumer Satisfaction with Retail Outlets. *Journal of Retailing*, *57*(3), 68.

Williams, M. D., Rana, N., Dwivedi, Y., & Lal, B. (2011). Is UTAUT really used or just cited for the sake of it? a systematic review of citations of UTAUT's originating article. *Ecis*. Retrieved from http://is2.lse.ac.uk/asp/aspecis/20110235.pdf

Williams, M. D., Rana, N. P., & Dwivedi, Y. K. (2015). The unified theory of acceptance and use of technology (UTAUT): A literature review. In *Journal of Enterprise Information Management* (Vol. 28). https://doi.org/10.1108/JEIM-09-2014-0088

World Internet Users Statistics and 2019 World Population Stats. (2019). Retrieved July 30, 2019, from https://www.internetworldstats.com/stats.htm

Wu, M.-C. (2016). An Examination of Mobile Application Use Intention through the Unified Theory of Acceptance and Use Technology Model. *The Journal of International Management Studies*, *11*(1), 110–121.

Wu Suen, L. J., Huang, H. M., & Lee, H. H. (2014). A comparison of convenience sampling and purposive sampling. *Journal of Nursing*, *61*(3), 105–111. https://doi.org/10.6224/JN.61.3.105

Xu, J. (David), Benbasat, I., & Cenfetelli, R. T. (2013). Integrating Service Quality with System and Information Quality: An Empirical Test in the E-Service Context. *MIS Quarterly*, *37*(3), 777–794. https://doi.org/10.25300/misq/2013/37.3.05

Xu, Q. (2014). Should i trust him? the effects of reviewer profile characteristics on eWOM credibility. *Computers in Human Behavior*, *33*, 136–144. https://doi.org/10.1016/j.chb.2014.01.027

Yadav, M. S., & Pavlou, P. A. (2013). Marketing in Computer-Mediated Environments: Research Synthesis and New Directions. *Journal of Marketing*, *78*(1), 20–40. https://doi.org/10.1509/jm.12.0020

Yong, C., Kong, X., Lee, Y., Lim Sin, V. A., Ong, Y. I., Ping, C., … Rahman, A. (2018). *Moving into Cashless Society: Factors Affecting Adoption of E-wallet*. (August). Retrieved from http://eprints.utar.edu.my/3089/1/fyp_BF_2018_CYX.pdf

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, *60*(2), 31–46. https://doi.org/10.1007/978-3-319-10996-1_3

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business Research Method 8nd Edition*. 668.

Appendices

Appendix 1: Questionnaire

Research Questionnaire

The Study of Airbnb Mobile Application Usage Intention among Malaysians while travelling overseas

Dear respondents,

I am Ng Yin Mei, an undergraduate student from Faculty of Accountancy and Management (FAM), Universiti Tunku Abdul Rahman. I am a final year student from Bachelor of International Business (Hons).

I would like to enlist your participation for completing this survey for my Final Year Project. The title of this survey is "THE STUDY OF AIRBNB MOBILE APPLICATION USAGE INTENTION AMONG MALAYSIANS WHILE TRAVELLING OVERSEAS". The objective of this survey is to obtain the feedback from Malaysians regarding to the usage intention on Airbnb mobile application.

This questionnaire survey contains three (3) sections:

Section A: Demographic profile

Section B: Evaluate the factors that influence usage intention of Airbnb mobile application

Section C: Usage intention of Airbnb mobile application

This survey will required you to spend about 5 minutes of your time to answer. All questions and answers will be kept strictly confidential. Only overall results will be presented. Your cooperation to participate in this survey will be deeply appreciated.

If you have any question regarding to the survey, please do not hesitate to contact me at 016-9211709 or email to yinmei0917@1utar.my.

Thank you.

Part A: Demographic Profile of Respondents

1. Gender:

   □ Male

   □ Female

2. Age:

   □ 18 years old and below

   □ 19 – 25 years old

   □ 26 – 35 years old

   □ 36 – 45 years old

□ 46 years old and above

3. Education level:

□ Primary/Secondary/High School

□ Foundation / Diploma

□ Degree

□ Postgraduate

□ Other:

4. Are you an Airbnb mobile apps user?

□ Yes

□ No

5. Have you ever booked any accommodation or homestay from Airbnb mobile apps?

□ Yes

□ No

Section B: Evaluate factors that influence usage intention of Airbnb mobile application

In this section, I would like to know your opinion regarding the factors to use Airbnb mobile application. Please rate the extent to which you agree or disagree with each

statement. The answer will be represented using Strongly Disagree (SD) = 1; Disagree (D) = 2, Neutral (N) = 3; Agree (A) = 4 and Strongly Agree (SA) = 5.

Independent variable: Performance Expectancy (PE)

	SD	**D**	**N**	**A**	**SA**
I find Airbnb mobile application is useful when I plan my travel itinerary.	1	2	3	4	5
Using Airbnb mobile application increases my chances of achieving things done in my travel itinerary.	1	2	3	4	5
Using Airbnb mobile application help me to accomplish my travel itinerary planning more quickly.	1	2	3	4	5
Using Airbnb mobile application increases my productivity in planning travel itinerary.	1	2	3	4	5

Independent variable: Effort Expectancy (EE)

	SD	**D**	**N**	**A**	**SA**
Learning how to use Airbnb mobile application is easy for me.	1	2	3	4	5
My interaction or instruction with Airbnb mobile application is clear and understandable.	1	2	3	4	5

I find Airbnb mobile application are easy to use.	1	2	3	4	5
It is easy for me to become skillful at using Airbnb mobile application.	1	2	3	4	5

Independent variable: Electronic Word of Mouth

	SD	**D**	**N**	**A**	**SA**
I will read Airbnb online reviews to know which places make good impression on others.	1	2	3	4	5
I will read Airbnb online reviews to make sure I book the right place.	1	2	3	4	5
I will consult Airbnb online reviews to help choose a good place.	1	2	3	4	5

Independent variable: Trust

	SD	**D**	**N**	**A**	**SA**
I believe Airbnb mobile application will keep promises and commitments they make.	1	2	3	4	5

I believe Airbnb mobile application are trustworthy.	1	2	3	4	5
I believe Airbnb mobile application are honest.	1	2	3	4	5
I believe Airbnb mobile application are responsible.	1	2	3	4	5
I have confidence in Airbnb mobile application.	1	2	3	4	5

Independent variable: Satisfaction

	SD	**D**	**N**	**A**	**SA**
I will feel satisfied if service quality of Airbnb mobile application are good.	1	2	3	4	5
Airbnb mobile application will fulfill my needs and expectations.	1	2	3	4	5
In general, I am satisfied with Airbnb mobile application.	1	2	3	4	5

Section C: Usage intention of Airbnb mobile application

This section reflects an individual's intention to use Airbnb mobile application. Please rate how nearly these statements reflect your usage intention to use Airbnb mobile application in the future. The answer will be represented using Strongly Disagree (SD) = 1; Disagree (D) = 2, Neutral (N) = 3; Agree (A) = 4 and Strongly Agree (SA) = 5.

Dependent variable: Usage intention of Airbnb mobile application

	SD	**D**	**N**	**A**	**SA**
I intend to use Airbnb mobile application in future.	1	2	3	4	5
I may try to use Airbnb mobile application in daily life.	1	2	3	4	5
I will use Airbnb mobile application frequently.	1	2	3	4	5

Appendix 2: SPSS Output

Frequency

Statistics

		Gender	Age	EduLvl	EmpStatus	AirBNB
N	Valid	382	382	382	382	382
	Missing	0	0	0	0	0

Frequency Distribution Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	234	61.3	61.3	61.3
	Male	148	38.7	38.7	100.0
	Total	382	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 18	3	.8	.8	.8
	19 - 25	293	76.7	76.7	77.5
	26 - 35	55	14.4	14.4	91.9
	36 - 45	28	7.3	7.3	99.2
	> 46	3	.8	.8	100.0
	Total	382	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary/HighScool	12	3.1	3.1	3.1
	Foundation/Diplima	35	9.2	9.2	12.3
	Undergraduate	267	69.9	69.9	82.2
	Postgraduate	59	15.4	15.4	97.6
	Others	9	2.4	2.4	100.0
	Total	382	100.0	100.0	

Employment status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	177	46.3	46.3	46.3
	Employed	165	43.2	43.2	89.5
	Self-employed	15	3.9	3.9	93.5
	Unemployed	24	6.3	6.3	99.7
	Retired	1	.3	.3	100.0
	Total	382	100.0	100.0	

AirBNB booking experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	239	62.6	62.6	62.6
	Never	143	37.4	37.4	100.0
	Total	382	100.0	100.0	

Frequencies

Performance Expectancy (PE)

PE1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	4	1.0	1.0	1.3
	3.00	116	30.4	30.4	31.7
	4.00	206	53.9	53.9	85.6
	5.00	55	14.4	14.4	100.0
	Total	382	100.0	100.0	

PE2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	5	1.3	1.3	1.6
	3.00	119	31.2	31.2	32.7
	4.00	217	56.8	56.8	89.5
	5.00	40	10.5	10.5	100.0
	Total	382	100.0	100.0	

PE3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	4	1.0	1.0	1.8
	3.00	113	29.6	29.6	31.4
	4.00	213	55.8	55.8	87.2
	5.00	49	12.8	12.8	100.0
	Total	382	100.0	100.0	

PE4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	7	1.8	1.8	2.1
	3.00	133	34.8	34.8	36.9
	4.00	195	51.0	51.0	88.0
	5.00	46	12.0	12.0	100.0
	Total	382	100.0	100.0	

Effort expectancy (EE)

EE1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	10	2.6	2.6	3.1
	3.00	76	19.9	19.9	23.0
	4.00	204	53.4	53.4	76.4
	5.00	90	23.6	23.6	100.0
	Total	382	100.0	100.0	

EE2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	7	1.8	1.8	2.6
	3.00	93	24.3	24.3	27.0
	4.00	214	56.0	56.0	83.0
	5.00	65	17.0	17.0	100.0
	Total	382	100.0	100.0	

EE3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	5	1.3	1.3	1.8
	3.00	93	24.3	24.3	26.2
	4.00	203	53.1	53.1	79.3
	5.00	79	20.7	20.7	100.0
	Total	382	100.0	100.0	

EE4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	8	2.1	2.1	2.1
	3.00	100	26.2	26.2	28.3
	4.00	204	53.4	53.4	81.7
	5.00	70	18.3	18.3	100.0
	Total	382	100.0	100.0	

Electronic word of mouth (EWOM)

EWOM1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	5	1.3	1.3	1.3
	2.00	8	2.1	2.1	3.4
	3.00	62	16.2	16.2	19.6
	4.00	133	34.8	34.8	54.5
	5.00	174	45.5	45.5	100.0
	Total	382	100.0	100.0	

EWOM2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	3	.8	.8	1.6
	3.00	49	12.8	12.8	14.4
	4.00	151	39.5	39.5	53.9
	5.00	176	46.1	46.1	100.0
	Total	382	100.0	100.0	

EWOM3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	15	3.9	3.9	4.7
	3.00	87	22.8	22.8	27.5
	4.00	157	41.1	41.1	68.6
	5.00	120	31.4	31.4	100.0
	Total	382	100.0	100.0	

Trust (TR)

TR1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	7	1.8	1.8	2.6
	3.00	143	37.4	37.4	40.1
	4.00	196	51.3	51.3	91.4
	5.00	33	8.6	8.6	100.0
	Total	382	100.0	100.0	

TR2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	12	3.1	3.1	3.7
	3.00	129	33.8	33.8	37.4
	4.00	200	52.4	52.4	89.8
	5.00	39	10.2	10.2	100.0
	Total	382	100.0	100.0	

TR3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	10	2.6	2.6	2.9
	3.00	158	41.4	41.4	44.2
	4.00	182	47.6	47.6	91.9
	5.00	31	8.1	8.1	100.0
	Total	382	100.0	100.0	

TR4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	6	1.6	1.6	1.8
	3.00	140	36.6	36.6	38.5
	4.00	199	52.1	52.1	90.6
	5.00	36	9.4	9.4	100.0
	Total	382	100.0	100.0	

TR5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	.5	.5	.5
	2.00	10	2.6	2.6	3.1
	3.00	139	36.4	36.4	39.5
	4.00	192	50.3	50.3	89.8
	5.00	39	10.2	10.2	100.0
	Total	382	100.0	100.0	

Satisfaction (SA)

SA1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	.8	.8	.8
	2.00	3	.8	.8	1.6
	3.00	83	21.7	21.7	23.3
	4.00	213	55.8	55.8	79.1
	5.00	80	20.9	20.9	100.0
	Total	382	100.0	100.0	

SA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	2.00	6	1.6	1.6	1.8
	3.00	121	31.7	31.7	33.5
	4.00	214	56.0	56.0	89.5
	5.00	40	10.5	10.5	100.0
	Total	382	100.0	100.0	

SA3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	7	1.8	1.8	1.8
	3.00	104	27.2	27.2	29.1
	4.00	214	56.0	56.0	85.1
	5.00	57	14.9	14.9	100.0
	Total	382	100.0	100.0	

Usage Intention (UI)

UI1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	.8	.8	.8
	3.00	73	19.1	19.1	19.9
	4.00	232	60.7	60.7	80.6
	5.00	74	19.4	19.4	100.0
	Total	382	100.0	100.0	

UI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	8	2.1	2.1	2.1
	2.00	42	11.0	11.0	13.1
	3.00	152	39.8	39.8	52.9
	4.00	149	39.0	39.0	91.9
	5.00	31	8.1	8.1	100.0
	Total	382	100.0	100.0	

UI3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	4	1.0	1.0	1.0
	2.00	35	9.2	9.2	10.2
	3.00	163	42.7	42.7	52.9
	4.00	144	37.7	37.7	90.6
	5.00	36	9.4	9.4	100.0
	Total	382	100.0	100.0	

Descriptive Analysis

Descriptives

			Statistic	Std. Error
PE	Mean		3.7716	.03050
	95% Confidence Interval for Mean	Lower Bound	3.7116	
		Upper Bound	3.8316	
	5% Trimmed Mean		3.7615	
	Median		4.0000	
	Variance		.355	
	Std. Deviation		.59610	
	Minimum		1.50	
	Maximum		5.00	
	Range		3.50	
	Interquartile Range		.75	
	Skewness		-.035	.125
	Kurtosis		.233	.249
EE	Mean		3.9090	.03351
	95% Confidence Interval for Mean	Lower Bound	3.8431	
		Upper Bound	3.9749	

	5% Trimmed Mean		3.9280	
	Median		4.0000	
	Variance		.429	
	Std. Deviation		.65489	
	Minimum		1.75	
	Maximum		5.00	
	Range		3.25	
	Interquartile Range		.75	
	Skewness		-.339	.125
	Kurtosis		.267	.249
EWOM	Mean		4.1632	.03737
	95% Confidence Interval for Mean	Lower Bound	4.0897	
		Upper Bound	4.2367	
	5% Trimmed Mean		4.2065	
	Median		4.0000	
	Variance		.534	
	Std. Deviation		.73043	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.33	
	Skewness		-.795	.125
	Kurtosis		.693	.249
TR	Mean		3.6607	.03095
	95% Confidence Interval for Mean	Lower Bound	3.5999	
		Upper Bound	3.7216	
	5% Trimmed Mean		3.6563	
	Median		3.8000	
	Variance		.366	
	Std. Deviation		.60486	
	Minimum		1.80	
	Maximum		5.00	
	Range		3.20	
	Interquartile Range		1.00	
	Skewness		-.070	.125
	Kurtosis		-.014	.249
SA	Mean		3.8473	.03146
		Lower Bound	3.7854	

	95% Confidence Interval for Mean	Upper Bound	3.9092	
	5% Trimmed Mean		3.8536	
	Median		4.0000	
	Variance		.378	
	Std. Deviation		.61498	
	Minimum		1.67	
	Maximum		5.00	
	Range		3.33	
	Interquartile Range		.67	
	Skewness		-.295	.125
	Kurtosis		.470	.249
UI	Mean		3.6134	.03342
	95% Confidence Interval for Mean	Lower Bound	3.5477	
		Upper Bound	3.6792	
	5% Trimmed Mean		3.6113	
	Median		3.6667	
	Variance		.427	
	Std. Deviation		.65325	
	Minimum		1.67	
	Maximum		5.00	
	Range		3.33	
	Interquartile Range		1.00	
	Skewness		.076	.125
	Kurtosis		.188	.249

Reliability Analysis

Performance Expectancy (PE)

Case Processing Summary

		N	%
Cases	Valid	382	100.0
	Excluded[a]	0	.0
	Total	382	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.888	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PE1	11.2749	3.370	.723	.868
PE2	11.3272	3.349	.787	.844
PE3	11.2984	3.239	.773	.849
PE4	11.3586	3.312	.736	.863

Effort Expectancy (EE)

Case Processing Summary

		N	%
Cases	Valid	382	100.0
	Excluded[a]	0	.0
	Total	382	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.908	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EE1	11.6675	3.944	.766	.891
EE2	11.7696	3.968	.803	.877
EE3	11.7147	3.926	.817	.872
EE4	11.7565	4.074	.784	.884

Electronic word of mouth (EWOM)

Case Processing Summary

		N	%
Cases	Valid	382	100.0
	Excluded[a]	0	.0
	Total	382	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.827	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EWOM1	8.2775	2.096	.756	.685
EWOM2	8.1963	2.379	.756	.699
EWOM3	8.5052	2.482	.560	.885

Trust (TR)

Case Processing Summary

		N	%
Cases	Valid	382	100.0
	Excluded[a]	0	.0
	Total	382	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.918	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TR1	14.6518	6.075	.754	.906
TR2	14.6178	5.796	.820	.892
TR3	14.6963	6.055	.777	.901
TR4	14.6152	6.038	.805	.896
TR5	14.6335	5.907	.786	.900

Satisfaction (SA)

Case Processing Summary

		N	%
Cases	Valid	382	100.0
	Excluded[a]	0	.0
	Total	382	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.864	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SA1	7.5890	1.576	.712	.837
SA2	7.7932	1.655	.758	.794
SA3	7.7016	1.617	.755	.795

Usage Intention (UI)

Case Processing Summary

		N	%
Cases	Valid	382	100.0
	Excluded[a]	0	.0
	Total	382	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.777	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
UI1	6.8534	2.456	.478	.832
UI2	7.4398	1.664	.638	.677
UI3	7.3874	1.571	.764	.515

Pearson Correlation Analysis

Correlations

		PE	EE	EWOM	TR	SA	UI
PE	Pearson Correlation	1	.619**	.448**	.503**	.625**	.539**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	382	382	382	382	382	382
EE	Pearson Correlation	.619**	1	.562**	.616**	.698**	.455**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	382	382	382	382	382	382
EWOM	Pearson Correlation	.448**	.562**	1	.422**	.536**	.325**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	382	382	382	382	382	382
TR	Pearson Correlation	.503**	.616**	.422**	1	.688**	.485**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	382	382	382	382	382	382
SA	Pearson Correlation	.625**	.698**	.536**	.688**	1	.524**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	382	382	382	382	382	382
UI	Pearson Correlation	.539**	.455**	.325**	.485**	.524**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	382	382	382	382	382	382

**. Correlation is significant at the 0.01 level (2-tailed).

Multiple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.606[a]	.367	.359	.52304

a. Predictors: (Constant), SA, EWOM, PE, TR, EE

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.720	5	11.944	43.659	.000[b]
	Residual	102.864	376	.274		
	Total	162.584	381			

a. Dependent Variable: UI

b. Predictors: (Constant), SA, EWOM, PE, TR, EE

Coefficients[a]

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.744	.205		3.627	.000		
PE	.354	.061	.323	5.778	.000	.539	1.854
EE	.011	.065	.011	.166	.869	.402	2.486
EWOM	-.005	.046	-.006	-.115	.909	.640	1.562
TR	.205	.063	.190	3.235	.001	.490	2.043
SA	.199	.073	.187	2.735	.007	.358	2.792

a. Dependent Variable: UI

Ended