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Mazne Ibrahim, Derweanna Bah Simpong, Velan Kunjuraman, Normaizatul Akma Saidi & Raja Norliana Raja Omar

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Marlisa Abdul Rahim, PhD
Nor Dalila Marican, PhD
Derweanna Bah Simpong, PhD
Normaizatul Akma Saidi, PhD
Velan A/L Kunjuraman, PhD
Siti Fatimah Ab Ghaffar, PhD
Hasif Rafidee Hasbollah, PhD
Hafizah Muhammad, PhD
Nur Mazne Ibrahim
Raja Norliana Raja Omar
Hazzyati Hashim
Nur Aliah Mansor
Nurzehan Abu Bakar
Nurul Fardila Abd Razak
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Tourists Purchase Intention towards Airbnb in Kuala Lumpur

Kok May Yee, Mohamad Ashraf Muhamad Zaini, Nurul Amira Zamri,
Raja Hussyimah Raja Hussin & Nor Maizana Mat Nawi
Faculty of Hospitality,Tourism and Wellness, Universiti Malaysia Kelantan
Corresponding email: maizana.mn@umk.edu.my

ABSTRACT

Airbnb has grown very rapidly over the past several years, with millions of tourists having used the service. The purpose of this is study to investigate tourists purchase intention towards Airbnb and to segment them accordingly. The study involved a national survey by 384 tourists who had stayed or have the intention to stay in Airbnb accommodation which consisted 25 questions. Aggregate results indicated that respondents were most strongly attracted to Airbnb by its prices, and somewhat less so by its experiential attributes. An exploratory factor analysis identified three influencing factors namely web review, social interaction and price. The results suggest that those three factors significantly explain the overall attitude towards Airbnb. Various practical and conceptual implications of the findings are discussed.

Keywords: Purchase Intention, Airbnb, Web Review, Social Interaction, and Price

INTRODUCTION

Hospitality industry has been one of the fastest growth segments. Reported by The Star Online (2017), the third largest contributor to the country's economy are contributed by Malaysia's tourism and hospitality industry. Throughout the years, tourists purchase intention has progress into various side. The disruptive innovation of Airbnb accommodation is an attractive element that cause tourists to beware of Airbnb. The factors influence tourists purchase intention towards Airbnb include web review, social interaction and price. With the biggest network accommodation service, Airbnb now dominates the real in networks, in number of beds offered and in market (Dogru, Mody & Suess, 2019).

Airbnb was created when the two current college graduates changing over their home into an "Air Bed and Breakfast" by offering overnight stay on air mattress amid a San Francisco meeting in 2007 (Guttentag, 2015). Airbnb made a commission-based web-stage for room sharers and travelers. However, Airbnb has affected traditional accommodation sector. Eyefor Travel (2015) stated that 60% drop in brand bookings are due to majority bookings taken by mobile savvy, high cost, data expert intermediaries. Chew (2018) has stated in Malaysia, there are 31,900 listing of Airbnb in 2017, while 44,000 listing of Airbnb in 2018 and there are 1.5 million tourist arrivals to Airbnb in Malaysia. There are 510,000 inbound guest arrivals to Kuala Lumpur, 210,000 in Georgetown, 130,000 in Johor Bharu and 80,000 in Petaling Jaya. Although Airbnb in Malaysia is getting a higher potential, there are also several barriers which discourage the purchase intention of tourist towards Airbnb. There are 34% more chance of selecting hotels instead of Airbnb with the sharing economic system (Lieberman, 2015). The study of Smith (2016), stated that there are up to 48% tourists who have had a bad experience of home sharing due to staying with strangers.

Airbnb service is simply accompaniment inns by captivating an alternate kind of tourists (Lawler, 2012). However, the poor service of Airbnb such as demand service is not given and Airbnb is still considerably absent in a large number of the field. In this study, three factors influence tourists purchase intention towards Airbnb will be investigated. First is web review. Customer purchase decision is affected if the reality such as space, interior design, furniture is different with the photos on Airbnb site (Meleo, Romolini & De Marco, 2016). Furthermore, social interaction is another factor that influences tourist purchase intention towards Airbnb in Malaysia. Customer purchase decision is affected as according to Phua (2018) who said that tourists face trouble in dealing with unprofessional people who are irresponsible and failed to offer protection of the customer service on behalf of tourists' opinions. In

addition, price is also a factor that influence tourists purchase intention towards Airbnb in Malaysia. The key reason for Airbnb estimating and clients' enjoyment (Wang & Nicolau, 2017). Dina Gerdeman (2018) had stated tourists in Malaysia move in the direction towards Airbnb because Airbnb is excessive first-rate, better lodging and cheaper in comparison to standard hotel. This study aims to identify the factors that influence tourist purchase intention towards Airbnb in Kuala Lumpur.

There are three objectives of this research:

    1.1 To examine the factors that influence tourists' purchase intention towards Airbnb in Kuala Lumpur.
    1.2 To analyze the relationship between factors of web review, social interactions and price that influence tourists' purchase intention towards Airbnb in Kuala Lumpur.

Significance of the Study

Researchers

This research is intended to provide better and more complete information to new researchers, entrepreneurs who want to venture into this field. This study can influence the researchers' perception in decision making. Through this study, the researchers can also differentiate the advantages and disadvantages of Airbnb's competitors. The researcher will get more detailed information on the topics studies. This study states the factors that affect dependent variable. This study can also be used as a reference or guide to the researchers in the future. Future researchers could do their literature review based on this study to gain an idea on the results of previous research.

Hospitality Industry

The outcome of this study can help provide benefits and data to the hospitality industry to continue to grow, to help improving the efficiency of operations in the industry and to help innovating hospitality industry business. Hospitality industry can plan to diversify their operating stages to compete with today's increasingly competing competitors. Decision makers can also use this study as a reference in problem solving. This study can also help develop strategic information resources for every developing company.

LITERATURE REVIEW

Perception of Tourists Purchase Intention towards Airbnb

According to Guttentag et. al (2016), motivation has been defined in different ways but basically it refers to the reasons why someone engages in a particular behaviour. The studies have identified a range of potential motivation of the tourists towards Airbnb. The social benefit that tourists enjoyed from using Airbnb is the most important sustainability of motivation to use Airbnb (Tussyadiah, 2015). According to Guttentag (2017), all of the studies viewed Airbnb as the potential motivation-based market segments.

Web Review

Web review is also considered as electronic word of mouth (eWOM). In recent years, hotel industry has grabbed the opportunities to conduct eWOM (Wen-Chin Tsao et. al (2015). Many establishments use eWOM wisely by using web review as new marketing tools (Dellarocas, 2003). Viral marketing through eWOM are more significant and effective with the combination with offline marketing strategies (Van der Lans et. al, 2010). Online reviews are important as the web review leads to their increased crowd among travellers (Liu & Park, 2015). In addition, there is a significant relationship between motivation and reviews, including positive attribute which can attract and maintain relationship with potential customers (Ye, Law & Gu, 2009).

Social Interaction

The phenomena of the sharing economy or had been known as Airbnb is significantly impacting tourism and hospitality industry (Zhu, So, & Hudson, 2017). Apart from that, Airbnb has created a social interaction where it can

direct relationship between the hosts and guests by allowing the tourists to connect with local society and share their personal experience. Camilleri and Neuhor (2017) stated that social interaction can be done by the guests and hosts by showing the guests around and the local attractions. It was one of the opportunities for the hosts to get along with their guests. Besides, Poon and Huang (2017) stated that the info of the travel recommendation is very precious to the travelers because they would like to travel to places that can give them benefit which are recommended by the hosts.

Price

Price has been widely recognized as a determining factor affecting tourist purchase intention (Kim & Kim, 2004; Moon, Chadee, & Tikoo, 2008; Yoon, 2002). This is supported by a study by Masiero and Nicolau (2012) who found that price plays a complex role in influencing tourists as they choose between tourism products. As Airbnb emphasizes "home" more than low prices in their marketing and branding strategies, it is interesting to see how tourists respond to price differences compared to other types of accommodation. To achieve this goal, the study adopted the definition of Erdem et al. (2002), which highlights the importance of pricing in Airbnb user ratings based on the attractiveness and overall use of Airbnb accommodation. Finally, there is little doubt that being sensitive to different prices may affect purchase intent. For example, HS Chris Choi and Marion Joppe (2017) suggested that tourists have a stronger intention to buy a cheaper product than one with the same functionality at a higher price.

Research Hypothesis

In this study, there were three hypotheses:

H1: There is a positive relationship between web review and the tourists' purchase intention towards Airbnb in Kuala Lumpur.
H2: There is a positive relationship between price and the tourists' purchase intention towards Airbnb in Kuala Lumpur.
H3: There is a positive relationship between social interaction and the tourists' purchase intention towards Airbnb in Kuala Lumpur.

Research Framework

A research framework has been designed to investigate the connection between independent variables (web review, social interaction and price) and dependent variable (tourists purchase intention towards Airbnb).
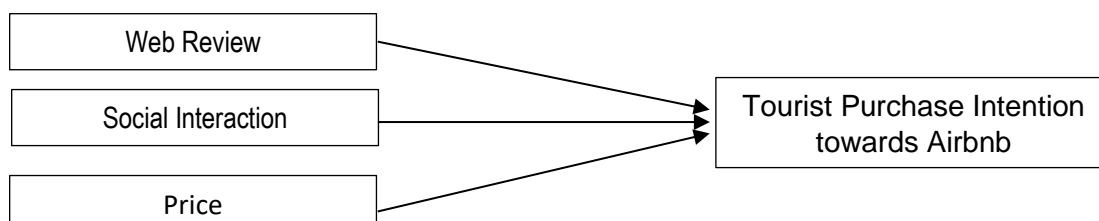
Figure 1: Research Framework of Tourists' Purchase Intention Towards Airbnb in Kuala Lumpur
Source adopted from Tabachnick et.al (2013) and Stors et. al (2015)

METHODOLOGY

Research Design

This study used the quantitative method. According to Babbie (2010), quantitative research pays attention to gather the information from a large number of respondents and analyses numerical data and outcome by using mathematically based methods. Quantitative data are based on the belief that the most very meaningful data is from

first hand experiences (Leedy & Ormrod, 2005). The quantitative data are numbers and easily related to concepts, opinions and behaviors of people.

Data Collection

In the first stage, the data collection used in this study is a questionnaire through Google Form and the location is Kuala Lumpur. This is because Airbnb located in Kuala Lumpur had the highest number of inbound guests compared to other states in Malaysia which were up to 510,000 guests among 1.5 million tourists (Chew, 2018). Furthermore, the top 10 performance of Airbnb accommodations are located at Kuala Lumpur (Razli, Jamal, & Zahari, 2017). The respondents were tourists in Kuala Lumpur, Malaysia whose age are 18 years old and above as Beltz (2005) stated that the age 18 and above indicates the level of maturity of individuals in that sense age becomes more important to examine the response.

The second stage of data collection was a fieldwork. The researchers used Six-Point Likert Scale in the questionnaire in the research. Chomeya (2010) stated that Six-Point Likert Scale has higher value of reliability compared to Five-Point Likert Scale because even number scale will provide more appropriate result by preventing respondents from choosing neutral answer. Schall (2013) also suggested that for hospitality industries questionnaire, it is an optimum size compared to 5 to 10 scales

Sampling

The sampling method used in this study is probability sampling which is simple random sampling. Simple random sampling is the most basic form of probability sampling as every member of the population has an equal and known chance of being the subject of the sample and high representative from the sampling will be created (Sekaran & Bougie, 2010). In achieving reliable and valid sample of this study, the researchers used the equation from Krejcie & Morgan (1970) to determine the sample size. The formula is shown below:

$$S = \frac{x^2 Np(1-p)}{e^2(N-1) + X^2 p(1-p)}$$

n = sample size
N = population size
e = the degree of accuracy expressed as proportion (0.05)
x^2 = chi-square of degree of freedom 1 and confidence 95% (3.841)
p = proportion of population (if unknown, 0.5)

$$S = \frac{1.96^2 (510\,000 \times 0.5)(1-0.5)}{0.05^2(510\,000-1) + (1.96^2 \times 0.5)(1-0.5)}$$
$$S = \frac{489\,804}{1275.9575}$$
$$S = 384$$

Thus, 384 respondents were selected as the sample size.

Data Analysis

There were three data types of data analysis used in this study, that were frequency analysis, descriptive analysis and reliability analysis. The data obtained was analysed by using Statistical Package for the Social Science (SPSS).

FINDINGS

Descriptive Analysis

From 384 questionnaires collected, 64 surveys were discarded owing to invalid response and monotonous, the remained only 320 returned questionnaires were usable and can be examined. The response rate is 83.33%.

According to Roscoe's rule of thumb (Sekaran et. al., 2010), a sample size that is larger than 30 and less than 500 are most appropriate.

Table 1
Total Number of Questionnaires.

Descriptive	Number of Percentage
Number of questionnaires distributed	384
Questionnaires returned and usable to be analysed	320
Invalid Response	64
Usable Survey	320
Percentage of Response Rate	83.33%

The demographic profile of the respondents was recorded, analysed and simplified as presented in Table 1 based on respective category. From there, there were 163 (50.9%) male respondents and 157 (49.1%) female respondents. The highest number of respondents are in the age range of 25-34 years old, 92 (28.7%). In this study, most respondents are local people. For Malaysians, there were 279 (87.2%) respondents. The highest number of respondents' education level was university, which was 154 (48.1%) respondents. Respondents who went for leisure was the highest, which stand of 149 (46.6%) respondents. A majority of the respondents 104 (32.5%) had used 2-3 times hotel reservation services.

Table 2
Demographic Profile Statistic Analysis Results

No.	Category	Details	Frequency (320)	Percentage (%)
1.	Gender	Male	163	50.9
		Female	157	49.1
2.	Age	18-24 years old	85	26.6
		25-34 years old	92	28.7
		35-44 years old	87	27.2
		45-54 years old	46	14.4
		55 years old and above	10	3.1
3.	Nationality	Malaysian	279	87.2
		Non-Malaysian	41	12.8
4.	Education level	Primary School	12	3.8
		High School	90	28.1
		University	154	48.1
		Professional	56	17.5
		Others	8	2.5
5.	Trip purpose	Business	59	18.4
		Event	99	30.9
		Leisure	149	6.6
		Others	13	4.1
6.	Used time(s)	Never	37	11.6
		Once	80	25
		2-3 times	100	32.5
		4-5 times	75	23.4
		6 times and above	24	7.5

Reliability Test

In this study, reliability test was conducted to evaluate Cronbach's Alpha values for all variables. The values are as follows: web review (0.561), social interaction (0.623), price (0.673) and purchase intention (0.904). All reliabilities were above 0.5 and 0.6 level and were generally considered as poor (Matlar, 2012).

Table 3
Mean, Standard Deviation and Reliability

Items	No. of items	Items	Mean	SD	Reliability
WR	4	WR1	5.40	0.664	0.561
		WR2	5.49	0.681	
		WR3	5.35	0.728	
		WR4	5.33	0.785	
SI	5	SI1	4.96	0.857	0.632
		SI2	4.75	1.081	
		SI3	5.15	0.822	
		SI4	5.03	0.988	
		SI5	4.95	0.951	
P	5	P1	4.93	0.898	0.673
		P2	4.75	1.047	
		P3	4.88	0.948	
		P4	4.96	0.951	
		P5	5.04	0.953	
PI	5	PI1	4.93	0.808	0.639
		PI2	4.76	1.028	
		PI3	5.03	0.839	
		PI4	4.80	0.929	
		PI5	5.11	0.954	

Note: WR=WEB REVIEW, SI=SOCIAL INTERACTION, P=PRICE and PI=PURCHASE INTENTION

Relationship Testing and Discussion of Results

Spearman analysis was conducted to reveal the relationship between the independent variables and dependent variable. Based on Table 3, web review, social interaction and price were found to influence tourists' purchase intention towards Airbnb in Kuala Lumpur. At 5 % significant level, web review is significantly associated with usage intentions at 0.05 (r=0.561, p-value=0.005). Consequently, H1 is supported. This means, when web review is poor, tourists' purchase intention to adopt it would be lower. This result indicates that; the movement of web review is parallel to purchase intention. Previous studies supported the current result for web review (Ramayah et al., 2003; Wang et al., 2003; Cheong and Park, 2005; and Gritting and Ndubisi, 2006) which pointed out web review as a variable that significantly influences purchase intention towards Airbnb.

Table 4
Results for Relationship Testing

Hypothesis	Result	Findings of Data Analysis
H1: There is a positive relationship between web review and the tourists' purchase intention towards Airbnb in Kuala Lumpur.	r = 0.561, p = 0.005 Moderate positive	**H1: Accepted**
H2: There is a positive relationship between price and the tourists' purchase intention towards Airbnb in Kuala Lumpur.	r = 0.632, p = 0.000 Moderate positive	**H2: Accepted**
H3: There is a positive relationship between social interaction and the tourists' purchase intention towards Airbnb in Kuala Lumpur.	r = 0.673, p = 0.000 Moderate positive	**H3: Accepted**

Table 3 shows that social interaction of use (r=0.632, p-value=0.000) is significantly related to purchase intentions. Consequently, H2 is supported. This explains that when social interaction is good, tourists feel that they need to make a good communication with neighbourhood. In short, the two constructs (web review of social interaction) are moved in the same direction, which means the greater ease of use, the greater is the purchase intentions. This is consistent with previous studies (Ramayah et al., 2002, Davis et al., 1989 and Adams et al., 1992) which found that social interaction affects tourists' purchase intention towards Airbnb. Consequently, the greater social interaction, the more likely that tourists will use Airbnb.

Price is significantly associated with purchase intentions at 0.05 (r=0.672, p-value=0.000) which explains its appropriateness in predicting tourists' purchase intention to use Airbnb in Kuala Lumpur. Consequently, H3 is supported. The current result is consistent with Plant (2001), Amin et al. (2006), and Nysveen et al. (2005) researches. In short, the two constructs (social interaction and price) are moved in the same direction, which means the lower the price, the greater the purchase intentions. This result reveals that Airbnb is very well perceived as instrumental for expressing the tourists' personal and social identity and thus important in determining adoption. By using Airbnb, tourists can distinguish themselves in the society. This shows that price would lead to more favourable behavioural intention of Airbnb because of its personal values and identity.

DISCUSSION & RECOMMENDATION

The main hypotheses of this study are focused on the determinants and factors that influence tourists' purchase intention towards Airbnb in Kuala Lumpur. Limitations and recommendation aimed at future research and conclusions are all included in this chapter.

Web reviews are considered as an online market place and online marketing strategies. According to Quartz (2018), Airbnb guests accuse it of deleting negative reviews and boosting bad hosts. Airbnb explained that a review might be taken down because the review was considered as illegal, profane, or discriminatory material.

Social interaction can be done by the guests and hosts by showing the guests around and show guests the local attractions. Besides, Poon and Huang (2017) stated that the info of the travel recommendation is very precious to the traveler because the traveler would like to travel to places that can give them benefit which is recommended by the host.

Price has been widely recognized as a determining factor affecting tourist purchase intention (Kim & Kim, 2004; Moon, Chadee, & Tikoo, 2008; Yoon, 2002). This is supported by a study by Masiero and Nicolau (2012) who found that price plays a complex role in influencing tourists as they choose between tourism products. Consequently, a strong correlation between a hotel's room price and the hotel's service quality is often expected (Becerra et al., 2013).

The limitation that has been discovered is the lack of previous studies in the research area. Besides, this study only focused on three independent variables which are web review, social interaction and price. Thus, it is suggested for future researchers to explore other factors. The method of data collection was by distributing online questionnaire vis Google Form. By using this method, researchers were unable to identify the truthfulness of the respondents.

There are many possible suggestions for future research to be explored. Firstly, future research could consider the location because different city of Malaysia would provide different opinion. Future researchers could use other method like face to face method during data collection in order to to explain about the questions in the questionnaires.

CONCLUSION

In conclusion, this study delivered the relationship among determinants of factor (web review, social interaction and price) with purchase Intention of tourists to use Airbnb in Kuala Lumpur. A whole amount of 384 questionnaires were collected from the targeted respondent. From 384 questionnaires collected, only 320 questionnaires were usable and can be examined for analysis. Based on the result of this study, there was a weak positive relationship between

web review and tourists' purchase intention towards Airbnb in Kuala Lumpur. For social interaction, there was a weak positive relationship between social interaction and purchase intention. In addition, the result of the relationship between the price and purchase intention is positively moderate.

Moreover, this study reveals that factors (web review, social interaction and price) of purchase intention determinants are positively related to tourists' purchase intention towards Airbnb in Kuala Lumpur. In addition, the study found that 'homophily' was the most important dimension while 'trust' was the least important that influenced perception. Such results can be foretold about how to defame their influence so that purchase intention can be more effective. It can therefore be resolved that all social networking sites need to know the best way to motivate customer purchasing behaviour.

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