DETERMINANTS OF SATISFACTION AND THE INTENTION TO REUSE AIRBNB SERVICES

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DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my 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 research project 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 24,805.

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<div align="center">
You raise me up, to walk on stormy seas;

You raise me up, to more than I can be!
</div>

DEDICATION

To Mr. Sia Bik Kai, my final year project supervisor,

To my family and my fellow friends and course mate,

And

All the respondents.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

Page

LIST OF APPENDICES

Page

ABSTRACT

In today's world, everything is digital. The sharing economy, facilitated by technology and social media, has grown rapidly around the globe. And the fast paced of technology has transformed traditional lodging business to network base lodging business. Therefore, the traditional lodging industry should be aware that the challenge with e-commerce firms is not quite the same from usual rivalries in the industry, which mainly follows the disruptive technology rules, instead follows the traditional business practices. Based on the integrated the theory of planned behaviour (TPB) and expectancy and disconfirmation theory, two main objectives have been formulated. There are (1) to examine the determinants of customer satisfaction associated with the use of Airbnb services, and (2) to investigate the predictors of repurchase intentions of Airbnb services. The determinants are community belonging, cost savings, environmental impact, familiarity, internet & smartphone capability, service quality, trend affinity, trust, utility, and perceived risk. About 181 respondents aged 21 years or above, resided in Malaysia, and had booked and stayed in Airbnb accommodation at least once were surveyed. As evident from many studies, there has been a swift increase in consumers' preferences towards sharing economy of accommodation in recent years. And this study revealed that few factors such as familiarity, service quality, trust, and utility show a positive relationship with satisfaction. However, the results also indicated that factors such as familiarity, trend, utility, satisfaction, as well as perceived risk show a positive relationship with intention to reuse, except perceived risk, which shows a significant negative association with intention to reuse. Lastly, the researcher suggested few proposals for future studies to expand its generalizability to a broader market and scope.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter give an overview of the research project's problem statements and objectives with the rise of sharing economy, especially Airbnb, which has given rise on the significant of this present study to illustrates on the impact of the change in consumers' perception and behaviour, which help to understand the determinants of satisfaction in using Airbnb services, and the intention to reuse Airbnb in future.

In this study, it will specifically examine the variables of cost savings, community belonging, environmental impact, internet & smartphone capability, service quality, familiarity, trust, trend affinity, utility, and the perceived risk in influencing consumer satisfaction and its behavioural towards repurchase intentions.

This chapter is tabulated by discussing the background of the research, follow by the problem statement, then the research objectives and research questions, and the significance of the study and lastly the chapter layout on the research project.

1.1 Research Background

The rise of internet and e-commerce technology has increased the sharing economy which has opened doors to many business ideas and business models (McNamara,

2015), in which the service companies act as intermediaries and allow consumers to exchange value between them.

Airbnb is a sharing economy accommodation provider which enable collaborative consumption for rooms and residences (Bocker and Meelen, 2017; Liang, Choi & Joppe, 2017; Skjelvik et al., 2017). It is a peer-to-peer e-commerce platform that connects people who would like to sublet their extra spaces in order to supply the accommodation services to the people who would like to rent it (Liang et al., 2017). Airbnb has become one of the most successful e-commerce cases of peer-to-peer platforms, which has cultivated a sharing-economy by created an online marketplace with the functions / features enable for uploading of photos, information searching, exploring and booking of accommodation anywhere in the world. It is similar to online store such as amazon, Taobao, eBay as here retailer register themselves on website and sell goods which they have. Individuals who want to need to turn into a host on Airbnb can upload their room or living photos on Airbnb's platform with details sublet price and description, whereas potential travelers can discover and book the rooms through contact with the host on the platform. The website has features to assure the ideal match in terms of price, area and their accepted standard. Furthermore, both the hosts and visitors have profiles where other users that have been stayed in the room can reviews rate and give comments on Airbnb's website.

The rapid growth of network hospitality platforms has arguably due to technology advancements and innovations that provide an easy access to the tourism industry all over the world. Expectations on the flexibility and convenience are increasing, and together the increased use of digital technologies such as smartphones which has eased the reservation process. From finding a hotel, to check in and check out, to experience and personalize their stay, which has transformed every phase of hospitality industry. As travel is inherently mobile, travelers expect to use their mobile devices to enrich their travel experiences.

According to Hong (2018), sharing economy can be defined as collaborative consumption of economic model based on networking platform which facilitated host and guest community over the marketspace exchange value to goods and services through online platform. And the big data technologies have attributed to made it easier to connect the host and guest together. These sharing economies creates value by offer their underutilized assets such as private assets are shared as services, and in exchange for extra income.

Commented from Zainul (2019) through The Edge Markets, Airbnb provides seniors with important supplement income and an opportunity to interact with new people from diverse countries and backgrounds. Furthermore, silver economy is growing because people recognize the increasing need to create and support initiative that support successful aging.

The fastest-growing Airbnb hosts are seniors, showing there's been a 120% increase in the number of senior hosts over 60 since 2017 ("Airbnb by the Numbers," 2018). The demand for supplement income and an opportunity to interact with new people from diverse countries and backgrounds has increase the senior hosts participating in Airbnb platform. Thus creating entirely new business opportunities to the retired seniors and many are excited to explore a new phase of life (Snippets, 2019).

This helps explain why many stepping out of their comfort zones, pursuing new and interesting hobbies, and discovering meaningful ways to connect with and contribute to their local communities. It also helps explain why today senior hosts are Airbnb's fastest growing host demographic in Malaysia, and in 2018 alone, seniors in Malaysia aged 60 and above earned almost RM9 million from hosting approximately 50,000 guests on Airbnb, which shows an incredible rate 84% year-over-year increase in guest arrivals hosted by senior hosts (Zainul, 2019).

In addition, home sharing services platform like Airbnb obviously has cost advantage over the traditional lodgings (Airbnb Statistics, 2019), which makes it reportedly about

30-60% less expensive than traditional lodgings rates around the world (Hong, 2018). The sharing economy is spreading rapidly as platforms allowed users to gain access to various properties (Bocker and Meelen, 2017). Apparently, it has become a mainstream source of lodging choices. Not surprisingly, the reality is more complex, and this will elaborate further below.

1.2   Problem Statement

Many research has been carried out to study the consumers' preference for sharing economy of accommodation throughout the world with skewed focus on Airbnb (Liang et al., 2017, 2018; Mittendorf & Ostermann, 2017). Sharing economy is not a niche trend anymore (Yaraghi and Ravi, 2017). It is boundless which involves millions of hosts and users that make a profitable trend and many invested in. Toh (2019) comments that Airbnb's host and guest community generated over USD$100 billion in estimated direct economic impact across 30 countries in 2018, and the community has generated approximately RM3bil in estimated direct economic impact in Malaysia last year. There are now over 53,000 listings in Malaysia on Airbnb, and Malaysia continues to be the fastest growing country for Airbnb in Southeast Asia for the second year running ("Airbnb Generates RM3bil," 2019). As evident from many studies, there has been a swift increase in consumers' preferences towards sharing economy of accommodation in the recent years due to significant increase in internet facilitated ability and digital revolution (Belk, 2014; Slee, 2013; Carroll and Romano, 2011; Yaraghi and Ravi, 2017).

With a change in consumers' attitudes and perceptions pertaining the role of sharing economy of these accommodation providers, and the eventually causes a change in the purchase behavior of the consumers, there arise a need to examine and analyze the demographic, various socio-cultural, economical and psychological factors which affecting the purchase decision of consumers for accommodation services (Hyseni et al., 2018; Mohlmann, 2015). There is also a need for a more insights information of

the satisfaction factors which have brought about a pattern shift in the repurchase intentions (Tussyadiah, 2016) of the consumers leading to new trending orientations throughout the world, particularly in Malaysia.

Second, there is neither much knowledge about the users' perspective on their engagement in Airbnb nor why many of them are still hesitate to participate in this emerging trend (Mao and Lu, 2017). Moreover, the **risks** correlated with online bookings are significant dimensions of this e-market domain despite serving as a sharing platform for diverse properties and facilities. As e-commerce has become an important issue with the growth of the internet (Lau, 2019), there are insufficient empirical studies to explore consumer behaviour in the online shopping channel and the **risks** associated (Liang et al., 2017). In fact, research contributions highlighted determinants of the satisfaction of Airbnb services and repurchase decision in conjunction with the perceived risk factor remain uncommon and have a number of deficiencies (Mao and Lu, 2017; Mohlmann, 2015). The coverage of most of the existing studies are only cover limited geographical regions, particularly in Malaysia. Moreover, there are no or very few studies on consumers' risk perception on sharing economy in Malaysia. As the Malaysia sharing economy market is experiencing a momentous hike (Snippets, 2019), a comprehensive study on understanding the market potential and consumer risk perception for sharing economy becomes important.

Third, in the context of sharing economy, trust is assumed to play a crucial role and was even referred to as main drivers for the participation in peer-to-peer rental (Hawlitschek et at., 2016; Liang et al., 2018). Understanding the role of trust in a more fine-grained way will enable research to further explore the behavioural mechanics of the sharing economy, and also guide practitioners in creating viable markets (Hawlitschek et at., 2016).

Forth, many research contributions do not specifically differentiate between various types of sharing economy and lodging industries. However, determinants of the satisfaction with a sharing option or the intention of reuse a sharing option might differ

between different business platform settings such business-to-business (B2B), business-to-consumer (B2C) and consumer-to-consumer (C2C). Hence there is a need for further studies on Airbnb, which is under the umbrella of sharing economy, to recognize the diversity of this phenomenon.

Fifth, the rising of smartphones and mobile apps which has been facilitated wider usage of Airbnb online platform. From the statistical data as of 2019 of International Telecommunications Union which conducted by United Nations agency on information communications technology, the usage of mobile devices has grown dramatically over the past ten years (Penwarden, 2014). With this, this has surge forward an increase in smartphones usage generation and the use of internet access. Therefore, the urge in mobile trends orientation has become apparent that smartphones and internet capabilities cannot be ignores in any marketing research initiatives.

In conjunction to this statistical data shown, which requires a better understanding of consumers' socio-demographic characteristics and their perceived preferences for these facilities along with factors affecting their purchase decisions for sharing economy services. This study intention to fill the existing research gap in an emerging potential market. This study begins with analyzing the market demographic variables such as income, gender, age, occupation and education.

Sixth, the impact and perception of customer satisfaction for repeat business and customer loyalty is not the same for all industries especially in sharing economy platform. To date, attention has focused specifically on the study of satisfaction and intention to use hotel services, whereas little focus has been on the online accommodation service provider. Airbnb, an innovative service phenomenon of network hospitality of accommodation, which are distinct from traditional and long-established business practices such as hotel, this suggests that in order to achieve different users/travelers needs when compared to traditional business practices, it is therefore important to regulate user/travelers satisfaction and reuse intention of this networking accommodation (Tussyadiah, 2016). What determined consumer

satisfaction and behavioral of reuse intention on sharing economy platform may be different from those traditional business practices such as hotel (Tussyadiah, 2016).

Last but not least, understanding the consumer's preferences for accommodation attributes and identifying the factors that affect the purchase behavior of the consumers can help in strengthening lodging business markets across the country. Despite numerous studies carried out and focused on either satisfaction or repurchase intention, only a small number have studied the relationships between service quality, community belonging, environmental impact, cost saving, familiarity, internet & smartphone capability, trend affinity, the perceived risk, utility, and trust in against the consumer satisfaction and its behavioural towards repurchase intentions. The study also has implications for the hospitality industries in terms of providing insights information about consumers' requirements and needs in a fast changing economy.

1.3 Research Questions and Objectives

In view of the above and in respond to fill these research gaps, the objective of this paper aims to study the following research questions:

1.3.1 Research Questions

RQ1: What are the relationships among the key components of service quality, community belonging, environmental impact, cost saving, familiarity, internet & smartphone capability, trend affinity, the perceived risk, utility, and trust on the dimensions of customer satisfaction associated with the use of Airbnb services?

RQ2: What are the relationships among the key components of service quality, community belonging, environmental impact, cost saving, familiarity, internet & smartphone capability, trend affinity, the perceived risk, utility, and trust in influencing the behavioural towards repurchase intentions of Airbnb services?

RQ3: Is there any relationship between satisfaction and the intention to reuse the Airbnb services?

1.3.2 Research Objectives

Based on the research gap identified from the existing literature, this research focused on e-commerce accommodation guest of Airbnb, to study the factors of satisfaction and the reuse intention of behavioral. Through this research, this study intent to provide a clearer perspective and raise awareness, as well as an assessment on the magnitudes of customer needs and the reuse behavioral intention during their stay. Thus, the two main objectives of this study are (1) to examine the determinants of satisfaction associated with the use of Airbnb services, and (2) to investigate the predictors of repurchase intentions of Airbnb services.

1.3.3 Specific Objectives

1a. To examine the relationship between *community belonging* and *satisfaction* towards the use of Airbnb services.

1b. To examine the relationship between *community belonging* and the *intention to reuse* the Airbnb services.

2a. To examine the relationship between *cost savings* and *satisfaction* towards the use of Airbnb services.

2b. To examine the relationship between *cost savings* and the *intention to reuse* the Airbnb services.

3a. To examine the relationship between *environmental impact* and *satisfaction* towards the use of Airbnb services.

3b. To examine the relationship between *environmental impact* and the *intention to reuse* the Airbnb services.

4a. To examine the relationship between *familiarity* and *satisfaction* towards the use of Airbnb services.

4b. To examine the relationship between *familiarity* and the *intention to reuse* the Airbnb services.

5a. To examine the relationship between *internet & smartphone capability* and *satisfaction* towards the use of Airbnb services.

5b. To examine the relationship between *internet & smartphone capability* and the *intention to reuse* the Airbnb services.

6a. To examine the relationship between *service quality* and *satisfaction* towards the use of Airbnb services.

6b. To examine the relationship between *service quality* and the *intention to reuse* the Airbnb services.

7a. To examine the relationship between *trend affinity* and *satisfaction* towards the use of Airbnb services.

7b. To examine the relationship between *trend affinity* and the *intention to reuse* the Airbnb services.

8a. To examine the relationship between *trust* and *satisfaction* towards the use of Airbnb services.

8b. To examine the relationship between *trust* and the *intention to reuse* the Airbnb services.

9a. To examine the relationship between *utility* and *satisfaction* towards the use of Airbnb services.

9b. To examine the relationship between *utility* and the *intention to reuse* the Airbnb services.

10a. To examine the relationship between the *perceived risk* and *satisfaction* towards the use of Airbnb services.

10b. To examine the relationship between the *perceived risk* and the *intention to reuse* the Airbnb services.

11. To examine the relationship between *satisfaction* and the *intention to reuse* the Airbnb services.

1.4 Significance of the Study

The present study aims at providing a better understanding and to deliver the mindset of the network hospitality of accommodation into the lodging industry, in a more focused judgment to the extent of customer satisfaction, as well as the psychological factors that encourage travelers to consider to use Airbnb.

Customer satisfaction is an important element to service providers as it dominant a positive post-purchase behavior, such as repeat sales, or it assist in retaining customers and increase sales and profit (Fornell, 1992; Tussyadiah, 2016). This study contributes towards a clearer understanding of the key determinants that will give the impact to the consumer satisfaction so that will enable managers to focus on the specific field and target more accurately and effectively.

First of all, the results from the present study will enable managers engaged in any e-commerce sharing economy services, lodging and tourism industries as well as local authorities to access valuable insights information into the usage reasons and consumers' preferences. This indicates that e-commerce sharing accommodation may satisfy different user/travelers needs when compared to traditional lodgings, such as the desires and demands for cost savings, the needs for being part of community belonging, to have more sustainable travelling, or a meaningful of social experiences, and so on. Therefore, what determines user/travelers satisfaction and reuse intention on e-commerce sharing accommodation may different from those with a traditional business establishment. More specifically, to gain better understand the behavioral characteristics of consumers in the sharing economy of factors that influence guests' satisfaction with the use of P2P accommodation, and the intention to reuse for the future trips.

Therefore, with this knowledge, managers in the private sector will be able to develop a more strategic plan to handle user relationships in order to be more competitive and to penetrate into this e-commerce sharing accommodation successfully. It also helps hospitality companies to advance their services and improve customer satisfaction in order to meet their needs and wants. Thus, the companies can have repeated sales by developed long term relationship with customer.

Besides that, manager in the government sector and non-business entity might be directed by the objective to encourage sustainable consumption and sharing behavior among civilian. The findings might facilitate and also provide an important perspective

to the government to generates more economic opportunities for local businesses and communities all across Malaysia, especially to the silver economy.

The present study also played a crucial role to provide a clearer picture of the existing e-commerce context, especially in Malaysia, pertaining to P2P accommodation. The important aspects investigated in this research has significant influence on the consumer's decision to consume a product or service online. Therefore, the results can significantly help those entrepreneurs who wants to run a business online, and also help managers in marketing their products or services more effectively to a wider online audience.

Overall, this study intends to provide academia and future researches to fill in the gap as well as contribute to the literature who are interested in doing research in this field. This research helps academia and future researchers to develop better understanding and insights on consumer purchase behavior and what are the factors that affect customer's satisfaction and repurchase intention behavior associated with sharing economy platforms of accommodation stay, or more specifically, Airbnb. Likewise, the findings from this paper serve as testable hypotheses for future quantitative study when studying similar variables.

1.5   Chapter Layout

This research attempts to identify the factors which determine the satisfaction and intention to reuse the Airbnb services in Malaysia. Besides, it is also to assess the interrelationship between the satisfaction and intention to reuse the services again in the future.

Chapter 1 provides the background of the study and an overview of Airbnb, a sharing economy platform, and its growth in economy and the intensity of the study. Besides, by referring to the latest research, the study problems were established for this research

referring to the gaps identified. Subsequently, the aim of the study and the research objectives are presented.

Chapter 2 presents the definition of purchase intention, repurchase intention, customer satisfaction and their key attributes. Besides, theory related to this study was being discussed and an overview of concepts in the Theory of Planned Behaviour (TPB) model and Expectancy-Disconfirmation Model, which wll be adopted in this research, were also discussed in this chapter. Then, a research framework and hypotheses were established and proposed, to further the discussion based on the literatures reviews.

Chapter 3 shows the research methodologies that were used to verify the hypotheses developed. Besides, the research design, measurements of variables, the statistical technique in data collection, sampling test, will be extensively discussed. Furthermore, the statistical tools in data analysis will also presented.

Chapter 4 presents the data analysis, which will be the analysed the data collected using SPSS. Techniques used such as descriptive analysis, factor analysis, multiple regression, test of assumptions for the models, and also hypothesis of the report.

Chapter 5 shows the discussion and conclusion based on the findings. This chapter will be the argument of major findings according to results of the analysis. Besides that, the implications of the study and limitations of the research, and proposal for any future study will also be discussed.

1.6   Conclusion

In this chapter, the researcher has outlined a broad study field, which guides and grasp the attention of the readers by providing the context of the study, such as the problem statements and the research objectives. This study also will lead to the correct direction to complete the project. Lastly, the researcher has explained the significance of the study. This chapter dedicated a concise introduction to the composition of this research

study, and it can be used as a guideline for audiences before carrying on to the coming chapter.

CHAPTER 2

LITERATURE REVIEW

2.0   Introduction

In this chapter, a comprehensive reviews of the research topic through the secondary information, in order to develop the conceptual research framework. Therefore, a proposed research framework will be established in conforming the research objectives and questions as proposed in the chapter 1 before. It also allows researcher to further proceed with investigation and hypotheses testing which will further discuss in the next chapter.

2.1   Review of the Literature

2.1.1   Purchase Intention

Purchase intention is the preference of consumer to buy the product or service, after evaluation (Younus, Rasheed & Zia, 2015). In the context of sharing economy, purchase intention is defined as 'consumers' willingness to purchase certain products or services from the online group buying website (Ailawadi, Neslin, and Gedenk, 2001). Online purchase intention refers to the consumers' willingness with intention to purchase behavior in an online transaction (Jarvenpaa et al., 1999; Meskaran, Ismail & Shanmugam, 2013; Pavlou, 2003).

Purchase intention has been extensively discussed as a focus point to demonstrate buyers' buying behavior in marketing research (Yang & Mao, 2014). The measures of purchase or use intention have been used regularly to determine purchase intentions behavior for products or services in marketing or planning (Juster, 1966; Whitlark et al., 1993). According to Ajzen and Fishbein (1974), individual's behavioral intention was predicted with high accuracy from attitude towards the act and the product of normative belief.

The extent literature in consumer purchase behavior recommends that clients/users make choice to consume/purchase products and services to satisfy their expectations and needs. Furthermore, participation in sharing economy can be seen as a satisfied their specific expectations and needs (Tussyadiah, 2016). This aligned with the Maslow Hierarchy model where their basic need is being satisfied, they will motivate to move upward of needs to achieve higher expectations. Likewise, a motivations correlated with an e-commerce stay context include a communal desire, exchange of social and material resources, or the need to become responsible and non-passive civilians (Tussyadiah, 2016).

The emerging of internet technology enables consumers to online purchase products or services through online store (Kwek, Lau & Tan, 2010), and to search product information via the internet. Zwass and Kendall (1999) characterized the expectation to perform as the buyer's aim to take part in an online trade relationship with an online retailer, for example, sharing and exchange business data, keep up business relationship, and directing any business transactions.

The purchase behavior of online user/clients is related to how they make their decision for their purchases through online store (Lau et al., 2010). Therefore, the determination of the strength of purchase intention in the online-shopping environment will indirectly determine the consumer's intention to pursue a purchasing behavior via the internet (Salisbury, Pearson, Pearson and Miller, 2001). Pavlou (2003) researched on

consumers' acceptance of web based business by clarifying their aims when using web innovative for transactions, was a critical indicator of real transaction of conduct.

2.1.2   Repurchase Intention (Subsequent behavioral intention in the future)

Repurchase intentions have been constantly shown to be an important variable for relationship marketing (Petrick, 2002) and increasing attention (Liang et al., 2017). Repurchase intention is defined as the customer's decision to engage in future activities with the retailer or supplier (Curtis, Abratt, Rhoades & Dion, 2011; Petrick, 2002). According to Petrick (2002), repeat orders indicate more than just a stable source of revenues, and it has been further argued that it is six times cheaper than to plan marketing strategies for retaining customers than to attract a new customer. Thus repeat order from customers provide a potential for free advertising through word-of-mouth and were seems safer method to maintain a client base.

Brown et al. (2003) studied and examined experimental arguing on web user purchase behavior with particular focusing on future behavioral intentions. Previous research shown that buyers who have likelihoods to purchase a product possess higher actual purchasing power than those who do not possess intention to purchase (Berkman and Gilson, 1978). Although it is accepted that the intention to purchase does not hold the same as the actual buying behavior, it has been established that the measures of behavioral intention do have equate as predictive usefulness (Jamieson and Bass, 1989). Such utility is probably going to hold some importance with online retailers on the predictive of purchase behavior and therefore, we speculate that there ought to be an immediate connection between shopping orientation and the web reuse intention as a methods of retail patronage (Brown et al., 2003).

Brown et al. (2003) further claimed that those who had previous experience purchase online made were bound to express a future buying intention than the individuals who

had never purchase online before. Shim and Drake (1990) also commented that customers with strong online repurchase intention usually have prior purchase experiences that assist in reducing their uncertainties. Therefore, prior online purchase experience will have an immediate impact on future online buying intentions behavioral, provided some relative uniqueness feature of the internet as a retail platform. In addition, customers who have prior *online purchase experience* will be more likely to purchase through online than those who lack such experience (Kwek, Lau and Tan, 2010). Besides, many studies also showed that satisfaction itself is not the only way to predict the reuse intention (Liang et al., 2017; Mao & Lu, 2017). Therefore, many also examined the interactions between perceived risk, price sensitivity, community and so on with repurchase intention (Liang et al., 2017).

2.1.3   Satisfaction

Many researches have proposed a virtuous chain of effects from improved customer satisfaction to profits. In particular, satisfaction is thought to leads to higher revenue and profitability (Business International Corporation, 1990). Customer satisfaction is defined as "the individual's perception of the performance of the product or service in relation to his or her expectations" (Schiffman and Kanuk, 2004), or a post-utilization evaluative judgment of services that prompts to large reaction of the experience (Fornell, 1992; Tussyadiah, 2016). However, the literature on customer satisfaction or dissatisfaction suggests that satisfaction is an overall post-purchase evaluation. The significance of customer satisfaction and its place within the overall strategy of the firm was mainly discussed in services marketing and management (Fornell, 1992).

In addition, Curtis et al. (2011) commented that it is important for managers to identify satisfying product attributes from dissatisfying, because dissatisfaction is more likely result to brand switching. Therefore, satisfaction, as an independent variable, is considered to be correlated to consumer loyalty and repurchase behavior (Chow and Zhang, 2008; Liang et al., 2017).

Providing superior customers value leads to satisfaction achieved and repeat purchase has been recognized as a pivotal factor for business success and along with competitive advantage for businesses, including traditional hospitality industries (Kandampully, 2006). The relationship between satisfaction and repeat order such as reuse intention, has not been well examined in many research studies, hence, saying that satisfaction could be a good indicator of reuse behavioral intention (Tussyadiah, 2016). Moreover, empirical studies have argued that consumer satisfaction were positively correlated to consumer retention (Anderson and Sullivan, 1993; Mittal and Kamakura, 2001).

While determinants of satisfaction (Churchill & Surprenant, 1982) and return intention were closely correlated to each other and have been well-researched (Torres and Kline, 2006) in hotel industries. The increasing popularity of sharing economy such as Airbnb points the importance of identifying the determinants of satisfaction and reuse intention behavioral in the context of e-commerce technology (Liang et al., 2018; Mohlmann, 2015; Tussyadiah, 2016). Therefore, it is hypothesized:

H11: The satisfaction level with Airbnb services has a positive relationship with the intention to reuse the sharing option.

2.1.4   Community Belonging

It has been found that people who feel attached to and interact with others enjoy better health than do those who are more isolated. In other words, people associated in the community would like to encounter and experience private and intimate emotional support, want to have a feeling of being part of a community, or belongingness (Tussyadiah, 2016), to gain feelings of social interaction and not being isolated, which will result in higher sense of community belonging (Ross, 2002; Smith, 2011).

Researchers also found that being part of a community group or association, is exceptionally connected with feeling of community belonging, and people will join to

interact each other and group together by sharing a typical intrigue, improvement of social ties and recognizable with each other (Ross, 2002; Smith, 2011).

Motives for participating in the new sharing economy differ individually. The desire to increase social connections is one of the common motivation (Liang et al., 2017; Tussyadiah, 2016; Schor, 2016). Many platforms advertise this feature of their activities, and participants often articulate a desire to meet new people or get to know each other to increase community connectivity.

Despite many previous research, it is unclear the extent to which sense of community belonging contribute to consumption satisfaction. Additionally, consumption satisfaction and sense of community belonging have not been researched in conjunction with Airbnb. This leads to hypothesize the following:

H1a: Community belonging has a positive impact on the satisfaction with Airbnb services.
H1b: Community belonging has a positive impact on the intention of reuse Airbnb services.

2.1.5   Cost Savings

Many research argues that the economic concerns to be the main reason in many cases when participating in collaborative consumption (Bardhi and Eckhardt, 2012). The study of Tussyadiah (2016) concluded that travellers use peer-to-peer accommodation largely due to cost savings and need for social relationships with local community. The cost savings (defined by Tussyadiah (2016) as economic benefits) from this peer-to-peer accommodation stay, which results in saving of total travel cost, allows travellers to take more trips and more affordable.

Furthermore, the longer the stay, the more reduction of cost in accommodation, which enable travellers to spread their traveling budget to a more affordable and longer stay.

It was found that the longer the stay will foster purposeful interactions and social relationship between hosts and tourists, and this will eventually lead to satisfaction with their stay and positive evaluation, as well as return intention (Pizam, Uriely, and Reichel 2000). However, Möhlmann (2015) surveyed car and accommodation sharing users, and founds that cost savings increase satisfaction, but do not affect intention to use the service again. Thus, it is hypothesized that

H2a: Cost savings have a positive effect on the satisfaction with Airbnb services.
H2b: Cost savings have a positive effect on the intention to reuse Airbnb services.

2.1.6 Environmental Impact

As consumption has come to play an increasingly central role in contemporary society, consumer social movements have arisen to challenge and attempt to transform various aspects of it by propagating ideologies of consumption that radicalize mainstream views (Kozinets and Handelman, 2004). Mohlmann (2015) commented it was time of growing skepticism towards an ethical or sustainable consumption, an alternative form of go green campaign.

The rise of 'ethical consumption' during the last quarter of the 20th century have attracted academic interest to seek to understand the growing interest in ethical consumption (Newholm and Shaw, 2007). Similarly, the increasing levels of environmental concern and social consciousness have raised commercial market research into green consumerism in the US market in the 1996s (Robert, 1996). Bocker and Meelen (2017) analyzed the motives for participation in a sharing economy for both service providers and users, and found that economic, social and environmental matters are the important motivation factors for participation in sharing economy.

Sharing platforms, beside it uniqueness and the trends of new technologies, other factors such as economic, environmental, and social factors seems to be motivate participants the most. Indeed, e-commerce sharing economy are generally more cost saving than other markets. It is mainly due to the value can be spread across the whole

supply chain from producers to consumers and with no any intermediator involved (Schor, 2016). Therefore, an Airbnb host, for example, can deliver a room cheaper than other traditional business establishment, such as hotel. Airbnb's maximum platform fee is 20% (Airbnb, 2019), which far less value than traditional agencies charges.

Customer participation in the e-commerce of accommodation has been bound to a communal desire to minimize the negative impact to the environment for over-consumption of resources such as fuels (Bocker and Meelen, 2017; Botsman and Rogers, 2010). The rise in sharing and other forms of exchanges of unproductive assets in the society is seen as a sign of social innovation, with is a strong sense of sustainability motive (Schor and Fitzmaurice, 2015), also, it is frequently argued that the sharing economy have, or may prompt, significant ecological advantage in the form of expanded environmental obligations and responsibilities through maximize the resource efficiencies (Tussyadiah, 2016). However, substantial research has not been carried out so far, either theoretically or empirically. This leads to the following hypotheses:

H3a: Environmental impact has a positive effect on the satisfaction with Airbnb services.

H3b: Environmental impact has a positive effect on the intention to reuse the Airbnb services.

2.1.7 Familiarity

Familiarity is an understanding or knowledge of something, usually refered on past experiences, interactions and information of how to use a particular interface (Luhmann, 2018). It makes it possible to entertain relatively reliable expectations and to absorb the remaining elements of risk.

As such, familiarity deals with a comprehension of the present activities, based on previous experience, on other people or any objects, and also is a precondition of trust

(Gefen, 2000). For example, familiarity with Airbnb, the online accommodation service provider - would be the information on the best way to make used of web search tool to search for rooms and information as required, and make a booking through the website interface. With this familiarity, it would help to reduce complexity and minimize uncertainty by implementing a structure existence, through previous experience (Luhmann, 2018). According to Lamberton and Rose's (2012) research, the levels of familiarity with sharing behavior are highly related to the sharing propensity, while users who lack knowledge of the service showed lower sharing levels. Therefore, in Airbnb home sharing case, enhancing awareness, promoting the knowledge of the new service, and providing the opportunity to reach the service are important. Lastly, Alba and Hutchinson (1987) predicted that users/buyers who were familiar with e-commerce sharing systems were predicted prone to participate, as past/previous knowledge reduces uncertainty to access the platform (Alba and Hutchinson 1987).

Contrary, users who are lack of familiarity with the internet knowledge would have no expectation or intention to buy. Improved familiarity with the e-commerce and its procedures will improve buyer's willingness to ask/inquire about items/products on that merchant's website (Gefen, 2000).

Therefore, familiarity might be a pertinent determinant factor of satisfaction and sign of further usage of the online sharing platform again. It is therefore hypothesized:

H4a: Familiarity has a positive effect on the satisfaction with Airbnb services.

H4b: Familiarity has a positive effect on the intention to reuse Airbnb services.

2.1.8   Internet & Smartphone Capability

2.1.8.1   Internet Capability

The emergence of internet technology, especially Web 2.0, has facilitated many sharing economy nowadays. The internet capability enables people sharing of personal goods and services at unprecedented scale, most prominent example of a huge new sharing economy, is accommodation rental service Airbnb (Belk, 2014). In the context of P2P accommodation, the emerge of internet facilitate the platform-based sharing economy service that enable people to share their underutilized assets (Bocker and Meelen, 2017).

Internet technology not only reduces the transaction time by cut down the distances in which people connected and interacted directly from each other via the internet, but also lowering the transaction costs (Yaraghi and Ravi, 2017), making sharing assets cheaper and easier than ever, therefore possible on a much larger scale (Belk, 2014; Carroll & Romano, 2011; Slee, 2013).

Internet capability also let individuals rate other individuals over the internet and provide recommendations based on those ratings (Slee, 2013). Sabah Chief Minister Datuk Mohd Shafie through The Edge Markets ("Short-term stay accommodation", 2019) suggested that the soared popularity of short-term stay accommodation in recent years mainly due to the internet which has simplifying the reservation process.

Accordingly, internet capability enables users to communicate peer-to-peer through internet would therefore considered a main driver not only for satisfaction with Airbnb, but also the intention of reuse for its services.

2.1.8.2   Smartphone Capability

The widespread phenomena of mobile user to access internet due to the increases of internet capabilities, which led many users access the internet to check the emails (Penwarden 2014; Yaraghi and Ravi, 2017), online hotel booking, (Berelowitz, 2018), online shopping, gamification, searching experiences and many more (Neilpatel, 2019). As we can see, there is a real sense of convenience and urgency in how many people now use mobile devices. It is a global portal for mobile, and the

emergence of mobile technology such as smartphones, with its capabilities and effectiveness to demonstrate various devices through online applications, have made the future outlook communication worldwide (Penwarden, 2014; Yaraghi and Ravi, 2017). This was not surprising as mobile-phones and smartphones have widespread and becomes the most popular form of communication tools in the society (Penwarden, 2014; Yaraghi and Ravi, 2017).

With the emergence of powerful devices that could be a main driver of user satisfaction with the sharing economy platforms, as well as the likelihood to further usage of such services.

In this study, since both the concept of internet and smartphone capabilities are very similar, and the internet capabilities are always leads to the substantial use of smartphone, or more specifically, internet capabilities serve as an essential connection tools to the smartphone usage. Therefore, both internet capabilities and smartphone capabilities will be discussed and hypothesized together since both variables are considered closely dependent. Thus, it is hypothesized that

H5a: Internet & Smartphone capability has a positive effect on the satisfaction with Airbnb services.
H5b: Internet &Smartphone capability has a positive effect on the intention to reuse Airbnb services.

2.1.9   Service Quality

Service quality is a measure of how well the service level delivered meets the customer expectations. Delivering quality service means conforming to customer expectations on a consistent basis (Parasuraman et al., 2013). Individual perceived service quality differently and depends on customer experiences when they consumed the services (Jackie Tam, 2004; Mohlmann, 2015; Parasuraman et al., 2013).

However, knowledge about quality of goods, is insufficient to measure the service quality. Service quality is actually intangibility, heterogeneity, and inseparability

(Parasuraman et al., 2013). Hence, it may be hard for a firm to understand how to measure the service quality and perceived their services (Zeithaml 1981). Not only that, services, especially with high labor intensive, are heterogeneous, i.e. services rendered often varies from one to another (Christopher et al., 1991). Consistency of behavior from service personnel is difficult to assure because services received from consumer may entirely different from what the firms intends to deliver. Third, production and consumption of many services are simultaneously, which are inseparable (Carmen and Langeard 1980). For example, quality occurs during service delivery, usually an interaction between the client and the service provider (Lehtinen and Lehtinen 1991). Firms are increasingly concerned with increasing service quality in order to predict customers' post-purchase behavior.

As a consequence, to examine the relationships between the perceived service quality and satisfaction and also intention to reuse the service has been a focus point of many researchers. This relationship has been confirmed by various empirical studies. Service quality in the context of e-commerce and online platform is totally different from that in offline settings (Ju, Back, Choi & Lee, 2019). A study by Jackie Tam (2004) revealed that, the perceived service quality was found to display a positive impact on satisfaction. When customers' perceptions of the service quality increase, they will feel more satisfied with the service and perceive higher value in the service, thus significantly influence post-purchase behavior.

This leads to the following hypotheses:

H6a: Service quality has a positive effect on the satisfaction with Airbnb services.

H6b: Service quality has a positive effect on the intention to reuse Airbnb services.

2.1.10   Trend Affinity

Digital platforms and other large-scale mediating technologies has helped the e-commerce sharing of accommodation advance to where it is today (Sutherland, 2018), and the trend continue as people feels more connected digitally (Lee & Anderson,

2017). Airbnb had launched in fall 2008, and the "Access over ownership" is a shift that has taken root, as digital and mobile technologies make it ever easier to access goods and services on-demand. It is no longer a millennial preference, but a part of trending in modern society (World Economic Forum, 2019).

The literature on innovation defined trend orientation as "novelty-seeking", which referred as the extent to which the intensity to achieve certain information about new products (Moeller & Wittkowski, 2010). According to Mohlmann (2015), consumers are more likely to use trendy and innovative products in order to follow a trend. Moreover, Moeller and Wittkowski (2010) found that consumers with high degree of trend orientation are more likely to prefer sharing rather than to obtain ownership of the products.

This leads to the following hypothesis:

H7a: Trend affinity has a positive effect on the satisfaction with Airbnb services.

H7b: Trend affinity has a positive effect on the intention to reuse Airbnb services.

2.1.11   Trust

Many studies have investigated the trust issues in the context of peer-to-peer platform. Trust has been the major driving forces and many researchers argue that trust is one of the most crucial context determines the consumer behavior (Hawlitschek et al., 2016; Liang et al., 2018; Mohlmann, 2015). The rise of e-commerce over the internet is rapidly increasing day by day and is poised to constitute a significant new challenges and questions regarding the dimensionality and role of trust in online transactions, particularly, in the social distant relationships. Moreover, research states that the need for trust is constantly present whenever social interaction or business exchange involve vulnerability, risk, or hazard (Mittendorf et al., 2017).

As a result, trust has been studied incessantly from different perspectives with all of its connotations in numerous disciplines, including economics (Williamson, 1993), sociology (Rousseau et al., 1998), and philosophy (Rotter, 1971). Regardless of the field, different definitions of trust have been developed. Trust is defined by Dunn & Schweitzer (2005) as "willingness to accept vulnerability based upon positive expectations about another's behavior".

In a sharing economy setting, trust all the while refers as trust in the service supplier of an e-commerce accommodation and with the other users who was consumed it (Bhattacherjee, 2002). Airbnb, a well-established representative e-commerce accommodation sharing platforms, involved thousands of strangers from all over the world to transact via an online matching platform, have made online purchaser behavior much troublesome and difficult to predict (Liang et al., 2018). The quality in information highly correlated to the establishment of trust in online transactions, as such creating trust in both aspects the technical part of the internet and the human network is the main requirement for users to participate in online transactions (Chai, Das & Rao, 2011). Chai and colleagues further comment that in blogging networks, trust is typically based on the unwavering quality and legitimacy of the information posted for validity and reliability.

Hence, trust is considered to be a principle determinant of choosing Airbnb options. Trust helps assure that one party will not take advantage vulnerable of the other party in any transactions. Lack of trust may eventually pose a substantial threat to the successful dealing of e-commerce and this is the reasons for consumers not purchasing from internet (Lee, Matthew and Turban, 2001).

Based on the above, it is hypothesized that

H8a: Trust has a positive effect on the satisfaction with Airbnb option.

H8b: Trust has a positive effect on the intention to reuse Airbnb option.

2.1.12   Utility

Based on the surveyed of Mohlmann (2015) in the context of B2C car sharing platform car2go and C2C accommodation sharing platform Airbnb, the literature developed based model for determinants of choosing a sharing option. In the case of Airbnb, it was found that the utility was positive correlated to a higher satisfaction with the sharing option. Furthermore, the utility was also found to have a positive correlated with the tendency of reuse the sharing option again. Consistent with rational utility models, Hennig-Thurau et al. (2007) study of illegal electronic file sharing determined that users will have more interest in sharing when expenses of sharing are minimized and advantages from sharing are maximized.

Therefore, taking part in sharing can additionally be rational, utility maximizing behavior wherein the user replaces special ownership of goods with lower-cost choices from within a P2P accommodation (Hamari, Sjoklint and Ukkonen, 2016). People actually seeking economic benefits where economic advantages are a substantial motivator for intentions to take part in sharing economic. Economic advantages such as saving of money, facilitating get entry to resources, and free-riding, which have constituted more individualistic motives for participation in collaborative consumption (Hamari et al., 2016).

Lee and Cho (2015) studied to investigate and examine effects of exchange utility, and others utility such as mobility, anti-industry, storage, social, sustainability, technology, emotional, economic, and trust on attitude, satisfaction, as well as loyalty in existing customers who have collaborative consumption experienced especially a car-sharing service. The studied also examined the effects of all these various type of utilities on attitudes, satisfaction, loyalty, intention to use, and expected satisfaction for both cases of BC2 and P2P in potential customer (Lee and Cho, 2015), and the results reveals that, for cases of the P2P car-sharing service, variations in attitude toward using the service including the people who are willing to rent a car from other peers and the people who are willing to share their own cars.

Tussyadiah (2016) asserts that the instrumental factors, for example, convenience and utility will impact the satisfaction and fulfil the intention to engage in sharing economy. In addition, based on the study of Möhlmann (2015) on Airbnb users, he recommends that shoppers who were self-interested were desired to maximize the utility from utilizing the e-commerce of accommodation platforms. Tussyadiah (2016) further comments that, based on his analysis of consumer reviews, he found conveniences and accessibilities of location as significant attributes for visitor assessment with sharing economy. Therefore, it is commented that the advantages from sharing economy of lodging's amenities and accessibilities of location, representing service quality and utility, devote visitor satisfaction and subsequent reuse behavioral intention in the future (Tussyadiah, 2016). Thus, it is hypothesized that

H9a: Utility has a positive effect on the satisfaction with Airbnb option.

H9b: Utility has a positive effect on the intention to reuse Airbnb option.

2.1.13   Perceived Risk

Unlike hotels and motels, listing a property on Airbnb does not required government approval, inspections nor any intervention and regulations from government (Airbnb, 2019). It's now not simply that Airbnb doesn't have to fabricate the rooms itself, it doesn't necessary require a physical existence, for example, a workplace, a worker. In addition, Airbnb's unknown transactions with many anonymous can possibly make distinct irregularity challenges. Despite the popularity of online travel booking and the peer-to-peer sharing concept, perceived risk is still considered a critical obstacle to frame the mind and, subsequently, to behavioural aims for reuse of Airbnb travellers (Mao and Lu, 2017).

In the consumer behaviour literature, perceived risk has been characterized by Mitchell (1999)'s study (as cited in Kogan and Wallach, 1964) as a "possibility" where the attention is on likelihood and a "risk" where the emphasis is on seriousness of negative results.

According to antecedent studies, the transaction of e-commerce sharing is perceived as very complicated process than the traditional business establishment, since both parties (the hosts and user) were not known with each other (Han et al., 2014). Forsythe and Shi (2003) argued that internet shopping was perceived risky ever than traditional business transaction. Further, Lee and Lee (2012) addressed that the herding behaviors were conformed in peer-to-peer market which was full of uncertainty. Pavlou (2003) argued that the behavioral uncertainty around online transactions due to the risk on financial loss, for example, lacking or incomplete of information given by third parties may distorted and bias and may vulnerable to the users.

Similarly, environmental uncertainty such as risk in loss of privacy associated with providing personal information to Web retailers due to possibility of theft of private information or illegal disclosure. Thus, when engaging in an on-line transaction process, consumers will have continued to seek information in order to reduce their own feelings/judgments concerning the inherent risks involved in every transaction based on the restrained information hardly obtain by them (Dowling et al., 1994).

The Theory of Planned Behaviour on reasonable action and behaviour anticipated that buyers would be inclined to transact if their risk/hazard perspectives were low (Gefen et al., 2003; Ajzen, 1991). Given the uncertain context of e-commerce, it is anticipated that the perceived hazard/risk would lower consumers' intentions to use web for on-line transactions (Pavlou, 2003). Based on these background, it is hypothesized that

H10a: Perceived risk has a negative effect on the satisfaction with Airbnb option.

H10b: Perceived risk has a negative effect on the intention to reuse Airbnb option.

2.2 Review of Theoretical Models

2.2.1 Theoretical Models of Satisfaction

There exist a number of effective theoretical models to define and explore customer satisfaction. According to Oliver (1980), the expectancy-disconfirmation theory was the most suitable and dominant theory that used to provide an explanation for post-purchase fulfilment and satisfaction dependent on four essential constructs, namely: expectations, perceived performance, disconfirmation of beliefs, and satisfaction, as shown in Figure 2.1. It is a compare between the outcome with the expectation process when consume a particular product or services, hence the situation of confirmation or disconfirmation occurred if the outcome is matched or not matched respectively.

Figure 2.1: Expectancy-Disconfirmation Model
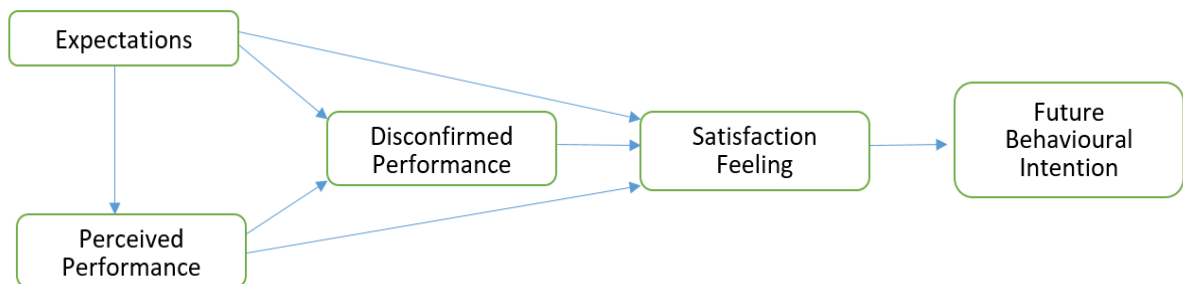
Source: From Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*. *17*(4). 460-490.

2.2.2 Proposed Research Framework on Satisfaction

Similarly, Airbnb guests/users might evaluate their past experience to their expectation and thus determine their fulfillment or satisfaction. However, more variables are being added into this Expectancy-Disconfirmation model, which are individual's expectation on service quality, community belonging, environmental impact, cost savings, familiarity, internet & smartphone capability, trust, trend affinity, utility, and the

perceived risk towards the feeling of satisfaction. And the post-purchase model can be expanded further by including the purchase intentions or repurchase intention, which will discuss later. Thus the proposed research framework developed as shows in Figure 2.2 below.

Figure 2.2: Proposed Research Framework on the Determinants of Satisfaction with Airbnb
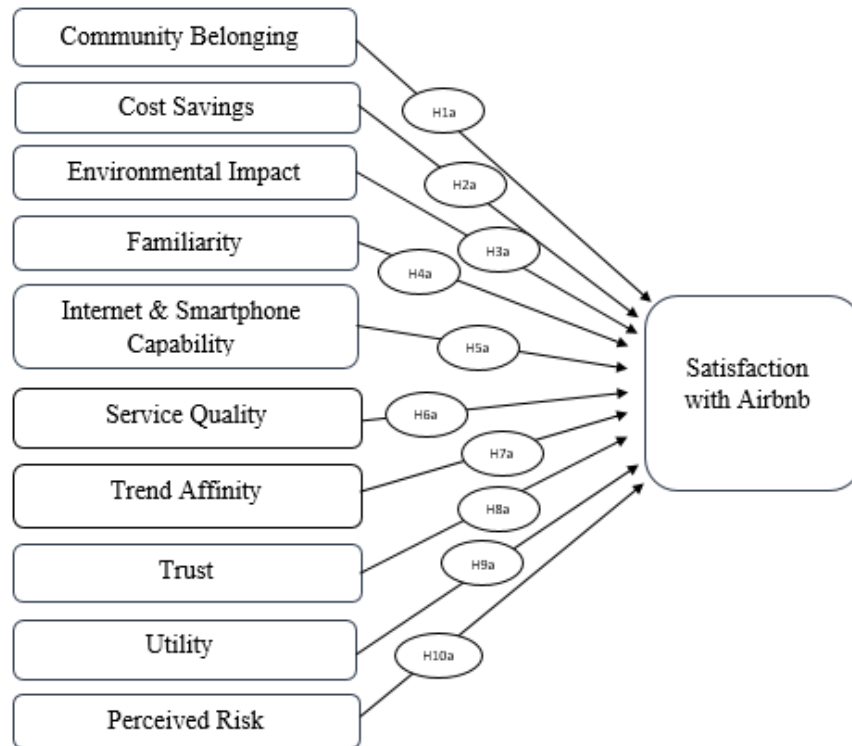
Note. Developed for this study.

2.2.3   Theoretical Models of Purchase Intention

In psychology, the Theory of Planned Behaviour (TPB) as shows in Figure 2.3, is one of the most widely used/adopted research paradigms for predicting behavioural intentions, stated that three determinants, namely: attitude towards behaviour, subjective norms and perceived behavioural control are together shape an individual's behavioural intentions and behaviours (Ajzen, 1991). Behavioural intention is a consumer/user's willingness to purchase/repurchase or use/reuse products or services from an agency (Han and Kim, 2010; Mao and Lu, 2017).

In this theory, the perceived behavioural control, together with behavioural intention, can be used directly to predict behavioural achievement. Specifically, the determinants of attitudes towards various behaviours made significant contributions to the prediction of intentions. As such, the behavioural intention could also know as the purchase intention.

Figure 2.3: Theory of Planned Behaviour Model (TPB)
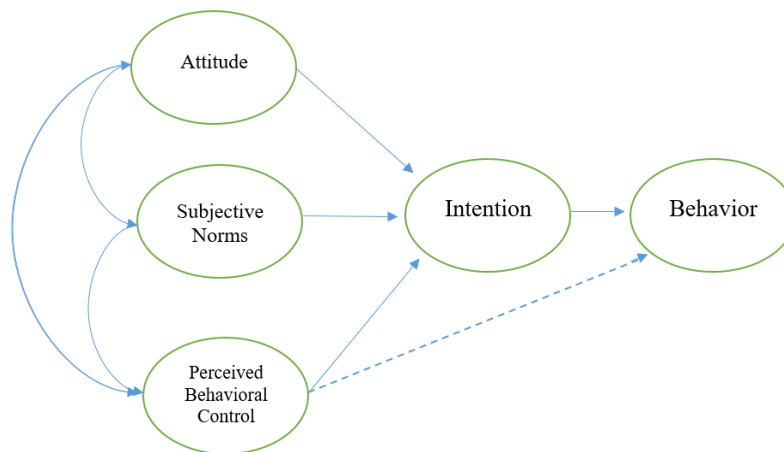
Source: From Ajzen, I. (1991). The theory of planned behaviour. *Organizational Behavior and Human Decision Processes*, *50(2)*, 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

The TPB model later extended by Meskaran et al. (2013) by combining all three theories of the Theory of Planned Behavior (TPB), Theory of Reasoned Action (TRA) and Theory Acceptance Model (TAM) to employ in information technology environment. It seeks to discover and provide an explanation for the variables of trust and security and introduces a comprehensive model for on-line buying intention contemplating its immediate impact factors. TPB extended by TAM by adding the "Perceived ease of use" and "Perceived usefulness" which has been widely applied to a diverse set of technologies and users. According to Meskaran et al. (2013), intention is determined by the individual's attitude toward the utilization/used of that innovation and his discernment towards its convenience/usefulness. Subsequent attitudes were formed through the beliefs an individual hold about the use of the innovation. Figure

2.4 shows the variables that impact on online buying intention based on the three primary theories.

Figure 2.4: Influencing Factors on Online Purchase Intention based on three main theories TPB, TRA and TAM
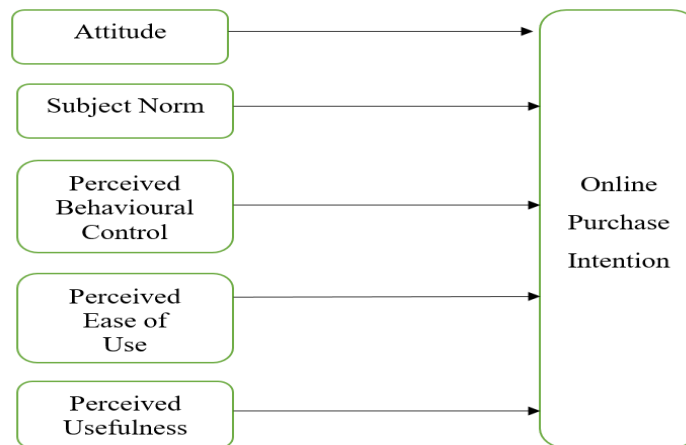
Source: From Meskaran, F., Ismail, Z., & Shanmugam, B. (2013). Online purchase intention: Effects of trust and security perception. *Australian Journal of Basic and Applied Sciences*, *7*(6), 307–315. Retrieved from http://ajbasweb.com/old/ajbas/2013/April/307-315.pdf

2.2.4 Proposed Research Framework on Reuse Intention

Likewise, in the context of Airbnb, this study would like to understand the influence of various perceived attributes of attitudes on the extent of sharing economy of accommodation service usage and the behaviour that would bring to the online consumers repurchase intention. The research model is developed which is adapted and adopted from the three basic theories of TPB, TRA and TAM, to measure each type of attributes of individual's attitude on service quality, community belonging, environmental impact, cost savings, familiarity, internet & smartphone capability, trust, trend affinity, utility, the perceived risk and satisfaction level towards the intention of use.

Figure 2.5: Proposed Research Framework on the Determinants on Reuse Intention
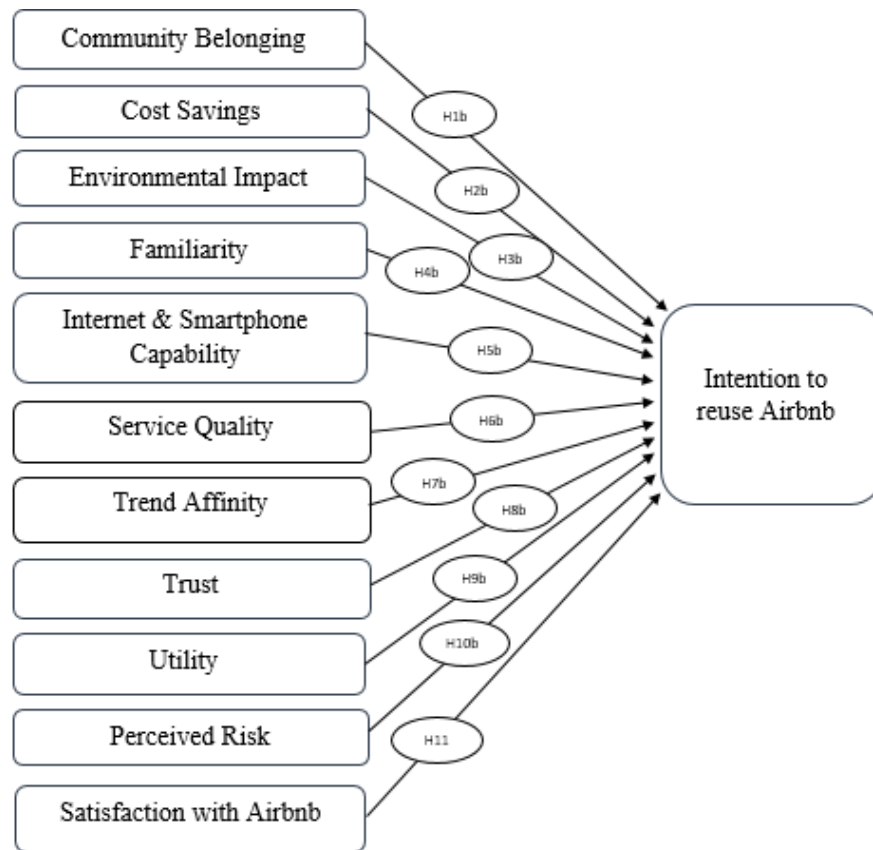
Note. Developed for this study.

2.3   Research Gap

Regardless of numerous investigations that concentrated on both satisfaction or purchase intention, just a modest number have contemplated the relationships between satisfaction and reuse intention in the context of Airbnb. The recent study Liang et al. (2018) investigates how satisfaction/fulfillment and trust impact both exchanging and reuse intention for Airbnb guests, but the study only differentiate satisfaction to experience-based and transaction-based, as well as trust on Airbnb. But perceived ease of use factors such as familiarity, internet and smartphone capability, and perceived usefulness such as utility, environmental impact, cost savings have not been taken into consideration.

In this study, it is interesting to know the integrated perceived ease of use (familiarity, internet and smartphone capability) factors and perceived usefulness (utility, environmental impact, cost savings) factors adopt from few past examinations and utilizing the Meskaran et al. (2013) extended TPB model and multiple linear regression analysis to identify consumer's attitude and behavior intention towards the use of Airbnb services. Furthermore, previous studies on sharing economy and collaborative consumption on the factors of satisfaction and the reuse intention on e-commerce of sharing accommodation were found limited and insufficient of solid research (Tussyadiah, 2016). Those studies were lack of research in explaining the relationship between the perceived risk from consumers towards the satisfaction and the repurchase intention, especially in the context of Airbnb. In the e-commerce context, transactions are conducted in the virtual concept. Risk involved if a breach of trust which may lead to subsequent financial loss and even physical harm. Therefore, security issues were considered to be of significant concern for online customers according Kamal and Chen (2016), and a perceived risk measure is desired in this study in addressing the security issues. On-line users' awareness on the constraints of web based business while need for more reliable on-line setting was yet to ascertain.

2.4   Conclusions

Based on the literature review being conducted about the purchase intention, repurchase intention, customer satisfaction, and various factors influencing the customer's satisfaction and intention to repurchase or reuse, the researcher had identified several areas in the literature, which can be further explored. Therefore, a proposed research framework developed to further study and gather more comprehensive data on the interrelationships between service quality, community belonging, environmental impact, cost savings, familiarity, internet & smartphone capability, trust, trend affinity, utility, the perceived risk which will impact satisfaction and the intention of further usage.

CHAPTER 3

METHODOLOGY

3.0   Introduction

This chapter outline the detailed methodology used in this research to collect data in order to test the hypotheses for later analysis through statistical software SPSS. The hypothesis on each of the components will be developed and to test and review the correlation towards the satisfaction and intention to reuse.

Therefore, this chapter will explain the research designs, the development of research framework, hypothesis statements, sampling methods, the data collection tools used for further analysis, the statistical software, and the types of statistical testing in order to provide an essential comprehension for later analysis in the following chapter.

3.1   Research Design

A research design could be defined as a framework or conceptual blueprint within which research was conducted (Akhtar and Islamia, 2016). The function of a research design was to ensure that the evidence we gathered helps us to answer our initial research questions or to test theories as unambiguously as possible. A research will only valid when a conclusion was accurate or true. Thus, a research design should consist of detailed information about research topic, concepts, research objectives, variables, hypothesis, methods of data collection and data processes, data analysis and data interpretations.

In order to attain the research objectives and investigate the proposed hypotheses, the current study explores the effect of eleven key components on users' satisfaction and reuse intentions associated with the use of Airbnb services. The quantitative study of descriptive research design was used to generalize and to validate the findings generated through exploratory research, i.e. the research was conducted after gaining a very clear understanding of the studied situation.

According to Sekaran (2003), descriptive research was usually attempted to find out and able to explain the characteristics of the research variables in a circumstance. The descriptive research was contrary to exploratory research, where researcher conducted the research after gaining a clear comprehension of the studied situation. Sekaran (2003) listed that descriptive research aids to understand the characteristics of the variables in the given circumstance, such as a particular issue like community, group or people, to have a standardized mind-set about aspects in given circumstance. Further, Sekaran (2003) also commented descriptive research provide ideas for further research and study. Moreover, it also helps to make straightforward decisions and allows the researcher to comprehend the attributes of the subject in each circumstance.

From a different view point, Sekaran (2003) described alike to the research approach as hypotheses testing and descriptive study. Sekaran (2003) commented the same that hypotheses testing was usually established the differences or testing the relationships among the factors in a circumstance that explain the variance in dependent variable or to forecast the organisational outcomes. On the other hand, descriptive study was aimed at portraying accurately the characteristics of a particular group or situation, and the studied may be concerned with the attitude or views towards a situation (Akhtar and Islamia, 2016).

Besides, the explanatory study was conducted in order to help us find the problem that was not researched and studied before in-depth (Saunders, Lewis and Thornhill, 2019). This type of research design actually focuses on explaining the aspects of the studied in a detailed manner, to help us in understanding the problem more efficiently, without existence of conclusive evidence.

The quantitative approach was adopted since it would draw a large sample from the population to evaluate and quantify the subjects which involved numerical measurement and develop a clear statement for the whole population through the statistical analysis (Zikmund et al.; 2010, Wilson, 2014). In contrast to subjective research, quantitative approach was often collaborated with the deductive approach but may also incorporate with inductive approach when constructing the theory (Wilson, 2014).

Therefore, for this study, the researcher adopted a quantitative approach with the combined of descriptive and explanatory studies.

3.2   Development of Research Framework

According to many studied as cited in the literature review section, twelve major components of determinants emerge. These twelve component were cost savings, community belonging, environmental impact, internet & smartphone capability, service quality, familiarity, trust, trend affinity, utility, the perceived risk, satisfaction, as well as the intention to reuse.

Scales measuring the ten antecedent components, including cost savings, community belonging, environmental impact, internet & smartphone capability, service quality, familiarity, trust, trend affinity, utility, the perceived risk were developed and obtained from antecedent studies on engagement in collaborative consumption as well as any e-commerce sharing of accommodation (Chai et al., 2011, Hamari et al., 2016; Hawlitschek et al., 2016; Lamberton and Rose, 2012; Mao and Lu, 2017; Mohlmann,

2015; Parasuraman et al., 1985; Tussyadiah, 2016). Items evaluate satisfaction and reuse intention whereby both attributes were derived from antecedent studies from e-commerce sharing economy, and in service marketing and management, as well as other areas of tourism and hospitality management (Lamberton & Rose, 2012; Mao & Lu, 2017; Mohlmann, 2015; Tussyadiah, 2016).

A proposed theoretical framework was being used and modified by integrated the theory of planned behavior (TPB) and expectancy and disconfirmation theory as discussed earlier to serve the objective of this study. This exploration proposed a direction to research the relationship/association of independent variables, dependent variables, and mediating variable and moderating variables when measuring the satisfaction and intention to use Airbnb through an online platform.

Thus the following framework was created. Meanwhile, satisfaction served as the mediating variable which mediate the relationship in reuse intention of Airbnb services. Although consumers were motivated to purchase or use the services, but satisfaction might also one of the determinants affect consumer intention to reuse the services if any future consumption. The moderating variable such as age group and range of income were also used to justify the relationship of each other.

Figure 3.1 displays the development of research framework on the determinants of using Airbnb, illuminate ten factors with an impact on the variable *satisfaction with Airbnb*, which itself has an impact on the future *intention to reuse* the sharing option again.

Figure 3.1: Research Framework on the determinants of satisfaction and the intention to reuse Airbnb services
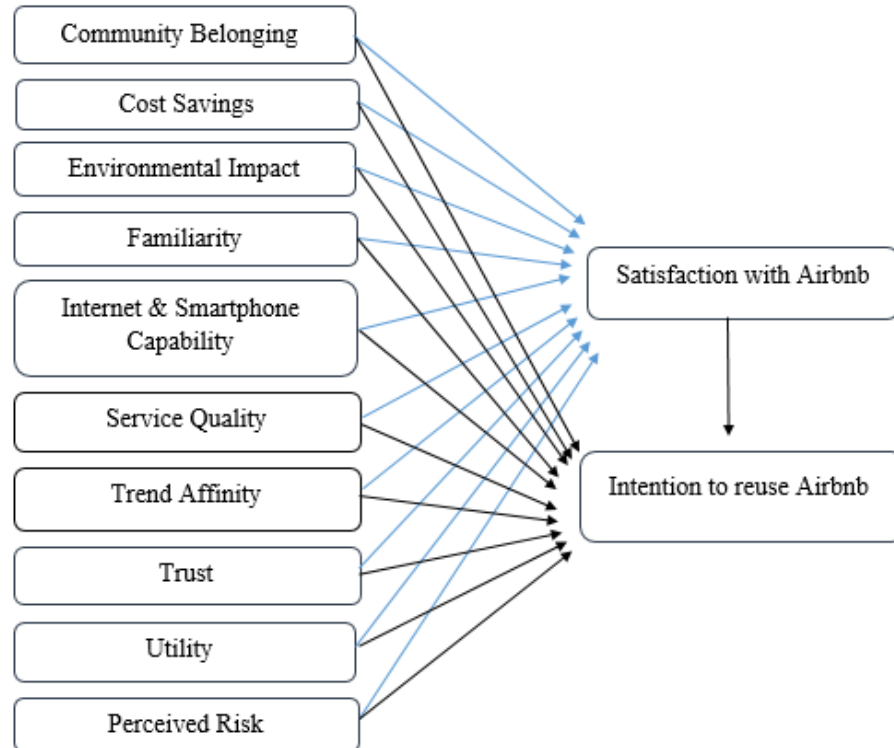
Note: Developed for this study.

3.3 Hypotheses Statements

The research framework for this research consists of twenty-one hypotheses to be tested for the relationship of these variables were illustrated as below:

H1a: *Community belonging has a positive impact on the satisfaction with Airbnb services.*

H1b: *Community belonging has a positive impact on the intention of reuse Airbnb services.*

H2a: *Cost savings have a positive effect on the satisfaction with Airbnb services.*

H2b: *Cost savings have a positive effect on the intention to reuse Airbnb services.*

H3a: *Environmental impact has a positive effect on the satisfaction with Airbnb services.*

H3b: *Environmental impact has a positive effect on the intention to reuse the Airbnb services.*

H4a: *Familiarity has a positive effect on the satisfaction with Airbnb services.*

H4b: *Familiarity has a positive effect on the intention to reuse Airbnb services.*

H5a: *Internet & Smartphone capability has a positive effect on the satisfaction with Airbnb services.*

H5b: *Internet & Smartphone capability has a positive effect on the intention to reuse Airbnb services.*

H6a: *Service quality has a positive effect on the satisfaction with Airbnb services.*

H6b: *Service quality has a positive effect on the intention to reuse Airbnb services.*

H7a: *Trend affinity has a positive effect on the satisfaction with Airbnb services.*

H7b: *Trend affinity has a positive effect on the intention to reuse Airbnb services.*

H8a: *Trust has a positive effect on the satisfaction with Airbnb option.*

H8b: *Trust has a positive effect on the intention to reuse Airbnb option.*

H9a: *Utility has a positive effect on the satisfaction with Airbnb option.*

H9b: *Utility has a positive effect on the intention to reuse Airbnb option.*

H10a: *Perceived risk has a negative effect on the satisfaction with Airbnb option.*

H10b: *Perceived risk has a negative effect on the intention to reuse Airbnb option.*

H11: *The satisfaction level with Airbnb services has a positive relationship with the intention to reuse the sharing option.*

3.4   Target Population and Sampling

The research was focus on Airbnb guests, who were aged 21 years or above, staying in Malaysia, and had previous experience in booking and stayed in Airbnb accommodation at least once were qualified for this research.

In this research, the sampling frame was not available since the target population was targeted to any residents living and staying in Malaysia, and who has the experienced in staying in Airbnb. Since the participants were selected based on the availability and willingness to take part, convenience non-probability sampling method was used in this study. According to Etikan, Musa and Alkassim (2016), the characteristics of non-probability sampling:

- It was easy accessible to the researcher.
- The subjects were readily available at a given time.
- The willingness to participate were included for the purpose of the study.

The main assumption associated with convenience sampling was that the participants of the target population were homogeneous. That was, there would be no difference in the research results obtained from a random sample, a nearby sample, a co-operative sample, or a sample gathered in some inaccessible part of the population (Etikan et al., 2016). Therefore, although it was commonly used by many researchers, it was neither purposeful nor strategic (Palinkas, Horwitz, Green, Wisdom, Duan & Hoagwood, 2015).

Therefore, the sample may not be representative of other characteristics, such as gender or age. And the findings from this sample study was likely to be biased, hence could not confidently to make generalisations to the whole population (Etikan et al., 2016; Sekaran and Bougie, 2016).

3.5   Sample Size

According to Roscoe (1975), choice of sample size was often as much a budgetary consideration as a statistical one, and therefore it need to think of all resources such as time, space and energy and not just money alone. Roscoe's simple rules of thumb for determining sample size believed to be appropriate for most behavioral research (Hill, 1998). Sample sizes larger than 30 and less than 500 was sufficient to achieve acceptable confidence level for most research. Samples larger than 30 ensured the researcher the benefits of central limit, whereas a sample of 500 assured that sample error will not exceed 10% of standard deviation, about 98% of the time. Within these limits of 30 to 500, the used of a sample about 10% size of parent population was recommended (Hill, 1998).

In this study, a targeting of 200 participants to response and to complete the Google online self-administered structured questionnaires, respondents were required to read and follow the instructions, responded to every questions and to finish the survey all alone. The data were collected from August 2019 until September 2019. Out of the 227 responses, 46 sets were incomplete, therefore a total of 181 sets response were valid for further analysis.

Tabachnick and Fidell (2013) give a formula for calculating sample size requirements $N > 50 + 8m$ (where m = number of independent variables). Based on the formula, the minimum sample size required was 138 (=50+88) for 11 independent variables and the sample size of 181 in this study was adequate for multiple linear regression.

3.6   Data Collection Method

To collect data, social researchers make use of a number of different data collection strategies. There was two type of data used in research which known as primary and secondary data (Saunders et al., 2019). In order to address the research questions for this investigation, data were gathered through the primary source which was the self-

administrating structured questionnaires survey. There were several factors in favour of primary data over the secondary data in this study. The most important advantage of collecting own data was that the operationalization of the theoretical constructs, the research design, and data collection strategy can be tailored to the research question, which ensures that the study was coherent and that the information collected would help to solve the problem and enhanced the study (Hox and Boeije, 2005). Sekaran and colleagues (2016) explained that the secondary data collected may not serve the purpose of this study and deemed not suitable for this research. Furthermore, it may be difficult or expensive to gain access to the data and yet, further validity measurement was required to ensure the suitability and reliability.

In this study, self-administering questionnaires method was applied. The advantages such as wide geographic regions can be reached, respondent can take more time to respond at convenience, and it was convenience and less time consuming as it can be self-administered electronically (Sekaran et al., 2016). The structured questionnaire was designed and created by the Google online forms which was internet-mediated and web-based questionnaires that were easy accessible through internet connectivity via computers or smartphones with a wide geographical coverage.

3.7   Questionnaire Design

The questionnaire was using English as an intermediary language which was suitable and able to target wider audience. This survey form layout comprises three sections. The structured of the questionnaire was attentive design with the following layout and was divided into **three** sections.

Section A: The questions were focused on respondents' attitudes, their knowledge of Airbnb, past experience with Airbnb and the perception towards the use of Airbnb.

Respondents' attitudes such as attitudes towards cost saving and community belonging, environment impact, the use of internet and smartphone capabilities. Their knowledge

of Airbnb includes their familiarity on how the Airbnb actually works and the booking process of Airbnb. Former experience with Airbnb consists of their customer service and the fulfillment of expectations. Whereas respondents' perception such as the utility and the perceived risk factors.

Despite not all the respondents have staying with Airbnb before, somehow if they have some insight of Airbnb, it was yet viable to evaluate their perceptions and their expectations to use.

In **Section B**, the questions were targeting on the construct measurements for the determinants of satisfaction and repurchase or reuse intention while purchase accommodation through Airbnb. In the context of intention to reuse Airbnb in future, respondents were asked to indicate their general likelihood of continue using e-commerce sharing accommodation in the future, as well as their likelihood of increasing and frequently using sharing economy again in the future. According to Hsu and Crotts (2006), intention can be operationalized as the intention to act in a given setting.

In order generate sufficient variance for respondents, both questionnaire applied multi-scale items to measure each of the constructs that served as the basis for the questionnaire item with a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) of rating scale.

Table 3.1: Items and Sources for Various Constructs

Construct	Measurement	Source	Adapt / Adopt
Community Belonging	1. The use of Airbnb allows me to be part of a group of like-minded people.	Lamberton and Rose, 2012; Möhlmann, 2015	Adopt

Construct	Measurement	Source	Adapt / Adopt
Definition: sense of belonging, being part of a community (Tussyadiah, 2016)	2. The use of Airbnb allows me to belong to a group of people with similar interests.		
	3. The use of Airbnb allows me to get to know people from the local neighbour-hoods. 4. The use of Airbnb allows me to develop social relationships. 5. The use of Airbnb allows me to have a more meaningful interaction with locals.	Tussyadiah, 2016	Adopt
Cost Savings Definition: economic benefits (Tussyadiah, 2016)	1. Staying at Airbnb accommodation helps lower my travel cost. 2. Staying at Airbnb makes travel more affordable. 3. Staying at Airbnb benefits me financially.	Tussyadiah, 2016	Adopt
	4. For the given price, I rate Airbnb offer as good. 5. For the given quality of Airbnb offer, I rate the price as good.	Fornell et al., 1996; Möhlmann, 2015	Adopt
Environmental Impact Definition: alternative forms of green, ethical or sustainable consumption (Mohlmann, 2015)	1. Staying at an Airbnb accommodation is a more sustainable way of travel. 2. Staying at an Airbnb helps reduce the negative impacts of travel on the environment. 3. Staying at an Airbnb helps reduce the consumption of energy and other resources while traveling.	Tussyadiah, 2016	Adopt
	4. Staying at an Airbnb allows me to be more environment concern traveller.	Tussyadiah, 2016	Adapt
	5. Staying at an Airbnb allows me demonstrate environmental friendly consumption behaviour.	Lamberton and Rose, 2012; Möhlmann, 2015	Adopt
Familiarity Definition: understanding	1. I am familiar with the booking process of the Airbnb offer. 2. I have experience with Airbnb.	Lamberton and Rose, 2012; Möhlmann, 2015	Adopt

Construct	Measurement	Source	Adapt / Adopt
or knowledge, based on previous experiences (Luhmann, 2018)	3. Overall, I am familiar with Airbnb.		
	4. I know a lot about how Airbnb actually works.	Hawlitschek et al., 2016;	Adopt
Internet Capability Definition: enabler to communicate via internet (Slee, 2013)	1. The internet is useful for assessing Airbnb. 2. The internet enables me to assess Airbnb easily 3. Using the internet increases the productive use of Airbnb	Möhlmann, 2015	Adopt
Smartphone Capability Definition: capabilities to display various devices via apps (Mohlmann, 2015)	1. My smartphone is useful for assessing Airbnb. 2. My smartphone enables me to assess Airbnb easily. 3. Using my smartphone increases the productive use of Airbnb.	Möhlmann, 2015	Adopt
Trend Affinity Definition: novelty seeking (Moeller & Wittkowski, 2010)	1. The collaborative consumption of the Airbnb offer allows me to keep up with the latest trends. 2. Using Airbnb shows that it is important for me to follow updated travel trend.	Moeller and Wittkowski, 2010; Möhlmann, 2015	Adopt
Service Quality	1. Airbnb makes it easy for me to conclude my transaction	Seiders et al., 2007; Möhlmann, 2015	Adopt
Definition: a measure of how well the service level meet the expectations (Parasuraman et al., 2013)	2. The design of the Airbnb offer/website is appealing to me 3. The customer service of Airbnb is responsive to its customer's needs	Möhlmann, 2015	Adopt

Construct	Measurement	Source	Adapt / Adopt
	4. I believe that Airbnb knows about the needs of their customers		
Trust Definition: trust in the provider of a collaborative consumption service (Williamson, 1993)	1. The other users of Airbnb who I interact with are truthful in dealing with one another. 2. The other users of Airbnb who I interact with will not take advantage of me. 3. I trust that Airbnb provides enough safeguards to make me feel comfortable using it to post my information. 4. Airbnb provides a robust and safe environment in which I can use the service. 5. Overall, Airbnb is trustworthy.	Chai et al., 2011; Möhlmann, 2015	Adopt
Utility Definition: amenities and convenience (Tussyadiah, 2016)	1. I believe Airbnb substitutes quite well to hotel. 2. Using Airbnb is just as good as staying in hotel.	Lamberton and Rose, 2012; Möhlmann, 2015	Adopt
	3. My participation in Airbnb saves me time.	Hamari, et al., 2016	Adopt
Perceived Risk Definition: a "chance" where the focus is on probability and a "danger" where the focus is on severity of negative consequences (Mitchell, 1999).	1. For me, using Airbnb when traveling involves considerable risk 2. For me, using Airbnb when traveling involves a high potential for loss 3. My decision to use Airbnb when traveling is risky	Mao et al., 2017	Adopt
Satisfaction with Airbnb	1. Airbnb represents the ideal version of accommodation sharing option.	Möhlmann, 2015	Adopt

Construct	Measurement	Source	Adapt / Adopt
	2. Overall, I am satisfied with Airbnb. 3. The last experience using Airbnb fulfilled my expectations.	Fornell et al., 1996; Seiders et al., 2007; Möhlmann, 2015	Adopt
Intention to reuse Airbnb	1. All things considered, I expect to continue using Airbnb in the future. 2. I can see myself engaging in Airbnb more frequently in the future. 3. I can see myself increasing to use Airbnb if possible. 4. It is likely that I will frequently participate in Airbnb in the future.	Hamari, et al., 2016	Adopt

Note: Developed for this study.

In **section C,** the questions were designed to obtain respondent's demographic information, including their age, gender, marital status, highest education level, occupation, monthly income range and consumer travel behaviour. It was to figure out the impact of demographic variables towards online sharing behavior, their perceived risk, and their responses for each attributes towards the used, were all cross tabulated and analyzed. As a result, a total of 64 questions were created for this study.

3.8 Measurement Scales

In statistics, there were four data measurement scales, namely nominal, ordinal, interval and ratio scale. Overall, three scales have been emphasized in this study to test the reliability and validity of the hypotheses and data result, which were likert scale, nominal scale and interval scale. Liker scale served as a tool in measuring the extent to which the statement in the questionnaire can be agreed or disagreed by the

respondent. This type of measurement scale was applied in Section A and B of the survey questionnaires, as discussed earlier in section 3.5.

Nominal scales was used for labelling variables, without any quantitative value, served as a classificatory. This type of measurement scale was applied in Section C for gender, marital status, employment status and highest education level.

Lastly, ordinal scales was serve only as ranks for ordering observation from least to most in terms of the characteristic measured if numerals was used. This type of measurement scale has been applied in Section C, such as age was arranged according from a younger age to older age. And this ordinal scale has been applied for age, monthly income range and consumer's spending habit.

3.9   Pre-Test

Before the actual survey, a pre-test was conducted with two academics staff from University Tunku Abdul Rahman and Multimedia University, and five graduate students who had used Airbnb prior to the distribution of the final survey link, in order to increase content validity of the study and reliability of the questionnaire. Minor changes including the wording and questionnaire too long as well as questions sequencing were made as a result of the pre-test. The improved questions were tested again among different group of friends with no immediate knowledge of the questions and prior to the validation.

The surveys were structured and asked in the least difficult manner to prevent confusions. The questions were also reviewed by the expert in this field and went through several rounds of change and adjustment to look for better clarity, and prevent confusions and misinterpretation of the questions. This also to satisfy the face validity, where experts/professionals were asked their opinion about whether an instrument measures the concept as intended (Heale and Twycross, 2015). The questions were confirmed and created in Google online forms for normal survey purposes.

3.10 Validity and Reliability Test

It's important to consider validity and reliability of the data collection tools (instruments) when conducting a research. Heale and Twycross (2015) defined **validity** as the extent to which a concept was accurately measured in a quantitative study. It was a measure of the effectiveness of a given approach (Billikopf, 2006). That means, the process must measure what it intends to measure. For example, a survey designed to explore Airbnb services but which actually measures hotel services would not be considered valid.

It was easy to establish the validity of the questions when its relate to tangible matters, such as age, income and education level. However, when a less tangible concept was involved, such as effectiveness, attitude or satisfaction, a few more questions were required to ask from in order to cover different aspects of the concept and demonstrate that the questions asked were actually measuring it (Kumar, 2018). It also helps to fulfil the content validity. The content validity was ensured the instrument adequately covers all the content that it should with respect to the variable. In other words, the extent to which a research instrument enough covers all the substance related to the variable, and accurately measures all aspects of a construct (Heale and Twycross, 2015). As such, each items on the research questionnaire in Section A and Section B were adequately set with few questions to ask and have a logical link with the objective, in order to establish content validity. Besides, all the items for independent and dependent variables were developed from the literatures (Chai et al., 2011; Möhlmann, 2015; Fornell et al., 1996; Seiders et al., 2007; Hamari, et al., 2016; Hawlitschek et al., 2016; Lamberton and Rose, 2012; Mao et al., 2017; Moeller and Wittkowski, 2010; Tussyadiah, 2016; refer to Table 3.1 for details). In addition, the construct validity was checked through factor analysis.

The second measure of quality in a quantitative study was **reliability**, or the accuracy of an instrument. It relates to the consistency of a measure. In other words, the extent to which a research instrument consistently gave the same results if it was used in the same condition with the same objects on repeated measurements (Heale and Twycross, 2015; Kumar, 2018). A measure was considered reliable if a person's score on the same test given twice was similar. The same study also stated that Cronbach's α was the most commonly used test to determine how good the variables were correlated among others. The Cronbach's α result was a number between 0 and 1. In general, an acceptable reliability score was the one that was 0.7 and higher.

3.11   Data Processing

In order to convert the primary data into usable and readable information for researchers to make further analysis, it was vital data processing was conducted to improve result quality and to minimise errors (Malhotra, 2006). Questionnaire checking, data editing, data coding, data transcribing, data cleaning and data analysis were the process involved in this section.

3.11.1   Questionnaire and Data Checking

When the data was collected through questionnaires, the first steps of data processing was to check on the questionnaire if they were accepted or not (Malhotra & Peterson, 2006). Data not accepted if incomplete partially or fully, answered by a person who has inadequate knowledge, or answered which gives the impression that the respondent could not understand the questions. Great news was with the aid of Google Forms, questions can be set to require to prevent respondents from skipping a question. This has applied data validation rule to data entry to make sure that the information was correct and useful, and reduce mistake and ineffectiveness of questionnaire.

3.11.2　Data Editing

Editing of data was a process of examining the collected raw data to detect errors and omissions and to correct these when possible. Ensure data in consistency, completeness, reliability and legibility was important in order ready for data coding. Inaccurate and incomplete data will be filtered and dropped.

3.11.3　Data Coding

Data coding was the process by assigning numerals or other symbols to answers so that responses can be put into limited number of categories or classes. In this study, gender of respondent Male can be assigned as "1" and for Female was "2". This will enable easier interpretation of data as compare to lengthy alphabetical descriptions.

3.11.4　Data Transcribing

In this study, statistical analysis tool which was Statistical Package for Social Sciences (SPSS) will be used to analyse the data collected, which was commonly used in many social sciences research for comparison analysis (Ong and Puteh, 2017).

3.11.5　Data Cleaning

This was the last step of data processing, checking the data for consistency, extreme range value and the missing value. In this research, treatment of missing value such as trace back the original source to check the errors, or to replace it with a neutral value.

3.12　Statistical Methods for Data Analysis

Data analysis was concern to reduce a pile of data to a manageable size, examining for patterns, developing diagram, chart, summaries of data, and applying statistical techniques for hypotheses testing (Cooper and Schindler, 2014). In other words, it involves critical analysis and interpretation of figures and numbers, and attempts to find rationale behind the emergence of main findings. The data collected were analysed by using SPSS software.

3.12.1 Descriptive Analysis

According to Zikmund (2010), descriptive analysis was a process of transforming the raw data into a format that will easy to understand and interpret. It helps describe and understand the features of a specific data set by giving brief summaries about the sample and measures of the data, which can be either a representation of the entire or a sample of a population.

Descriptive analysis was an important first step for conducting statistical analysis. It gives researcher an idea of the distribution of their data, helps them detect outliers and improbable values so that researcher can double check data entry errors and rectify it before conducting further statistical analysis.

3.12.2 Factor Analysis

Factor analysis was a method for investigating whether a number of variable of interest Y1, Y2, ..., Yt, were linearly related to a smaller number of unobservable factors F1, F2, ..., Fk. Thus, it allows researchers to investigate concepts that were not easily measured directly by collapsing a large number of variables into a few interpretable underlying factors. Factor analysis aims to find independent latent variables. According to Kline (2014), factor analysis was designed to simplify the correlation matrices, a set of correlation coefficients between a number of variables. Pallant (2016) mentioned that there were two main approaches to factor analysis, which was

exploratory and confirmatory. The statistical measure of sampling adequacy Kaiser-Meyer-Olkin (KMO) generated by SPSS to help assess the factorability of the data, with KMO index ranges from 0 to 1, with above 0.6 was recommend accepting value (Pallant, 2016).

3.12.3 Multiple Linear Regression Analysis

A more sophisticated extension of correlation analysis was multiple linear regression, which was useful to explore the predictive ability of a set of independent variables on one continuous dependent measure (Pallant, 2016). In other words, it was a statistical technique that allows an analyst to predict an outcome based on information provided on multiple explanatory variables, i.e. to examine how multiple independent variables (X) were related to one dependent variable (Y). The independent variable was the parameter that was used to calculate the dependent variable or outcome. And in this study, the two dependent variables were measured which were satisfaction with Airbnb and the intention to reuse Airbnb services. In this study, the two dependent variables were measured which were satisfaction (S) with Airbnb and the intention to reuse (IR) Airbnb services.

$$S = \beta_0 + \beta_1(CB) + \beta_2(CS) + \beta_3(EI) + \beta_4(F) + \beta_5(TA) + \beta_6(SQ) +$$
$$\beta_7(T) + \beta_8(U) + \beta_9(I\&S) + \beta_{10}(PR) \text{ -- (3.1)}$$

$$IR = \beta_0 + \beta_1(CB) + \beta_2(CS) + \beta_3(EI) + \beta_4(F) + \beta_5(TA) + \beta_6(SQ) +$$
$$\beta_7(T) + \beta_8(U) + \beta_9(I\&S) + \beta_{10}(PR) + \beta_{11}(S) \text{ -- (3.2)}$$

Whereby,

```
S        = Satisfaction
IR       = Intention to Reuse
CB       = Community Belonging
CS       = Cost Savings
EI       = Environment Impact
F        = Familiarity
```

TA   = Trend Affinity
SQ   = Service Quality
T   = Trust
U   = Utility
I&S   = Internet & Smartphone Capability
PR   = Perceived Risk

Prior to the Multiple Linear Regression analysis, there were several assumptions to be tested before the results can be generalize to the population:

- No multicollinearity - In multiple regression, tolerance was used as an indicator of multicollinearity. Tolerance was estimated by $1 - R^2$ for each variable, and a recommended minimum tolerance value of 0.2 has been suggested (Menard, 1995). The VIF (Variance inflation factor) indicates whether a predictor has a strong linear relationship with the other predictors, and Myers (1990) suggests that VIF value should be less than 5 was a good value.

- Outliers - Tabachnick and Fidell (2013) define outliers as those with standardized residual values above about $\pm$ 3.3.

- Normality, linearity, homoscedasticity, independence of residuals – This can be checked by inspecting the Normal Probability Plot (P-P) and Scatter-plot. In the Normal P-P Plot, if all the points will lie in a reasonably straight diagonal line form bottom left to top right, this would suggest no major deviations from normality. In the Scatterplot, Tabachnick and Fidell (2013) explain that if the residuals roughly rectangularly distributed, with most of the scores concentrated in the centre (along the 0 point) were consider no violation of the assumptions of homoscedasticity.

- Independent errors – The Durbin-Watson statistic will always have a value between 0 and 4. A value of 2.0 means that there was no autocorrelation detected in the sample.

3.13   Conclusion

In conclusion, this chapter described research design, data collection methods, sampling design and multiple regression assumption to generalize the data. Chapter 4 will report on the results of the statistical analysis to find out the research questions and hypothesis by using SPSS version 21.

CHAPTER 4

RESEARCH RESULTS

4.0 Introduction

This chapter would reveal the results of the report after analysing all the data received in this study through statistical 21. The methodology used in this study to gather the data for further analysis was discussed software SPSS version in the earlier chapter. Data analysed using descriptive analysis, factor analysis, reliability test, multiple linear regression, and various assumptions such as, multicollinearity tests against the hypothesis statements.

4.1 Respondents Demographic

In this study, the survey conducted had collected 181 completed sets of questionnaires within Malaysia. For gender, 37.6% of the respondents were male and the female respondents were 62.4%, which was higher if compared, as shown in Table 4.1. The biggest representation was those within the age of 21 to 30 years which accounted 48.1%, occupied almost half of the sampling. The rest of the minority respondents were aged between 31 to 40 years (23.8%) and above 40 years (28.2%).

With regard to the marital status, 62.4% of the respondents were single and / or divorced, which represent the majority group of the respondents. The balance of 37.6% of the respondents were married. By looking to the employment status, mostly of the

respondents were full time employee, which consists of 58.6%, whereas self-employed or employer consists of 14.4%, follow by not working or students which were 27.1%. For monthly income range, 30.4% of the respondents earning between RM1,000 to RM4,999. And in overall, there were more than 46.4% of respondents earning RM5,000 and above. This shows that the respondents, as consumers, will have the purchasing and consumption power to decide their travel accommodation and their duration of stay. In terms of education level, there were 13.3% with STPM/A-level and below, 23.2% were holding Certificate/Diploma, Degree holders were 45.3%, whereas 18.2% respondents were holding Professional or Master or beyond. Clearly, the largest percentage of respondents were Degree holders.

Table 4.1: Demographic Profile

Variables	Categories	Percentage (%)	Frequency
Gender	Male	37.6	68
	Female	62.4	113
Age Group	21 - 30	48.1	87
	31 - 40	23.8	43
	Above 40	28.2	51
Marital Status	Married	37.6	68
	Single/Divorce	62.4	113
Employment Status	Employer	14.4	26
	Full-time employee	58.6	106
	Others	27.1	49
Income Group	< RM999	23.2	42
	RM1,000 - RM4,999	30.4	55
	RM5,000 - RM7,999	25.4	46
	RM8,000 and above	21.0	38
Education Level	STPM/A-Level and below	13.3	24
	Certificate/Diploma	23.2	42
	Degree	45.3	82
	Master/PhD/Professional	18.2	33
	Total	**100.0**	**181**

Note: Developed for this study.

4.2   Consumer Travel Behavior

In today's highly competitive business environment, understanding travel behavior is imperative to success. Therefore, several types of consumer behavior in travel and tourism together with the consumption were ask in the questionnaires over the respective usage frequency.

Table 4.2 shows that more than 89.5% of the respondents were preferred for pleasure trip by using Airbnb accommodation for their past visit, and almost 70.2% of the respondents take a least 1 or 2 longer trips per year. In addition, total amount they spent on vacation for 3 to 4 day trips was less than RM500 per trip. Moreover, majority of the respondents were preferred to travel with friends and families. It shows that almost 60.8% of their usual trips were traveled with friends, whereas 59.1% of their trips were traveled with their family, and about 28.2% of the respondents traveled alone.

Beside, factors such as price, location, safety and security, quality and comfort are among the top four main concern factors to consider in regards to their holiday, which shows 81.8%, 71.3%, 65.7% and 51.9% respectively. Further to that, majority of the respondents chosen relaxation and discovery trips (74%) as their favorite travel theme, followed by local food (55.2%) and shopping theme (37%).

Table 4.2: Respondents Travel Behavior

Travel Behaviour	%	Frequency
Traveling Purpose		
For pleasure	89.5	162
For visiting Relative / Family reunion	32.6	59
For visiting Friend	27.6	50
For attending event(s)/festival(s)	22.7	41
For business & professional	14.9	27
Others	2.8	5
Travel frequency		

Travel Behaviour	%	Frequency
1 or 2 times a year	70.2	127
2 or 3 times a year	18.8	34
3 or 4 times a year	6.6	12
More than 4 times a year	4.4	8
Trip Duration		
1-2 days	17.7	32
3-4 days	47.5	86
5-6 days	13.8	25
Less than a week	9.9	18
One to two week	7.2	13
More than two weeks	3.9	7
Vacation budget		
Less than RM500	43.1	78
RM500 - RM999	27.6	50
RM1,000 - RM1,999	16.0	29
RM2,000 - RM4,999	6.6	12
Above RM5,000	6.7	12
Travel With		
Solo	28.2	51
With spouse	13.3	24
With family	59.1	107
With friends	60.8	110
Couple travels (boyfriend/girlfriend)	14.9	27
Travel group	7.2	13
Travel Priorities		
Price	81.8	148
Location	71.3	129
Safety and security	65.7	119
Quality and comfort	51.9	94
Accessibility	39.2	71
Hotel/Accommodations	34.8	63
Utility and convenience	33.7	61
Flexibility check-in and check-out	27.6	50
Atmosphere	25.4	46
Privacy and independence	24.3	44
Entertainment and recreation	18.2	33
Scenery and countryside	16.0	29
Community belonging	6.1	11
Others	3.3	6
Travel Theme		

Travel Behaviour	%	Frequency
Relaxation and discovery trips	74.0	134
Local food	55.2	100
Shopping	37.0	67
Island	33.1	60
Beach	27.1	49
Culture and art	25.4	46
Historical sites	23.2	42
Sports and adventure trips	19.9	36
Festive trips	18.8	34
Entertainment (clubbing)	12.2	22
Health and well-being	6.6	12
Total	**100.0**	**181**

Note: Developed for this study.

4.3   Factor Analysis

A common factor analysis, also called principal axis factoring, seeks the least number of factors which can account for the common variance (correlation) of a set of variables. Besides, this study also used the reliability analysis to determine how reliable all the variables were. An Oblique rotation (Direct oblimin) of principal axis factoring were performed to assess correlated factor on the underlying constructs for 49 items, and one item (satisfaction question 1) with no value loaded was subsequently dropped.

Table 4.3: Kaiser-Meyer-Olkin and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.879
Bartlett's Test of Sphericity:	Approximate Chi-Square	6991.563
	Degrees of freedom (df)	1128
	Significant (Sig.)	0.000

Note: Developed for this study.

Table 4.3 shows that the Kaiser-Meyer-Olkin (KMO) value was 0.879, which exceeds the recommended value of 0.60 (**Pallant**, 2016), and Bartlett's Test of Sphericity (Bartlett, 1954) value also reached statistical significance with p-value 0.000, therefore factor analysis is appropriate.

According to Kaiser rule, factors with eigenvalue of 1.0 or more are considered significant and will be retained for further investigation. This method only provides a rough estimate of the optimal-number of components that can be used to describe the data (Kanyongo, 2006). Kaiser rule uses the rationale that there are as many reliable components as there are eigenvalue greater than one. However, Cliff (1988) argued that Kaiser's rationale for relating the reliability of components to the number of eigenvalues greater than one was inappropriate and based on a misapplication of a common formula for the reliability of a composite. Further to that, he pointed out that reliability of components cannot be deducted from the size of the eigenvalues. This was also support by the studied of Kanyongo (2006) who claimed that it is important for practitioners to know that imperfect scores impact the performance of the procedures they use to determine the number of components to retain. Therefore, in this study, the researcher was focused on data exploration study to retain eleven (11) factors, since the factors that are extracted would have some practical significance in the future.

Principal axis factoring analysis revealed that the presence of eleven factors, which have accounted for a total of 75.7% of the variance (refer to Table 4.4), And these eleven (11) factors explained a total of 75.7% of the variance, which contributing 31.6%, 14.4%, 6.2%, 5.4%, 4.1%, 3.0%, 2.7%, 2.5%, 2.3%, 1.7% and 1.6% of the variance respectively, in order for the latent factors structure to in line with the total number of independent variables. Pattern Matrix showed the results of performing oblique rotation in SPSS version 21. Beside, one (1) variable was also found to be not communalities within the construct and this variable has been removed from all the test and analysis in this study. The result also showed that 48 variables were grouped into eleven groups.

Based on the result analysis, the findings have answered the research questions that a total of ten factors were affecting the satisfaction with Airbnb and intention to reuse of Airbnb in Malaysia as shown in Table 4.4 below. The satisfaction and intention to reuse as the dependent variables were tested with two and four loaded statements respectively, with a combined of 2.7% of the variance. The findings stated that consumers are satisfied and willing to reuse Airbnb services in the future.

Table 4.4: Results of Pattern Matrix

Items	Factor										
	1	2	3	4	5	6	7	8	9	10	11
Service Quality - Q1	0.445										
Service Quality - Q2	0.502										
Service Quality - Q3	0.586										
Service Quality - Q4	0.371										
Community Belonging - Q1		0.712									
Community Belonging - Q2		0.645									
Community Belonging - Q3		0.661									
Community Belonging - Q4		0.736									
Community Belonging - Q5		0.735									
Perceived Risk - Q1			0.690								
Perceived Risk - Q2			0.821								
Perceived Risk - Q3			0.842								
Internet & Smartphone Capability - Q1				0.685							
Internet & Smartphone Capability - Q2				0.748							
Internet & Smartphone Capability - Q3				0.752							
Internet & Smartphone Capability - Q4				0.695							
Internet & Smartphone Capability - Q5				0.643							
Internet & Smartphone Capability - Q6				0.586							
Trend - Q1					-0.623						
Trend - Q2					-0.471						
Familiarity - Q1						-0.473					
Familiarity - Q2						-0.597					
Familiarity - Q3						-0.744					
Familiarity - Q4						-0.829					
Re Use Intention - Q1							0.736				
Re Use Intention - Q2							0.670				
Re Use Intention - Q3							0.650				
Re Use Intention - Q4							0.613				

Items	Factor										
	1	2	3	4	5	6	7	8	9	10	11
Satisfaction - Q2							0.483		-0.327		
Satisfaction - Q3							0.479				
Utility - Q1								0.629			
Utility - Q2								0.600			
Utility - Q3								0.641			
Trust - Q1									-0.561		
Trust - Q2									-0.487		
Trust - Q3	0.304								-0.531		
Trust - Q4									-0.731		
Trust - Q5									-0.593		
Cost Saving - Q1										0.803	
Cost Saving - Q2										0.872	
Cost Saving - Q3										0.787	
Cost Saving - Q4										0.649	
Cost Saving - Q5										0.518	
Environment - Q1											0.608
Environment - Q2											0.648
Environment - Q3											0.714
Environment - Q4											0.739
Environment - Q5											0.776
Eigenvalues	15.187	6.928	2.992	2.619	1.968	1.429	1.306	1.180	1.113	0.837	0.781
% of variance explained	31.639	14.433	6.233	5.457	4.100	2.977	2.721	2.457	2.319	1.744	1.627
Cumulative %	31.639	46.073	52.306	57.763	61.863	64.840	67.561	70.018	72.337	74.081	75.708

Note: Extraction Method: Principal Axis Factoring; Rotation Method: Oblimin with Kaiser Normalization (Rotation converged in 26 iterations.) Developed for this study.

Factor X₁: This factor is labeled as "**community belonging**" which is one of the ten independent variables, and it relates to how the consumers evaluate the community belonging that becomes one of the consumer's concerns when decide to use or purchase the Airbnb services. In this factor, five loaded statements were tested, and the results shows that these combined loaded statements displayed 14.4% of the variance (see Table 4.4 above). This result also reveals that consumers will always respond positively and to accept the services when similar interest and with like-minded, tends to group together, to interact and to develop more social relationships, for sense of belonging and feel being attached to and connected with others (Ross, 2002; Smith, 2011).

Factor X₂: This factor is named as "**cost savings**" with five loaded statements were tested, and the results reveals that these combined loaded statements displayed 1.7% of the variance. The loaded statements covering whether the consumer was concern on cost factors while making their accommodation decision.

Factor X₃: This factor is labelled as "**environment impact**" with five loaded statements were tested, and the results reveals that these combined loaded statements displayed 1.6% of the variance. The loaded statements comprising of whether the consumer participation in sharing economy was related to the concern on environmental impact for their travel and to demonstrate environmental friendly consumption behavior, as well as will try to help to reduce the negative impacts released to the environment during their travel.

Factor X₄: This factor is labelled as "**familiarity**" which is one of the ten independent variables, and it deals with how much understanding or knowledge of the booking process and how Airbnb is actually works. In this factor, four loaded statements were tested, and it reveals that these combined loaded statements displayed 3.0% of the variance (Table 4.4 above) and had negative loadings. This study suggested that one of the levels of familiarity with sharing behavior are highly related to the sharing propensity while users who lack knowledge of the service showing lower sharing levels (Lamberton and Rose, 2012).

Factor X₅: This factor is called as "**internet and smartphone capability**" with six loaded statements and can explain 5.4% of variance (Table 4.4). The findings stated that the internet and smartphone capability is a significant issue and might be a key driver of satisfaction and in decide whether to further use the online sharing platform services.

Factor X₆: This factor is labelled as "**trend affinity**" with only two loaded statements were tested, and the result shows that these combined statements accounted for 4.1% of the variance. The statements concern whether using Airbnb services is a trending effect for their travel.

Factor X₇: This factor is named as "**service quality**" with four loaded statements, and comprising statements of the responsiveness and awareness of customer service of Airbnb to its customer's need, as well as whether the customer easily to conclude their transaction based on the design of Airbnb offer/website. The results reveals that these combined loaded statements displayed highest loading 31.6% of the variance.

Factor X₈: This factor is called as "**trust**" with five loaded statements and explain 2.3% of variance (see Table 4.4 above) and had negative loadings. The result shows that the role of trust playing a significant factor when dealing with online transactions (Mittendorf et al., 2017), and lack of trust may a threat to the successful dealing of online transactions (Lee, Matthew and Turban, 2001).

Factor X₉: This factor is labelled as "**utility**", and three loaded statements were tested. The result shows that these combined loaded statements displayed 2.4% of variance. The statements concern on whether participation in Airbnb will substitute to hotel and saves consumer's time. And is economic benefit a stronger motivator for intentions to participate in sharing economic (Hamari et al., 2016).

Factor X$_{10}$: This factor is named as "**perceived risk**" with three loaded statements and it displayed 6.2% of variance (see Table 4.4 above) with all positive loadings. The study stated that participation in P2P sharing is perceived as a more complex process than a traditional online transaction because the buyer-peers and seller-peers hardly know each other (Han et al., 2014).

4.4   Reliability Analysis

The purpose of the reliability test is to find out the consistency and stability of an inter-correlation of the data (Zikmund, 2010). Therefore, Cronbach's alpha is most commonly used when we want to assess the internal consistency of a set of questionnaires (or survey) that is made up of multiple Likert-type scales and items. The higher the value of Cronbach's alpha, the more correlated among the variables, and it shows that the measurements in the group have the same concept and the same covariance.

In this research, there are 12 constructs were built, 2 dependent variables and 10 independent variables. The summary of Cronbach's Alpha for each construct is displayed in Table 4.5 below.

Table 4.5: Reliability Tests for Each Construct

Variables		No of questions	Cronbach's Alpha
Dependent variables	Satisfaction	2	0.769
	Reuse Intention	4	0.886
Independent variables	Community Belonging	5	0.935
	Cost Savings	5	0.929
	Environment Impact	5	0.938
	Familiarity	4	0.882
	Internet & Smartphone Capability	6	0.881
	Trend	2	0.820
	Service Quality	4	0.837

Trust		5	0.870
Utility		3	0.817
Perceived Risk		3	0.828

Note: Developed for this study.

The value for Cronbach's α is range between 0 and 1. For a construct to be sufficient to describe the variable internal consistency, the Cronbach's α value should be greater than 0.7 (Heale and Twycross, 2015). The Cronbach's α value will improved after removing the question with low correlation. Referring to Appendix B, the last column showing the Cronbach's α value if the particular question to remove from the construct. Table 4.5 above points out that all the constructs were achieve Cronbach's α value of above 0.7, which shows that all the 48 questions were consistent to measure the satisfaction and intention to reuse the Airbnb.

4.5   Descriptive Statistics

In order for data to be considered normal, Kline (2005) claimed that the acceptable range value of the skewness is ($\pm$ 3), and the range value of kurtosis is ($\pm$ 10). Table 4.6 below describes the statistics in detail, all the variables are within the range value of skewness and kurtosis, which means the data in this research is normal.

Table 4.6: Descriptive Statistics

Constructs	Min	Max	Mean	Std. Deviation	Skewness	Kurtosis
Community Belonging	1.00	5.00	3.669	0.977	-1.053	0.922
Cost Saving	1.00	5.00	3.886	0.886	-1.543	2.766
Environment Impact	1.00	5.00	3.578	0.959	-0.765	0.356
Familiarity	1.00	5.00	3.892	0.899	-1.090	1.328
Internet & Smartphone Capability	1.00	5.00	4.270	0.615	-0.521	-0.250
Trend Affinity	1.00	5.00	3.843	0.873	-0.735	0.570
Service Quality	1.00	5.00	3.936	0.719	-0.495	0.172
Trust	1.00	5.00	3.838	0.682	-0.479	0.282

Utility	1.00	5.00	3.729	0.810	-0.869	1.035
Perceived Risk	1.00	5.00	3.385	0.914	-0.424	-0.133
Satisfaction	1.00	5.00	3.909	0.661	-0.387	0.681
Intention to reuse	1.00	5.00	3.899	0.693	-0.808	1.788

Note: Developed for this study.

4.6 Multiple Linear Regression

Multiple regression allows us to compare the predictive ability of particular independent variables and to find the best set of variables to predict a dependent variable (Pallant, 2016).

4.6.1 Model 1 (DV of Satisfaction): Testing of Assumptions

The Durbin-Watson d = 1.772, which is close to 2. Therefore, it can assume that there is no auto-correlation detected in our multiple linear regression data. As a rule of thumb, when the value of Variance Inflation Factors (VIF) are above 5, a problem with multicollinearity is demonstrated (Garson, 2010). The Multicollinearity statistics illustrated that the VIF value for all the variables are less than 5.0. Hence, indicating no multicollinearity problems happened. From the figure 4.1, it shows that the regression model is approximately normally distributed. The P-P plot showed that mostly all the data are on the linear regression line, supporting the condition that the error terms are normally distributed (Figure 4.2). In the Figure 4.3, the scatter plot takes the (approximate) shape of rectangular pattern, and the scores were randomly scattered about a horizontal line, therefore the assumption is met. In conclusion, the Model 1 had fulfilled the assumptions of multicollinearity, normality, no outliers, linearity, homoscedasticity, independence of errors.

Figure 4.1: Histogram for Dependent Variable of Satisfaction
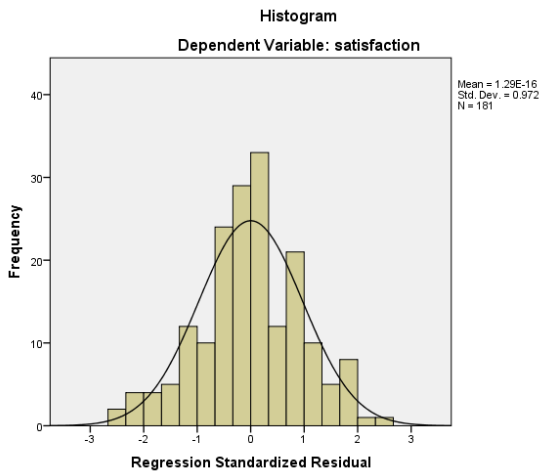
Figure 4.2: Normal P-P Plot for Dependent Variable of Satisfaction

Note. Developed for this study.
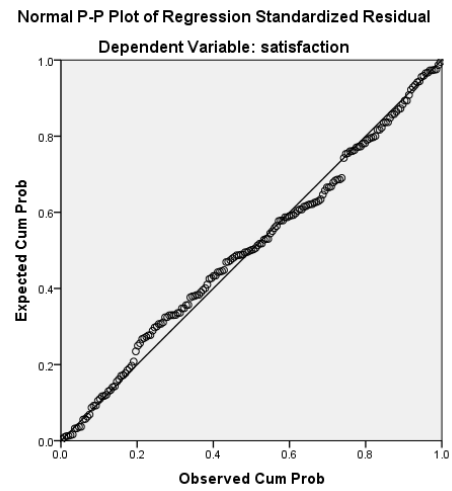
Note. Developed for this study.

Figure 4.3: Scatterplot for Dependent Variable of Satisfaction
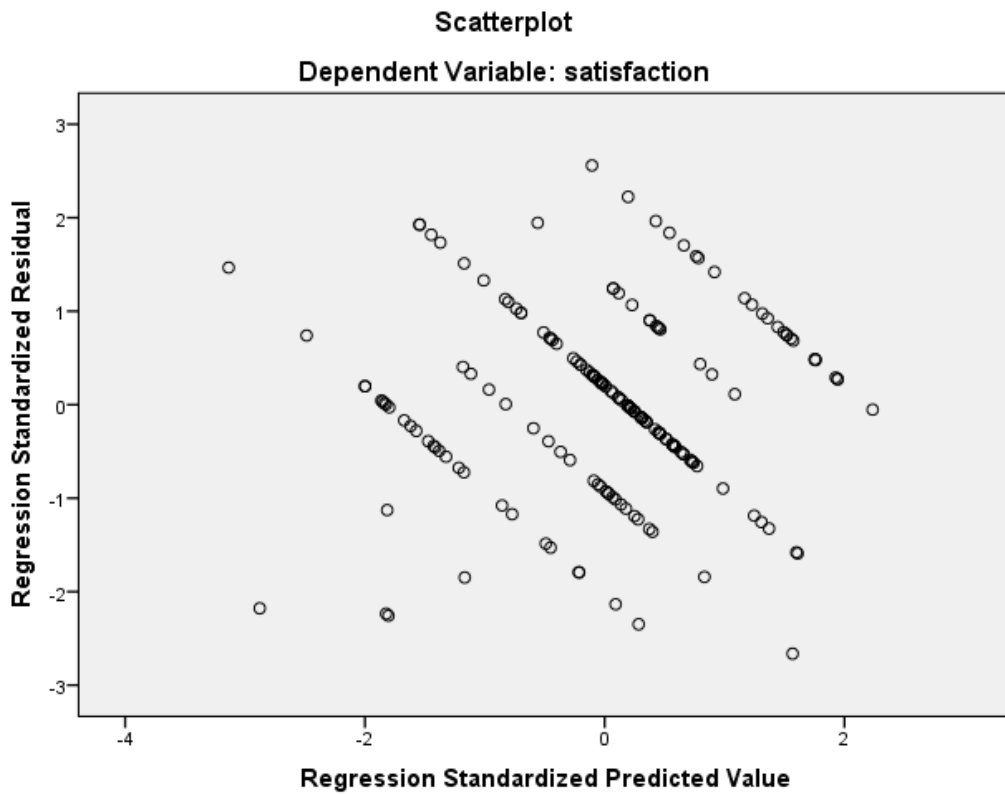
Note. Developed for this study.

4.6.2   Result for Model 1: Satisfaction

In Table 4.7, R-Square (R^2) value is 0.569, which means all independent variables (Perceived Risk, Internet & Smartphone Capability, Environment Impact, Trust, Trend Affinity, Utility, Familiarity, Cost Savings, Service Quality, Community Belonging) can be explained by 56.9% of the variation on dependent variable (satisfaction of Airbnb services). It is found that the adjusted R^2 is 0.543. This means that the linear regression explained 54.3% of the variance in the data. The model was significant at $\alpha=0.01$. It means that at least one of the ten independent variables can be used to model the satisfaction on Airbnb. Unstandardized coefficients indicated relationship between predictor and the outcome. The sign tells the direction of the effects is having on dependent variable, while the value gives the sizes of the effect range from 0 to 1.

Table 4.7: Model Summary (1) for Dependent Variable of Satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
0.754	0.569	0.543	0.447	1.772

Note: Predictors: (Constant), PR, I&S, EI, T, TA, U, F, CS, SQ, CB; Dependent Variable: **Satisfaction;** Developed for this study.

Table 4.8: Results of Model (1) for Dependent Variable of Satisfaction

Model 1	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	VIF	Hypothesis
	B	Std. Error	Beta				
(Constant)	0.821	0.306		2.687	0.008		
Community Belonging	-0.035	0.061	-0.051	-0.571	0.569	3.158	H1a
Cost Savings	0.081	0.061	0.109	1.332	0.185	2.620	H2a
Environment Impact	-0.070	0.062	-0.102	-1.138	0.257	3.148	H3a
Familiarity	**0.089**	**0.053**	**0.121**	**1.675**	**0.096**	**2.056**	**H4a**
Trend	-0.050	0.054	-0.066	-0.919	0.359	2.035	H7a
Service Quality	**0.158**	**0.074**	**0.171**	**2.118**	**0.036**	**2.580**	**H6a**
Trust	**0.437**	**0.070**	**0.451**	**6.222**	**0.000**	**2.070**	**H8a**

Utility	**0.150**	**0.057**	**0.183**	**2.630**	**0.009**	**1.910**	**H9a**
Internet & Smartphone Capability	0.033	0.068	0.031	0.487	0.627	1.586	H5a
Perceived Risk	-0.001	0.040	-0.001	-0.019	0.985	1.207	H10a

Note: F= 22.400, p-value < 0.01; Developed for this study.

Based on the statistical results of Table 4.8 above, the regression equation is formulated as below:

$$S = 0.821 - 0.035(CB) + 0.081(CS) - 0.070(EI) + 0.089(F)^* - 0.050(TA) + 0.158(SQ)^{**} + 0.437(T)^{***} + 0.150(U)^{***} + 0.033(I\&S) - 0.001(PR)$$

Whereby,
S   = Satisfaction
CB   = Community Belonging
CS   = Cost Savings
EI   = Environment Impact
F   = Familiarity
TA   = Trend Affinity
SQ   = Service Quality
T   = Trust
U   = Utility
I&S   = Internet & Smartphone Capability
PR   = Perceived Risk

Note: *** = $p < 0.01$, ** = $p < 0.05$, * = $p < 0.10$

4.6.3   Model 2 (DV of Intention to Reuse): Testing of Assumptions

In model 2, the Durbin-Watson d = 2.012, which is also close to 2. Therefore, it can assume that there is no auto-correlation detected in our multiple linear regression data. The Multicollinearity statistics illustrated that the VIF value for all the variables are less than 5.0. Hence, indicating no multicollinearity problems happened (Table 4.8). From the figure 4.4, it shows that the regression model is approximately normally distributed. The P-P plot showed that mostly all the data are on the linear regression line, supporting the condition that

the error terms are normally distributed (Figure 4.5). In the Figure 4.6, the scatter plot takes

the (approximate) shape of rectangular pattern, and the scores were randomly scattered about

a horizontal line, therefore the assumption is met. In conclusion, the Model 2 had fulfilled

the assumptions of multicollinearity, normality, no outliers, linearity, homoscedasticity,

independence of errors.

Figure 4.4: Histogram (2) for Dependent Variable of Intention to Reuse
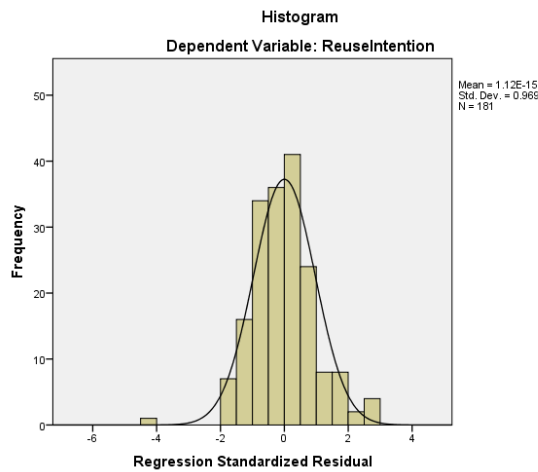
Figure 4.5: Normal P-P Plot (2) for Dependent Variable of Intention to Reuse

Note. Developed for this study.
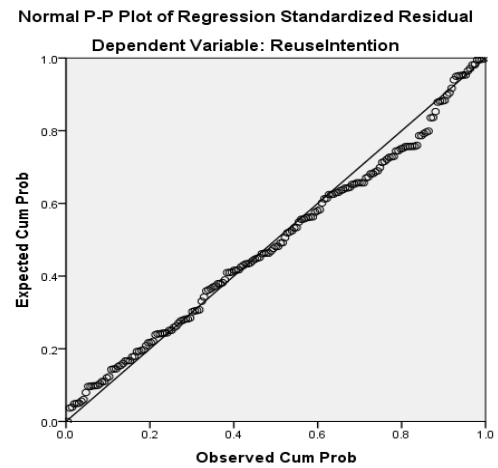
Note. Developed for this study.

Figure 4.6: Scatterplot (2) for Dependent Variable of Intention to Reuse

Scatterplot
Dependent Variable: ReuseIntention
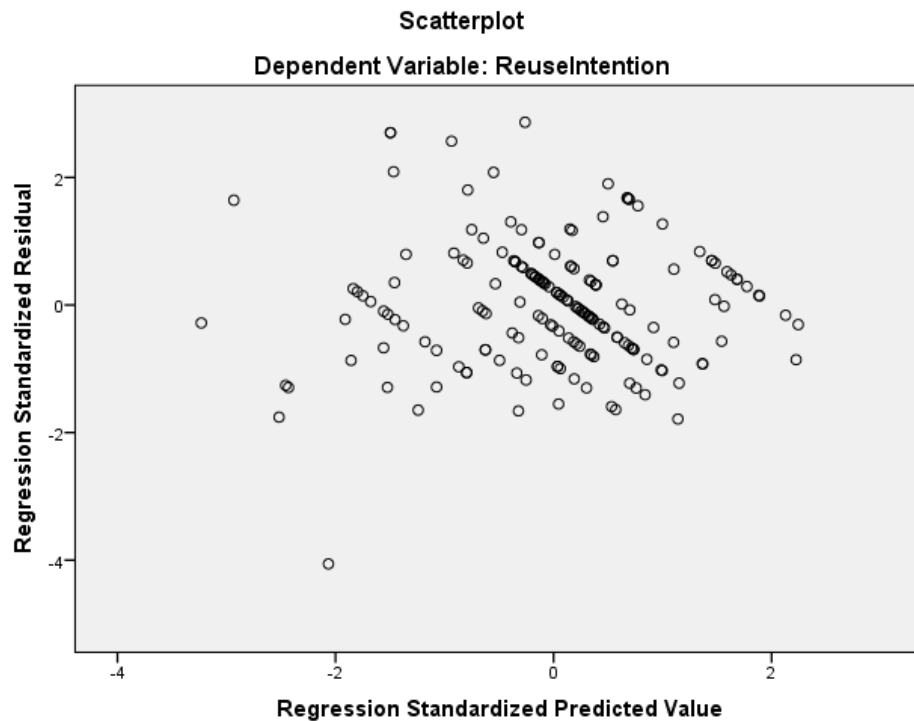
Note. Developed for this study.

4.6.4 Result for Model 2: Intention to Reuse

In Table 4.9, R-Square (R^2) value is 0.631, which means all independent variables (Satisfaction, Perceived Risk, Internet & Smartphone Capability, Environment Impact, Trust, Trend Affinity, Utility, Familiarity, Cost Savings, Service Quality, Community Belonging) can be explained by 63.1% of the variation on dependent variable (Intention to Reuse). It is found that the adjusted R^2 is 0.607, which means that the linear regression explained 60.7% of the variance in the data. The model was significant at α=0.01. It means that at least one of the eleven independent variables can be used to model the intention to reuse on Airbnb. Unstandardized coefficients indicated relationship between predictor and the outcome. The sign tells the direction of the effects is having on dependent variable, while the value gives the sizes of the effect range from 0 to 1.

Based on the statistical results of Table 4.10 below, the regression equation is formulated as below:

IR = 0.517 + 0.032 (CB) + 0.051 (CS) − 0.051 (EI) + 0.122 (F)** + 0.095 (TA)* + 0.105 (SQ) + 0.026 (T) + 0.118 (U)** - 0.015 (I&S) − 0.077 (PR)** + 0.456 (S)***

Whereby,

IR	= Intention to Reuse
CB	= Community Belonging
CS	= Cost Savings
EI	= Environment Impact
F	= Familiarity
TA	= Trend Affinity
SQ	= Service Quality
T	= Trust
U	= Utility
I&S	= Internet & Smartphone Capability
PR	= Perceived Risk
S	= Satisfaction

Note: *** = p <0.01, ** = p <0.05, * = p <0.10

Table 4.9: Model Summary (2) for Dependent Variable of Intention to Reuse

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
0.794	0.631	0.607	0.434	2.012

Note: Predictors: (Constant), S, PR, I&S, EI, T, TA, U, F, CS, SQ, CB; Dependent Variable: **Intention to Reuse;** Developed for this study.

Table 4.10: Result for Model (2) for Dependent Variable of Intention to Reuse

Model 2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF	Hypothesis
	B	Std. Error	Beta				
(Constant)	0.517	0.303		1.703	0.090		
Community Belonging	0.032	0.059	0.045	0.538	0.591	3.164	H1b
Cost Savings	0.051	0.059	0.065	0.854	0.394	2.648	H2b
Environment Impact	-0.051	0.060	-0.070	-0.842	0.401	3.172	H3b

Familiarity	**0.122**	**0.052**	**0.158**	**2.334**	**0.021**	**2.090**	**H4b**
Trend	**0.095**	**0.053**	**0.120**	**1.797**	**0.074**	**2.045**	**H7b**
Service Quality	0.105	0.073	0.109	1.434	0.154	2.648	H6b
Trust	0.026	0.076	0.025	0.338	0.736	2.542	H8b
Utility	**0.118**	**0.056**	**0.138**	**2.093**	**0.038**	**1.988**	**H9b**
Internet & Smartphone Capability	-0.015	0.066	-0.013	-0.226	0.821	1.588	H5b
Perceived Risk	**-0.077**	**0.039**	**-0.102**	**-1.981**	**0.049**	**1.207**	**H10b**
Satisfaction	**0.456**	**0.075**	**0.436**	**6.122**	**0.000**	**2.318**	H11

Note: F= 26.226, p-value < 0.01; Developed for this study.

4.7   Discussion of Results

In this study, we aimed to find the individual's attitude towards post-purchase satisfaction and repurchase intention based on the Expectancy-Disconfirmation model and the Theory of Planned Behaviour (TPB), to understand how these factors affect the post-purchase satisfaction behaviour, as well as for predicting behavioural of repurchase intentions. Based on the statistical results and equation produced, a total of twenty-one hypotheses which were set before the findings, nine of them were supported, and twelve of them were not supported. The hypotheses results can be interpreted as follows:

H1a: Community belonging has a positive impact on the satisfaction with Airbnb services – not supported

Table 4.8 above shows that the p-value is 0.569 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between community belonging and satisfaction with Airbnb services. The result is consistent with Mohlmann (2015) findings and suggests that community belonging is conceptually distinct from social support and has independent relationship with satisfaction.

H1b: Community belonging has a positive impact on the intention of reuse Airbnb services – not supported

Table 4.10 above shows that the p-value is 0.591 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant

relationship between community belonging and the intention of reuse Airbnb services. The result is consistent with Mohlmann (2015) findings and suggests that community belonging is conceptually distinct from social support and has independent relationship with the intention to reuse Airbnb options.

H2a: Cost savings have a positive effect on the satisfaction with Airbnb services -- not supported

Table 4.8 above shows that the p-value is 0.185 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between cost savings and satisfaction with Airbnb services. However, the result is inconsistent with Mohlmann (2015) satisfaction model, where users pay attention to the fact that collaborative consumption helps them to save money in a way that it well substitutes a non-sharing option and is characterized as a high utility services.

H2b: Cost savings have a positive effect on the intention to reuse Airbnb services – not supported

Table 4.10 above shows that the p-value is 0.394 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between cost savings and the intention to reuse Airbnb services. The result is found consistent to Mohlmann (2015) the dependent variable as modeled. Perhaps it is possible that respondents did not do the mental calculations to determine cost savings from sharing, and many consumers did not carefully calculate cost savings when making their purchase decisions, therefore the cost-related elements could be underweighted (Lamberton & Rose, 2012).

H3a: Environmental impact has a positive effect on the satisfaction with Airbnb services – not supported

Table 4.8 above shows that the p-value is 0.257 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between environment impact and satisfaction with Airbnb services. This result

also supported by Mohlmann (2015) that no statistical support was found for this determinant which primarily discussed and identified in the literatures had any effects on this dependent variable in his studies.

H3b: Environmental impact has a positive effect on the intention to reuse the Airbnb services – not supported

Table 4.10 above shows that the p-value is 0.401 ($p > 0.1$), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between environment impact and the intention to reuse Airbnb services. The result in this hypothesis also consistent with the findings of Moeller & Wittkowski (2010) that environmentalism did not have a positive effect on the preference for sharing consumption, simply because consumers might believe that environmental friendly consumption is merely a reduction in the usage of goods or services, rather than a real reduction in the purchase of goods. In other words, the relationship between sharing behavior and environmental responsibility might be too abstract and obscure for many environmentally conscious consumers to recognize (Moeller & Wittkowski, 2010).

Therefore, future research might need to further unveil the role of this non-egoistic factor such as environmental consciousness as a potential motivation for sharing economy behavior.

H4a: Familiarity has a positive effect on the satisfaction with Airbnb services –supported

Table 4.8 above shows that the p-value is 0.096 ($p < 0.1$), the result is significant. Hence, reject null hypothesis with at most 10% error and concluded that there is significant relationship between familiarity and satisfaction with Airbnb services. The result is consistent with Mohlmann (2015) stated similar result and assert that it is probably because familiarity helps lower the transaction costs of getting to know the specifics of the sharing process. Thus, indicating a high external validity of result in both studies.

H4b: Familiarity has a positive effect on the intention to reuse Airbnb services –supported

Table 4.10 above shows that the p-value is 0.021 ($p < 0.1$), the result is significant. Hence, reject null hypothesis with at most 10% error and concluded that there is significant

relationship between familiarity and the intention to reuse Airbnb services. The result is consistent with Mohlmann (2015) stated similar result and assert that it is probably because familiarity helps lower the transaction costs of getting to know the specifics of the sharing process. Thus, indicating a high external validity of result in both studies.

H5a: Internet & Smartphone capability has a positive effect on the satisfaction with Airbnb services – not supported

Table 4.8 above shows that the p-value is 0.627 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between internet & smartphone capability and satisfaction with Airbnb services. The result was consistent with the studied of Mohlmann (2015), where internet & smartphone capability had no any significant effect on this dependent variable.

H5b: Internet &Smartphone capability has a positive effect on the intention to reuse Airbnb services – not supported

Table 4.10 above shows that the p-value is 0.821 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between internet & smartphone capability and the intention to reuse Airbnb services. The result was consistent with the studied of Mohlmann (2015), where internet & smartphone capability had no any significant effect on this dependent variable.

H6a: Service quality has a positive effect on the satisfaction with Airbnb services – supported

Table 4.8 above shows that the p-value is 0.036 (p < 0.1), the result is significant. Hence, reject null hypothesis with at most 10% error and concluded that there is significant relationship between service quality and satisfaction with Airbnb services. The result of this hypothesis was consistent with the studied of Mohlmann (2015) on the car sharing service car2go, as well as supported by the studied of Jackie Tam (2004) that, the perceived service quality was found to display a positive effect on satisfaction. As customers' perceptions of the quality of the service increase, they feel more satisfied with the service and perceive higher value in the service, thus significantly influence post-purchase behavior.

H6b: Service quality has a positive effect on the intention to reuse Airbnb services – not supported

Table 4.10 above shows that the p-value is 0.154 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between service quality and the intention to reuse Airbnb services. The result of this hypothesis was consistent with Mohlmann (2015) where service quality had no significant effects on this variable.

H7a: Trend affinity has a positive effect on the satisfaction with Airbnb services – not supported

Table 4.8 above shows that the p-value is 0.359 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between trend affinity and satisfaction with Airbnb services. The result of this hypothesis was consistent with the studied of Mohlmann (2015). It is possible that some consumers in this sample believed that to follow updated travel trend might actually be felt more connected digitally (Lee & Anderson, 2017), rather than felt satisfied with the sharing platform services.

H7b: Trend affinity has a positive effect on the intention to reuse Airbnb services – supported

Table 4.10 above shows that the p-value is 0.074 (p < 0.1), the result is significant. Hence, reject null hypothesis with at most 10% error and concluded that there is significant relationship between trend affinity and the intention to reuse Airbnb services. This finding with regards to the present sample therefore support the view of Moeller & Wittkowski (2010) that trend affinity has a positive influence on sharing consumption preference. It would thus appear that the consumers in the present sample who aim to keep up with the latest trends in Airbnb were more likely to repurchase the services again in the future.

H8a: Trust has a positive effect on the satisfaction with Airbnb option –supported

Table 4.8 above shows that the p-value is 0.000 (p < 0.1), the result is significant. Hence, reject null hypothesis with at most 10% error and concluded that there is significant relationship between trust and satisfaction with Airbnb services. The result was consistent with Mohlmann (2015), indicating a high external validity of result. Respondents seem to predominantly be driven by rational reasons, serving their self-benefit when using Airbnb services.

H8b: Trust has a positive effect on the intention to reuse Airbnb option – not supported

Table 4.10 above shows that the p-value is 0.736 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between trust and the intention to reuse Airbnb services. The result was consistent with Mohlmann (2015) too, indicating a high external validity of result. Respondents seem to predominantly be driven by rational reasons, serving their self-benefit when using Airbnb services.

H9a: Utility has a positive effect on the satisfaction with Airbnb option –supported

Table 4.8 above shows that the p-value is 0.009 (p < 0.1), the result is significant. Hence, reject null hypothesis with at most 10% error and concluded that there is significant relationship between utility and satisfaction with Airbnb services. The result was consistent with Mohlmann (2015) stated similar result and assert that it is probably because consumers will have more interested in sharing when costs of sharing were minimized and benefits from sharing were maximized. Utility factors such as no waiting lines, more choice and no pressure from the sales people were reported to contribute to a more enjoyable shopping experience on the internet (Forsythe and Shi, 2003).

H9b: Utility has a positive effect on the intention to reuse Airbnb option –supported

Table 4.10 above shows that the p-value is 0.038 (p < 0.1), the result is significant. Hence, reject null hypothesis with at most 10% error and concluded that there is significant relationship between utility and the intention to reuse Airbnb services. Similarly, the result also consistent with Lamberton and Rose (2012) rational utility model and find the degree of substitutability in a car sharing context to have a positive impact on the likelihood of

participation in sharing option, which recommend an important augmentation of the model for the e-commerce sharing context. Thus, indicating a high external validity of results in these studies.

H10a: Perceived risk has a negative effect on the satisfaction with Airbnb option – not supported

Table 4.8 above shows that the p-value is 0.985 (p > 0.1), the result is not significant. Hence, do not reject null hypothesis with at most 10% error and concluded that there is no significant relationship between perceived risk and satisfaction with Airbnb services. Although we do not see much evidence of this type of research of their impact in commercial contexts, future research may require to seek downstream effects of such social factors to explain the impact on satisfaction.

H10b: Perceived risk has a negative effect on the intention to reuse Airbnb option – supported

Table 4.10 above shows that the p-value is 0.049 (p < 0.1), the result is significant. Hence, reject null hypothesis with at most 10% error and concluded that there is negative significant relationship between perceived risk and the intention to reuse Airbnb services, which consistent with Forsythe & Shi (2003) between perceived risk and the online shopping behavior. Thus providing support for the proposition of perceived risk theory that consumer will tends to reluctance to engage in purchase activities if they feel uncertainty about the outcome of a purchase.

H11: The satisfaction level with Airbnb services has a positive relationship with the intention to reuse the sharing option – supported

Table 4.10 above shows that the p-value is 0.000 (p < 0.1), the result is significant. Hence, reject null hypothesis with at most 10% error and concluded that there is significant relationship between satisfaction and the intention to reuse Airbnb services. In this study, the result is consistent with Mohlmann (2015) stated similar result in C2C accommodation marketplace Airbnb, and Liang et al. (2018) repurchase intention in the context of Airbnb,

too. Thus, indicating a high external validity of results. Respondents seem to predominantly be driven by satisfaction factors, when decided to reuse Airbnb services, hence, is a critical predictor of the reuse behavior of Airbnb consumers.

4.8   Conclusion

This chapter reported the results which are relevant to the research questions and hypothesis. Twenty-one hypothesis were tested and nine of them were supported through the study. The results indicated that familiarity, service quality, trust and utility were significant determinants on the satisfaction for Model 1. Trust and utility had the strongest positive impact on the satisfaction, followed by service quality, and lastly was familiarity.

In Model 2, the results indicated that familiarity, trend affinity, utility, perceived risk and satisfaction were significant determinants on the intention to reuse of Airbnb services. Among the five determinants, satisfaction had the strongest positive impact on the intention to reuse Airbnb, followed by familiarity and utility, and lastly was trend affinity. However, perceived risk had negative significant impact on the intention to reuse of Airbnb.

A regression equation was formed for each model from the statistical output of Multiple Linear Regression. The next chapter discuss the main findings of the research, identify possible implications, and suggest some recommendations for future study.

Table 4.11: Summary of Hypothesis Tests

Item	Hypothesis	Remarks	Result
H1a	**Community belonging** has a positive impact on the **satisfaction** with Airbnb services.	p = 0.569 (p > 0.10)	Not supported
H1b	**Community belonging** has a positive impact on the **intention of reuse** Airbnb services.	p = 0.591 (p > 0.10)	Not supported
H2a	**Cost savings** have a positive effect on the **satisfaction** with Airbnb services.	p = 0.185 (p > 0.10)	Not supported
H2b	**Cost savings** have a positive effect on the **intention to reuse** Airbnb services.	p = 0.394 (p > 0.10)	Not supported
H3a	**Environmental impact** has a positive effect on the **satisfaction** with Airbnb services.	p = 0.257 (p > 0.10)	Not supported
H3b	**Environmental impact** has a positive effect on the **intention to reuse** the Airbnb services.	p = 0.401 (p > 0.10)	Not supported
H4a	**Familiarity** has a positive effect on the **satisfaction** with Airbnb services.	p = 0.096 (p < 0.10)	Supported
H4b	**Familiarity** has a positive effect on the **intention to reuse** Airbnb services.	p = 0.021 (p < 0.10)	Supported
H5a	**Internet & Smartphone capability** has a positive effect on the **satisfaction** with Airbnb services.	p = 0.627 (p > 0.10)	Not supported
H5b	**Internet &Smartphone capability** has a positive effect on the **intention to reuse** Airbnb services.	p = 0.821 (p > 0.10)	Not supported
H6a	**Service quality** has a positive effect on the **satisfaction** with Airbnb services.	p = 0.036 (p < 0.10)	Supported
H6b	**Service quality** has a positive effect on the **intention to reuse** Airbnb services.	p = 0.154 (p > 0.10)	Not supported
H7a	**Trend affinity** has a positive effect on the **satisfaction** with Airbnb services.	p = 0.359 (p > 0.10)	Not supported
H7b	**Trend affinity** has a positive effect on the **intention to reuse** Airbnb services.	p = 0.074 (p < 0.10)	Supported
H8a	**Trust** has a positive effect on the **satisfaction** with Airbnb option.	p = 0.000 (p < 0.10)	Supported

Item	Hypothesis	Remarks	Result
H8b	*Trust* has a positive effect on the *intention to reuse* Airbnb option.	p = 0.736 (p > 0.10)	Not supported
H9a	*Utility* has a positive effect on the *satisfaction* with Airbnb option.	p = 0.009 (p < 0.10)	Supported
H9b	*Utility* has a positive effect on the *intention to reuse* Airbnb option.	p = 0.038 (p < 0.10)	Supported
H10a	*Perceived risk* has a negative effect on the *satisfaction* with Airbnb option.	p = 0.985 (p > 0.10)	Not supported
H10b	*Perceived risk* has a negative effect on the *intention to reuse* Airbnb option.	p = 0.049 (p < 0.10)	Supported
H11	*Satisfaction* with Airbnb services has a positive relationship with the *intention to reuse* the sharing option.	p = 0.000 (p < 0.10)	Supported

Note: Developed for this study.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0　　Introduction

This chapter discusses and concludes the results presented in Chapter 4. The respective implications and limitations of this study will be discussed, together with potential of recommendations for future study.

5.1　　Summary of Results

In this study, female respondents obtain a higher number with 62.4% than male respondent with 37.6%. Furthermore, majority of the respondents were between the age of 21 to 30 years old with 48.1%. Moreover, we also found that highest number of respondents is single with 62.4%, and in terms of education level, consist of degree holder with 45.3%. In addition, the highest percentage of respondent's employment status is full-time employment status that has accommodated 58.6%. For monthly income range, the highest representative with 30.4% of the respondent earning in between RM1,000 to RM5,000.

The summary of the hypothesis tests as shown in Table 5.1. The results of this study contribute to narrow down the research gap and hold valuable implications for researchers, and may probably be generalized to a broader spectrum of sharing economy and collaboration consumption. Thus, taking a closer look on variances in the sharing economy

platforms in future research projects might be more valuable. Moreover, the study may also have valuable implications for the hospitality industries in terms of providing insights information about the needs and requirements of the consumers in a fast-changing economy, as well as for practitioners, policy-makers, urban and regional planners concerned with tourist accommodation.

The Expectancy-disconfirmation theory of satisfaction developed as a foundation for this study to examine and understand the factors determine and affecting the satisfaction and the results reveals that only four independent variables have a significant relationship in affecting the satisfaction. These four independent variables, which are service quality, familiarity, utility, and trust, have successfully identified to have a positive significant relationship in affecting the customer satisfaction in Airbnb services. In seeking an explanation for the finding results, four possible reasons can be advanced.

First, research reveals that, among the four independent variables, **trust** was the most significant reason in affecting the customer satisfaction. This finding demonstrated that trust play a crucial role and even considered as main drivers for participate in peer-to-peer rental platform (Hawlitschek et at., 2016; Liang et al., 2018), as discussed in chapter 1. As such developing trust is the first step needed for consumers to participate in online transactions (Chai, Das & Rao, 2011) and blogging communities, which was considered the basis of building reliability and validity of the information posted. For instance, individuals usually will only use third-party booking sites when they believe those websites are trustworthy. This could be done such as the guarantee of their information ownership, i.e. the fact that Airbnb does not disclose visitor and host information.

Secondly, **utility** is also part of the determinants influencing the customer satisfaction in participate in Airbnb. This may due to the benefits derived from sharing economy in terms of amenities and location, contributing user satisfaction and behavioral of reuse intention consequently in the future (Tussyadiah, 2016). People actually seeking economic benefits where economic advantages are a strong motivator for intentions to take part in sharing

economic. Economic benefits such as facilitate the access to resources, cost savings, and free-riding, which have constituted more self-absorbed individual to participate in collaborative consumption (Hamari et al., 2016). This can be explained through the finding (refer Table 4.2), among the 181 respondents, 81.8% and 71.3% of the respondents respectively considered price and location were their main concern factors when booking accommodation for their holiday. Therefore, it can be indicated that consumers actually seeing economic benefits as their motivator for participate in Airbnb.

Table 5.1: Summary of Hypothesis Tests

Item	Hypothesis	Result
H1a	*Community belonging* has a positive impact on the *satisfaction* with Airbnb services.	Not supported
H1b	*Community belonging* has a positive impact on the *intention of reuse* Airbnb services.	Not supported
H2a	*Cost savings* have a positive effect on the *satisfaction* with Airbnb services.	Not supported
H2b	*Cost savings* have a positive effect on the *intention to reuse* Airbnb services.	Not supported
H3a	*Environmental impact* has a positive effect on the *satisfaction* with Airbnb services.	Not supported
H3b	*Environmental impact* has a positive effect on the *intention to reuse* the Airbnb services.	Not supported
H4a	*Familiarity* has a positive effect on the *satisfaction* with Airbnb services.	Supported
H4b	*Familiarity* has a positive effect on the *intention to reuse* Airbnb services.	Supported
H5a	*Internet & Smartphone capability* has a positive effect on the *satisfaction* with Airbnb services.	Not supported
H5b	*Internet &Smartphone capability* has a positive effect on the *intention to reuse* Airbnb services.	Not supported
H6a	*Service quality* has a positive effect on the *satisfaction* with Airbnb services.	Supported
H6b	*Service quality* has a positive effect on the *intention to reuse* Airbnb services.	Not supported
H7a	*Trend affinity* has a positive effect on the *satisfaction* with Airbnb services.	Not supported
H7b	*Trend affinity* has a positive effect on the *intention to reuse* Airbnb services.	Supported
H8a	*Trust* has a positive effect on the *satisfaction* with Airbnb option.	Supported
H8b	*Trust* has a positive effect on the *intention to reuse* Airbnb option.	Not supported
H9a	*Utility* has a positive effect on the *satisfaction* with Airbnb option.	Supported
H9b	*Utility* has a positive effect on the *intention to reuse* Airbnb option.	Supported
H10a	*Perceived risk* has a negative effect on the *satisfaction* with Airbnb option.	Not supported
H10b	*Perceived risk* has a negative effect on the *intention to reuse* Airbnb option.	Supported
H11	*Satisfaction* with Airbnb services has a positive relationship with the *intention to reuse* the sharing option.	Supported

Note: Developed for this study.

Thirdly, **service quality** also supported this study that customer satisfaction in participate in Airbnb is based on the service quality provided by the service provider, which is a measure of how well the service level delivered meets the customer expectations. Thus, supported by Jackie Tam (2004) that, customer perceived service quality increase, they will feel more satisfied with the service provider and thus significantly influence post-purchase behavior. From the finding (refer Table 4.2), 51.9% of the respondents perceived quality and comfort issues as most important factors to tourists when selecting accommodation. Therefore, service quality in hospitality industry has becomes one of the most important factors for gaining a sustainable competitive advantage and create a great chance of critical success factor for guest retention. Airbnb service quality dimension such as cleanliness, security, authenticity, uniqueness, and price, which are also relative to hotels service quality attributes. However, Airbnb service quality attributes in terms of technical website issues such as service recovery, providing Airbnb users with easy access to the information on how to handle booking errors or to resolve technical problems would seem important in order to meet users' expectations (Ju et al., 2019).

Apart from that, this study also found that **familiarity** with sharing behavior are highly related to the satisfaction. Familiarity in this e-commerce context would reduce complexity and reduces uncertainty, as prior knowledge would increase familiarity (Lamberton & Rose, 2012). In sharing e-commerce context, networked hospitality businesses as Airbnb has become a serious competitor for the hospitality industry with its technology growth exponentially, hence it is a conceivably significant contribution of the study to gives guidelines/rules on how organizations appealing in e-commerce business to develop potential customers' satisfaction via increased familiarity with its website procedures. Provided that it is most likely an easier way to build familiarity through instruction and presentation, rather than to build trust via repeated favorable communications with customers.

The combined three basic theories from Meskaran et al. (2013) of Theory of Planned Behavior (TPB), Theory of Reasoned Action (TRA) and Theory Acceptance Model (TAM) was utilised to develop a foundation for this study to examine various factors affecting consumers post purchase intention. The outcome gave significant support for five

hypotheses of reuse intention, and **satisfaction** was the most significant reason in affecting the intention to reuse Airbnb services. In other words, satisfaction plays a mediating role in the relationship between expectancy-disconfirmation theory of satisfaction and TPB of reuse intention. This would be important for consumer conduct researchers as a guideline for potential e-commerce repurchase studies in terms of this mediating role of satisfaction. Many online platforms are being investigated by researchers around the globe as the spotlight is put progressively on these new types of sharing economy, and thus it is essential to remind researchers that satisfaction and repurchase intention could be more precisely contemplated from their social science and business perspective.

Secondly, the **utility**, also play a major role as determinants influencing the customer intention to reuse and participate in Airbnb services. This may due to people actually seeking economic advantages where economic advantages are a substantial motivator for intentions to take part in sharing economic (Hamari et al., 2016). In this specific circumstance, most people's objective is to earn more utility by calculate what they received and other cost savings and benefits in satisfying their needs. Improve satisfaction is achieved through convenience, efficiency, and most importantly, access (e.g. time consume to obtain the services, the amount of effort they have to put in in order to be part of the program). Customer would shift to another brand if competitor offers incentive and more cost saving advantages. As such, manager should encourage and exhibite the sparing aspects and offering for more economical benefit to enrich customer participation.

Thirdly, shoppers who are increasingly **familiar** with e-commerce sharing are bound to participate, and would have more expectation or intention to buy. Therefore, increased strength of familiarity with an e-commerce would increase buyer's willingness to inquire about products on that vendor's website (Gefen, 2000). As discussed, familiarity can be achieved through the enhancement in education and exposure of e-commerce sharing economy. Perhaps, this study should take a step further and investigate that familiarity and trust should work hand-in-hand especially as discussed in the studied of Gefen (2000) stated that familiarity and trust affect the behavioral intentions of these e-commerce purchase intention.

With regards to **trend affinity**, the results of the present study have shown that a positive effect on intention to reuse the Airbnb services. Moeller and Wittkowski (2010) found that it is obvious that the developing trend towards non-possession consumption can possibly to be mutually beneficial for hosts and guests. The study has confirmed the increase importance of trend orientation in e-commerce of sharing economy. Indeed, as discussed in chapter 1 above, senior citizens turning to Airbnb for additional income (Zainul, 2019) by opening their homes to visitors via Airbnb in demand for supplement income and an opportunity to interact with new people. Whilst users turning to Airbnb rather than hotel might due to cost savings factor (Tussyadiah & Pesonen, 2016), or could be felt more connected digitally (Lee & Anderson, 2017), or being felt part of trending in modern society (World Economic Forum, 2019).

Finally, although the increase in demand for sharing economy represents a new trend for the criterion of networked accommodation rental services, the present findings suggest that the **perceived risk** which has a significant negative effect on the post purchase behavior, is arguably one of the most significant is an inhibitor to travel for travelers, rather than a facilitator because of the danger in nature of the tourism industry, particularly for new places, for example, Airbnb's rental houses (Mao & Lu, 2017). From the findings, among 181 respondents, 65.7% perceived safety and security factors as their main concern in regards to their booking accommodation (refer Table 4.2). This indicated that trust towards the accommodation or third party host could ultimately lead to consumers' satisfaction and could be an important factor in predicting individuals' booking intention. Traditional hospitality companies are subject to regulations to ensure safety of guests, employees and residents. Unlike hotels and motels, listing a property on Airbnb does not required government approval, inspections nor any intervention and regulations from government (Airbnb, 2019). It's not simply that Airbnb doesn't need to establish the rooms itself, it doesn't necessary require a physical nearness, for example, a workplace, a worker, and so on.

In addition, according to Hopkins (2018), many Airbnb venues in the United States fail to provide safety equipment, such as a carbon monoxide or smoke detector, fire safety

protections, which were subject to health and safety regulations as required by their local authority in respect of hotel operations. In addition to that, many researchers pointed that peer-to-peer (P2P) hospitality services like Airbnb lack of national safety standards, which leaves ambiguity on safety requirements for these rental properties, hence potentially putting guests at risk in the event of an emergency.

5.2   Managerial Implications

These findings and clarifications give important implications for traditional lodging businesses, travellers, policy makers and any practitioners concerned with tourist accommodation, as well as for Airbnb and similar online accommodation companies.

For sharing economy, the discoveries give a new perspective of the perceived risk in the travel industry. As the Malaysia sharing economy market is experiencing a significant growth (Snippets, 2019), the **risks** associated with online bookings are significant dimensions of this e-market domain despite serving as a sharing platform for diverse properties and facilities, therefore Airbnb and similar online accommodation platform companies can contribute to prevent undesirable effects by taking and impose self-regulatory measures, such as transparency about operated properties and about guests is essential. Photographs from the hosts, various kind of data/information, and any reviews empower clients/visitors to completely assess and evaluate the danger risk during the process of booking. Guideline and supervision of the legislature in the sharing economy ought to be controlled after the recognition of the different risk system within the travel industry. The perceived risk ought to be controlled instead to dispense in the travel industry, which can change the perceived risk of Airbnb into the appealing point and work as the attractiveness of the destination.

Besides the risk issues, more importantly, because the free market allows more people to participate to experiment with their underutilized properties and to implement more flexible income plans, especially to the silver economy, it can possibly increase supply wherever houses and high rises buildings as of now exist. Opposite to traditional lodging, one must be

fabricated at areas in accordance with the local bounding requirements. Hence, this exclusive element of Airbnb has seems importantly impacted hotel's elasticity of price and demand. These findings will enable hotel managers to focus on the accurate field and target more efficiently and to gain valuable insights into the reasons of usage and consumers' preferences, and the competitions their firms facing from these e-commerce firms. The lodging industry should be aware the challenge with e-commerce firms is not quite the same from normal rivalries in the industry, which follows the disruptive technology rules, rather follows the traditional business practices. Hotels and any accommodation practitioners should upgrade their service level or develop new qualities, which can't be trailed by sharing economy.

Finally, the results have implications for policy makers and local tax authorities. City incomes depend partly on tax collected from well-established companies, for example, hotels and motels. Airbnb has generated approximately RM3bil in estimated direct economic impact in Malaysia last year (as mentioned in chapter 1 above), with demand in sharing economy shifting away the traditional lodgings, the net impact on the countries corporate tax revenues collected would drop proportionately and could be hurt the economic growth rates for Malaysia in the long run. These potential tax efficiency losses highlight the importance of redesigning taxation systems in this sharing economy. Therefore, quantifying the net impact of these sharing economy remains an interesting direction for future research.

5.3   Limitations and Recommendation for Further Study

Even though this research has drawn intellectually and practically meaningful implications, there are some limitations of this study that need to be discussed. First of all, the main challenges of this study are given with limited time resources for the data collection, it is thus evidently only 181 sets response were valid for further analysis. Thus, potential bias may exist in this study although studied were carried out to examine for this bias, therefore sample may not well represent the true Malaysia populations.

Second, this research provides interesting insights in the important role of service quality and trust for the usage of Airbnb services. Hypothesis shows that there is positive relationship

between service quality as well as trust with the dependent variable of satisfaction, and satisfaction have a positive relationship with the intention to reuse Airbnb services. However, both service quality and trust does not show a positive relationship with the intention to reuse the sharing options again. Therefore, the result of this study suggests that future research should further investigate both the service quality and trust concept and their multifaceted character in the context of Airbnb sharing option.

Third, it is important to keep in mind that this study is only delegate of the province of Malaysia; to generalize them to different markets may not be fit given the fluctuating of elasticity of supply and demand for accommodation across various local markets. Extra investigations on the effect of Airbnb over various markets could be a valuable commitment and more insights into customer online behavior.

Future studies should try to distinguish satisfaction and intention to reuse Airbnb services for hosts' perspective, and then compare the distinctions with this model, just as other geographic regions to expand its generalizability, which may contribute significantly into the sharing economy, especially in view of the growing business in different classifications, for example, nourishment, innovation, expressions, business, space, etc.

5.4   Conclusion

In sum, all the findings had responded to the research questions, and the objectives of this study had been achieved, and future research on the sharing economy should be conducted to illuminate this emerging trend that is remarkably changing consumer behaviour.

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Appendix A: Survey Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

MASTER OF BUSINESS ADMINISTRATION

Determinants of Satisfaction and the Intention to Reuse Airbnb Services

Tomorrow's world is changing. The rise of internet and e-commerce technology has increased to the sharing economy which has opened doors to many business ideas and business models.

It seems likely that Airbnb, a type of home-sharing platform, has become a formidable mode of accommodation in the tourism industry worldwide. But how true it is, we'd like to hear from you…

I am Cheah Wen Lih, currently pursuing Master of Business Administration (MBA) in University Tunku Abdul Rahman. The purpose of this survey is to identify the factors that determine your satisfaction, and your intention to reuse Airbnb services during travelling.

Tell us what you think about Airbnb services in this research by answering some questions below. It may take about 10 minutes to complete.   Please be assured that all the information that you have provided in this survey is STRICTLY CONFIDENTIAL and will only be used for the purpose of research. Your participation in this research is completely voluntary.

Thank you again for your time and cooperation.

Yours faithfully,

Cheah Wen Lih

Supervisor
Sia Bik Kai
Senior Lecturer
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
siabk@utar.edu.my

Which type of accommodation do you prefer when you travel in Malaysia?

1. Home sharing platform, such as Airbnb (Continue)

2. Hotel / Hostel / Motel (End of the survey)

Section A: What did you think about the services of Airbnb?

Please indicate the degree of your agreement/disagreement for each of the following statements based on the five Likert scale.

A.   Perception of Airbnb

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
A1	**COMMUNITY BELONGING**					
	The use of Airbnb allows me					
a.	to be part of a group of like-minded people	1	2	3	4	5
b.	to belong to a group of people with similar interests	1	2	3	4	5
c.	to get to know people from the local neighbour-hoods	1	2	3	4	5
d.	to develop social relationships	1	2	3	4	5
e.	to have a more meaningful interaction with locals	1	2	3	4	5
A2	**COST SAVINGS**					
	Staying at Airbnb accommodation					
a.	helps lower my travel cost	1	2	3	4	5
b.	makes my travel more affordable	1	2	3	4	5
c.	benefits me financially	1	2	3	4	5
d.	For the given price, I rate Airbnb offer as good	1	2	3	4	5
e.	For the given quality of Airbnb offer, I rate the price as good	1	2	3	4	5
A3	**ENVIRONMENTAL IMPACT**					
	Staying at Airbnb accommodation					
a.	is a more sustainable environmental way of travel	1	2	3	4	5

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
b.	helps reduce the negative impacts of travel on the environment	1	2	3	4	5
c.	helps reduce the consumption of energy and other resources while traveling	1	2	3	4	5
d.	allows me to be more environmental concern traveller	1	2	3	4	5
e.	demonstrate environmental friendly consumption behaviour	1	2	3	4	5
A4	**FAMILIARITY**					
a.	I am familiar with the booking process of Airbnb	1	2	3	4	5
b.	I have experience with Airbnb before	1	2	3	4	5
c.	I know a lot about how Airbnb actually works	1	2	3	4	5
d.	Overall, I am familiar with Airbnb	1	2	3	4	5
A5	**INTERNET & SMARTPHONE CAPABILITY**					
a.	The internet is useful for assessing Airbnb	1	2	3	4	5
b.	The internet enables me to assess Airbnb easily	1	2	3	4	5
c.	Using the internet increases the productive use of Airbnb	1	2	3	4	5
d.	My smartphone is useful for assessing Airbnb	1	2	3	4	5
e.	My smartphone enables me to assess Airbnb easily	1	2	3	4	5
f.	Using my smartphone increases the productive use of Airbnb	1	2	3	4	5
A7	**TREND AFFINITY**					
a.	The collaborative consumption of the Airbnb offer allows me to keep up with the latest trends	1	2	3	4	5
b.	Using Airbnb shows that it is important for me to follow updated travel trend	1	2	3	4	5
A8	**SERVICE QUALITY**					

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
a.	Airbnb makes it easy for me to conclude my transaction	1	2	3	4	5
b.	The design of the Airbnb offer/website is appealing to me	1	2	3	4	5
c.	The customer service of Airbnb is responsive to its customer's needs	1	2	3	4	5
d.	I believe that Airbnb knows about the needs of their customers	1	2	3	4	5
A9	**TRUST**					
a.	The other users of Airbnb who I interact with are truthful in dealing with one another	1	2	3	4	5
b.	The other users of Airbnb who I interact with will not take advantage of me	1	2	3	4	5
c.	I trust that Airbnb provides enough safeguards to make me feel comfortable using it to post my information	1	2	3	4	5
d.	Airbnb provides a robust and safe environment in which I can use the service	1	2	3	4	5
e.	Overall, Airbnb is trustworthy	1	2	3	4	5
A10	**UTILITY**					
a.	I believe Airbnb substitutes quite well to hotel	1	2	3	4	5
b.	Using Airbnb is just as good as staying in hotel	1	2	3	4	5
c.	My participation in Airbnb saves my time	1	2	3	4	5
A11	**PERCEIVED RISK**					
a.	For me, using Airbnb when traveling involves considerable risk	1	2	3	4	5
b.	For me, using Airbnb when traveling involves a high potential for loss	1	2	3	4	5
c.	My decision to use Airbnb when traveling is risky	1	2	3	4	5

Please indicate the degree of your agreement/disagreement for each of the following statements based on the five Likert scale.

B. Determinants of Satisfaction and Repurchase Intention

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
B1	**Satisfaction with Airbnb services in Malaysia**					
a.	Airbnb represents the ideal version of accommodation sharing option	1	2	3	4	5
b.	Overall, I am satisfied with Airbnb	1	2	3	4	5
c.	The last experience using Airbnb fulfilled my expectations	1	2	3	4	5
B2	**Intention to reuse Airbnb services in Malaysia**					
a.	All things considered, I expect to continue using Airbnb in the future.	1	2	3	4	5
b.	I can see myself engaging in Airbnb more frequently in the future.	1	2	3	4	5
c.	I can see myself increasing to use Airbnb if possible.	1	2	3	4	5
d.	It is likely that I will frequently participate in Airbnb in the future	1	2	3	4	5

Section C: About you

The following personal information is necessary for validation of the questionnaire. All information will be kept CONFIDENTIAL.

PART C: GENERAL BACKGROUND

C1.   Gender
   1.   Male
   2.   Female

C2.   Age
   1.   21 - 30
   2.   31 - 40
   3.   41 – 50
   4.   51 – 60
   5.   > 60

C3.   Marital status
   1.   Single
   2.   Married
   3.   Widow
   4.   Divorced
   5.   Separated

C4.   What is your current employment status?
   1.   Full-time employee ($\geq$ 30 hours per week) – Private sector
   2.   Full-time employee (< 30 hours per week) – Private sector
   3.   Full-time employee – Public sector
   4.   Employer
   5.   Self-employed
   6.   Unemployed
   7.   Housewife/homemaker
   8.   Retired
   9.   Student
   10.   Other, please specify: _____

C5.   Please select your monthly income range?
   1. $\leq$ RM999

2. RM1,000 - RM2,999
3. RM3,000 - RM4,999
4. RM5,000 - RM7,999
5. RM8,000 - RM9,999
6. RM10,000 - RM14,999
7. RM15,000 - RM19,999
8. RM20,000 - RM40,000
9. RM40,000 and above

C6. Education Level
1. No formal education
2. SPM/STPM/A-Level
3. Certificate/Diploma
4. Degree
5. Master/PhD
6. Professional qualifications
7. Other, please specify: _____

C7. What was the main purpose(s) of your travel by using Airbnb accommodation during your last visit? (Can choose more than 1)
1. For business & professional
2. For pleasure (leisure / vacation / recreation / holiday)
3. For visiting friends
4. For visiting relatives
5. Health treatment
6. Religion
7. Family reunion
8. For attending event(s) / festival(s)
9. Other, please specify: _____

C8. How often do you travel with Airbnb for the past one year?
1. 1 or 2 times a year
2. 2 or 3 times a year
3. 3 or 4 times a year
4. More than 4 times a year

C9. Please choose your usual trip duration
1. 1-2 days
2. 3-4 days
3. 5-6 days
4. Less than a week

5. One to two week
6. Two weeks to a month
7. More than a month

C10. Where is your favourite vacation destinations?
Please specify at least one for each:
1. Domestic trip: _____
2. International trip: _____

C11. How much did you spent for your previous trip by using Airbnb accommodation (excluding the air tickets)?
1. Less than RM500
2. RM500 – RM999
3. RM1,000 – RM1,999
4. RM2,000 – RM2,999
5. RM3,000 – RM4,999
6. RM5,000 – RM9,999
7. RM10,000 – RM19,999
8. RM20,000 – RM29,999
9. RM30,000 and above

C12. Who do you usually travel with? (Can choose more than 1)
1. Solo
2. Husband / wife
3. With family (Sons, relatives, etc)
4. With friends
5. Couple travels (Boyfriend/Girlfriend)
6. Travelling group
7. Other, please specify _____

C13. Which of the following is most important to you in regards to your holiday?
(Can choose more than 1)
1. Price
2. Location
3. Hotel / accommodations
4. Accessibility / easy communication
5. Atmosphere (feel at home, decoration and design, peace and quite)
6. Flexibility with check-in and check-out
7. Privacy and independence
8. Safety and security
9. Community belonging

10. Entertainment and recreation
11. Quality and comfort
12. Utility and convenience
13. Just pass through
14. Scenery and countryside
15. Other, please specify _____

C14. What is your favourite travel theme? (Can choose more than 1)
1. Sports and adventure trips
2. Relaxation and discovery trips
3. Entertainment (clubbing)
4. Festive trips (events and festivals)
5. Island
6. Culture and art
7. Historical sites
8. Health and well-being trips
9. Local food
10. Shopping
11. Beach
12. Other, please specify: _____

You have completed this questionnaire.

Thank you.

_____
Thank you for your participation!

UNIVERSITI TUNKU ABDUL RAHMAN
Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

Re: U/SERC/187/2018

17 September 2019

Mr Sia Bik Kai
Department of Economics
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Mr Sia,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your research project (Master student's project) and are pleased to inform you that your application has been approved under <u>expedited review</u>.

The details of your research project are as follows:

Research Title	Determinants of Satisfaction and the Intention to Reuse Airbnb Services
Investigator(s)	Mr Sia Bik Kai
	Cheah Wen Lih (UTAR Postgraduate Student)
Research Area	Social Sciences
Research Location	Malaysia
No of Participants	200 participants (Age: 18 - 100)
Research Costs	Self-funded
Approval Validity	17 September 2019 - 16 September 2020

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

Should you collect personal data of participants in your study, please have the participants sign the attached Personal Data Protection Statement for your records.

The University wishes you all the best in your research.

Thank you.

Yours sincerely,

Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c   Dean, Faculty of Accountancy and Management
       Director, Institute of Postgraduate Studies and Research

APPENDIX B

SUMMARY RESULTS OF FACTOR ANALYSIS AND RELIABILITY TESTS

Factor	Factor loading	Cronbach's Alpha
DEPENDENT VARIABLES - Y_1 and Y_2		
Factor Y_1: Satisfaction		**0.769**
Overall, I am satisfied with Airbnb	0.483	
The last experience using Airbnb fulfilled my expectations	0.479	
Factor Y_2: Reuse Intention		**0.886**
All things considered, I expect to continue using Airbnb in the future	0.736	
I can see myself engaging in Airbnb more frequently in the future	0.670	
I can see myself increasing to use Airbnb if possible	0.650	
It is likely that I will frequently participate in Airbnb in the future	0.613	
INDEPENDENT VARIABLES		
Factor X_1: Community Belonging		**0.935**
The use of Airbnb allows me to be part of a group of like-minded people	0.712	
The use of Airbnb allows me to belong to a group of people with similar interests	0.645	
The use of Airbnb allows me to get to know people from the local neighbour-hoods	0.661	
The use of Airbnb allows me to develop social relationships	0.736	
The use of Airbnb allows me to have a more meaningful interaction with locals	0.735	
Factor X_2: Cost Savings		**0.929**
Staying at Airbnb accommodation helps lower my travel cost	0.803	

Staying at Airbnb accommodation makes my travel more affordable	0.872	
Staying at Airbnb accommodation benefits me financially	0.787	
For the given price, I rate Airbnb offer as good	0.649	
For the given quality of Airbnb offer, I rate the price as good	0.518	
Factor X₃: Environmental Impact		**0.938**
Staying at Airbnb accommodation is a more sustainable environmental way of travel	0.608	
Staying at Airbnb accommodation helps reduce the negative impacts of travel on the environment	0.648	
Staying at Airbnb accommodation helps reduce the consumption of energy and other resources while traveling	0.714	
Staying at Airbnb accommodation allows me to be more environmental concern traveller	0.739	
Staying at Airbnb accommodation demonstrate environmental friendly consumption behaviour	0.776	
Factor X₄: Familiarity		**0.882**
I am familiar with the booking process of Airbnb	(0.473)	
I have experience with Airbnb before	(0.597)	
I know a lot about how Airbnb actually works	(0.744)	
Overall, I am familiar with Airbnb	(0.829)	
Factor X₅: Internet & Smartphone Capability		**0.881**
The internet is useful for assessing Airbnb	0.685	
The internet enables me to assess Airbnb easily	0.748	
Using the internet increases the productive use of Airbnb	0.752	
My smartphone is useful for assessing Airbnb	0.695	
My smartphone enables me to assess Airbnb easily	0.643	

Using my smartphone increases the productive use of Airbnb	0.586	
Factor X₆: Trend Affinity		**0.820**
The collaborative consumption of the Airbnb offer allows me to keep up with the latest trends	(0.623)	
Using Airbnb shows that it is important for me to follow updated travel trend	(0.471)	
Factor X₇: Service Quality		**0.837**
Airbnb makes it easy for me to conclude my transaction	0.445	
The design of the Airbnb offer/website is appealing to me	0.502	
The customer service of Airbnb is responsive to its customer's needs	0.586	
I believe that Airbnb knows about the needs of their customers	0.371	
Factor X₈: Trust		**0.870**
The other users of Airbnb who I interact with are truthful in dealing with one another	(0.561)	
The other users of Airbnb who I interact with will not take advantage of me	(0.487)	
I trust that Airbnb provides enough safeguards to make me feel comfortable using it to post my information	(0.531)	
Airbnb provides a robust and safe environment in which I can use the service	(0.731)	
Overall, Airbnb is trustworthy	(0.593)	
Factor X₉: Utility		**0.817**
I believe Airbnb substitutes quite well to hotel	0.629	
Using Airbnb is just as good as staying in hotel	0.600	
My participation in Airbnb saves my time	0.641	
Factor X₁₀: Perceived Risk		**0.828**

For me, using Airbnb when traveling involves considerable risk	0.690	
For me, using Airbnb when traveling involves a high potential for loss	0.821	
My decision to use Airbnb when traveling is risky	0.842	