

Factors Affecting Airbnb Booking Intention among Young Malaysian Travellers

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ABSTRACT

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Airbnb, a website that matches house and apartment owners with short-term tenants, was first introduced in 2008 and quickly became the most popular online accommodation booking service. Airbnb accommodations are commonly less expensive than hotels, attracting many backpackers and independent travellers. The development of Airbnb in Malaysia has raised customers' interest in staying at Airbnb, resulting in an increasing number of patrons compared to hotel customers, especially with the advancement of technology where tourists use the internet and applications to make their Airbnb booking. The study aimed to investigate the purchase intention from the perspective of young Malaysian travellers in booking Airbnb online. This study examined the influence of perceived price, quality, trust, and risk on their intentions to book Airbnb online. Survey questionnaires were distributed via a Google Form, and 129 responses were received and analysed. Regression analysis was conducted to test and support the hypotheses derived from this study. The results showed that perceived price, quality, trust, and risk influence young travellers' purchase intentions in booking Airbnb online. Of these four factors, trust has the most significant impact on young travellers' intentions to book Airbnb online. It is proven that perceived quality and trust are paramount in encouraging purchase intention for online services. The study provides insights to online travel operators on the factors to concentrate on improving their services to customers and assist them in boosting their sales in the future and achieving customer loyalty.

1. INTRODUCTION

Since its introduction in 2008, Airbnb has greatly changed the hotel industry landscape (Ert et al., 2016; Oskam & Boswijk, 2016). Currently, Airbnb has reached over 34,000 cities globally (Shuford, 2015), and in 2014, more than 155 million tourists stayed in Airbnb accommodation, nearly 22% more than Hilton Worldwide (Price Waterhouse Coopers, 2015). According to Ikkala (2014), there are two main styles of hosting through Airbnb. The first one is called small hospitality, which refers to hosting situations where the host does not physically share the property (i.e., apartment) with the guest. The second one is the on-site hospitality type, where hosts and guests share the property. In Malaysia, short-term accommodation rentals through sharing economy platforms have grown significantly, with sales totalling RM129 million. Razli et al. (2017) stated that these short-term accommodation rentals had considerably impacted the tourism lodging sector, significantly increasing the number of Airbnb guest nights booked. Airbnb's growth has accelerated in recent years due to extensive marketing campaigns by Airbnb and brand awareness in other regions.

In Malaysia, Airbnb grew by over 137% over the year with roughly 32,000 daily listings, which is considered the highest in the Asian Region (The Star Online, 2018). Airbnb is prevalent in popular tourist hotspots such as Kuala Lumpur, Penang, Port Dickson, and Ipoh. (Al Sadat Zyed et al., 2020). The incremental growth of online booking is a new trend within the tourism industry (Bhatiasevi & Yoopetch, 2015). Razli et al. (2017) reported that guests from 78 countries worldwide have travelled to Malaysia using this peer-to-peer sharing site and booked accommodation via Airbnb. Local governments have recognised its potential and benefits to the local economy, resulting in several efforts to encourage more people to use this platform. For example, in Visit Malaysia 2014, the Malaysian government has taken some initiatives to promote Airbnb to encourage tourists to book accommodations to boost the tourism industry and the local real estate market (Tourism Malaysia, 2016).

Youth travel is one of the world's fastest growing and most dynamic tourism markets. According to the World Tourism Organization (UNWTO), young people accounted for approximately 20% of all international tourist arrivals in 2010. There are 28.25 million young travellers in Malaysia (Malaysia Department of Statistics, 2010). Malaysia's 1997 National Youth Development Policy ranges from 15 to 40 years old (Azhar et al., 2020). Young Malaysians today are raised in an environment that provides a broad range of travel opportunities (Ting et al., 2015). Young travellers have high motivation and ample leisure time in visiting new destinations, despite having relatively low disposable income levels. An inexpensive and short-haul destination attracts young travellers despite the financial constraint (Jang et al., 2004). Although they have limited financial resources, young travellers have high expectations regarding the significance of value for money (Glover, 2010). They are willing to pay a higher price if they believe the goods, services, or experience is worthwhile.

Up to 2021, Airbnb has indeed become a popular choice of accommodation rental worldwide. However, the significant impact of Coronavirus Disease (COVID-19) was visible through statistics that showed a gradual increase after 21st June 2020, when the MCO restrictions became more lenient (Hirschman, 2020). Airbnb customers increased more than hotel customers due to the advancement of technology impacting every industry, especially the tourism industry. Tourists use the internet and applications to book for Airbnb (Augustine & Adnan, 2020). The Malaysian Reserve said that the rise of the Airbnb industry is because there are various hotel options here in Malaysia, especially in Kuala Lumpur. The rise of Airbnb is also one of the main reasons why customers prefer Airbnb to hotels (Augustine & Adnan, 2020).

Statistics also show that travellers made most of the Airbnb bookings within the young travellers' age range (Priporas et al., 2017). Therefore, the choices made by the young travellers must be affected by certain variables which determine their purchase intention for Airbnb (Feng, 2018). Following these revelations and the increasing listings of Airbnb in Kuala Lumpur (Ho et al., 2019), there should be an in-depth study on the purchase intentions made by Young Travellers. In-depth studies have proven that the Young Traveller market is the most prominent travellers responsible for booking Airbnb in Kuala Lumpur. This research investigates the role of Airbnb attributes and determines which Airbnb attributes influence the Malaysian young travellers' purchase intention. There are fewer studies on the Airbnb accommodation experience related to young Malaysian travellers. However, there has been an increasing interest in the customers' attributes and more suffocated theoretical explanations related to Airbnb's perceived price, quality, trust, and risk (Sthapit & Jiménez-Barreto, 2018). The revelation provides an opportunity to narrow down the field of study from the entire nation of Malaysia to Kuala Lumpur, which is the focal point of Airbnb accommodations in Malaysia. Therefore, it is essential to know if perceived price, quality, trust, and risk factors will affect young travellers' intentions to purchase Airbnb online.

2. LITERATURE REVIEW

2.1 Purchase Intention

Intention encompasses behavioural motivations to engage in the conduct. For the context of this study, the use of the Theory of Planned Behaviour (TPB) is essential as it focuses on Purchase Intention - a result of human behaviours and norms. TPB discusses how people's conduct is determined by their desire to execute a specific activity (Ashraf et al., 2019) and is frequently used to evaluate human behaviours. Furthermore, as Ashraf et al. (2019) explained, TPB asserts that the immediate antecedent of genuine action is someone's intention to participate in such behaviour. Intention encompasses behavioural motivations to engage in the conduct. Several underlying influences on a person's purchase intention will affect the intention and ultimately purchase a product or service (Gogoi, 2013).

Purchase intention refers to a customer's willingness to purchase a product or service under such circumstances (Usman & Okafor, 2019). Mirabi et al. (2015) define purchase intention as a situation where a consumer intends to buy a specific product in a particular condition. Aside from that, purchase intention is an indicator of the consumer's actual purchase decision. The product's cognitive customer status determines the plan for the customer to purchase the product or service, also known as purchase intention (Hasanov, 2015). Additionally, consumers can be affected by either internal or external motivations during the buying process (Gogoi, 2013). Research has suggested six stages before purchasing: awareness, knowledge, interest, preference, persuasion, and purchase. (Kotler & Armstrong, 2010; Kawa et al., 2013). Saleem et al. (2015) state that purchase intention is effective in predicting consumers' buying process. Thus, the study of purchase intent is critical because it allows marketers better to understand consumer behaviour.

2.2 Perceived Price

Price refers to what is sacrificed or given to purchase a good or service. Perceived price refers to a customer's evaluation of a product's value, including monetary, time, search, effort, and psychological costs (Wang & Chen, 2016). Nonetheless, price is an essential predictor of consumer purchase intentions as the perceived price is a direct and indirect predictor of

consumers' purchase intention, which ultimately affects customers' purchase behaviour (Chiang, 2014). On the other hand, an accurate monetary price is an actual price, whereas the perceived price is encoded by consumers (Wang & Chen, 2016). Pappas (2017) pointed out that Consumers sought to get the greatest possible "value for money," therefore, pricing and total spending considerations were essential in choosing accommodations, causing travellers to switch from traditional hotels and toward sharing economy accommodations. According to Mao and Lyu (2017), travellers appreciate their high service quality and low costs. In a study conducted by Guttentag (2016), most consumers think that the most compelling reason to use Airbnb is its low cost.

2.3 Perceived Quality

Perceived quality is a customer's perception of the general product or service concerning one product or service compared to other alternatives (Saleem et al., 2015). Perceived quality is characterised as the customer's perception of the general quality or superiority of one product or service compared to other products considering its expected target case (Mirabi et al., 2015). Perceived quality is a broad and intangible impression of a brand. The price is often replaced by the customer's perception of the overall quality of the product or service (Abidin, 2015). The quality of a product is determined by how well it meets the needs of its consumer, which may include a variety of features and how well it performs (Saleem et al., 2015). Mirabi et al. (2015) further add that product quality is also determined by understanding and measuring consumer needs. Therefore, customer perceived quality is a customer's perception of the quality superiority of the products (Porra, 2017). Perceived quality is an asset for a company in an online marketplace because it influences a customer's purchase intention (Navitha Sulthana & Vasantha, 2021). Thus, with the vast advancement of technology, consumers can obtain product quality information over the internet, simultaneously promoting the overall superiority of the product information globally. Moreover, Navitha Sulthana and Vasantha (2021) highlighted that consumers are particular about product quality. Hence perceived quality plays a significant role in product sales. Consumers are more encouraged to purchase a product if they believe the product is of high quality. According to Saleem et al. (2015), the customer perception of a product after usage is known as purchase intentions.

2.4 Trust

Trust is one of the most crucial aspects of the customer-seller relationship. Ert et al. (2016) stated that trust is among the most significant aspects of conducting an online transaction. Furthermore, it is based on moral responsibilities, which establish the expectations of all parties engaged in the service system, indicating that the hosts and the organisation behind the web platform (e.g., Airbnb) would behave adequately and faithfully (Tussyadiah & Park, 2018). Two strangers are unlikely to engage in a monetary transaction unless they trust one another. When customers have a higher level of trust in an online retailer, they are more likely to purchase online (Lim & Cham, 2015). According to Ert et al. (2016), guests on Airbnb use listing information such as high positive online reviews to make an online booking decision. Chen & Chang (2018) stated that a free-form text comment through which the customers describe their experience with and or perception of the service used served as a valuable reference for potential future customers.

2.5 Perceived Risk

Tourists today tend to opt for purchasing travel elements online, such as the case with Airbnb bookings and rental purchases. However, in an online environment, perceived risk is a significant influencer to consumption. Lim et al. (2019) stated that perceived risk is one of the psychological processes encountered by consumers when purchasing goods online. Therefore, perceived risks are a negative influencing factor to consumer consumption and behaviour studies. Apart from being a significant negative input to consumer behaviour studies, having a perception of risk for a product or service often induces a negative behaviour towards it (Wang et al., 2019), such as showing hindrance and reluctance to purchase (Wang et al., 2019).

For the context of this study, this would mean that tourists may not choose to rent Airbnb due to the risks it may oppose upon the tourist, such as those mentioned by the authors. Kotler and Kotler (2018), in Loh et al. (2021) 's study, also indicated that perceived risk factors include finance, functionality, physical and psychological risks. Furthermore, Airbnb bookings are made on the Airbnb website or application- an online environment anyone can access, offering a different sense of experience that may not be available in other accommodation booking options. Consumers may interpret this experience differently, as travel and tourism experiences tend to be very subjective (Loh et al., 2021). This variability would include the risks that may affect the tourists' experience before, during and after their stay, such as those mentioned by authors Loh et al. (2021). Thus, this indicates that perceived risks have a significant relationship with the purchase intention of Young Malaysian Travelers in booking Airbnb Online.

2.6 The Relationship among Variables

2.6.1 Perceived Price and Purchase Intentions

Consumers consider perceived price to be more relevant than monetary price (Bei & Chiao, 2001). Lichtenstein et al. (1993) classified perceived price into two negative and positive roles. The opposing roles are value consciousness, price consciousness, coupon proneness, sale proneness, and price mavens and the positive roles are the price-quality schema and prestige sensitivity. According to Mao and Lyu (2017), travellers appreciate their value from excellent service quality and low prices. According to Guttentag (2016) research, most consumers feel that the most significant reason to use Airbnb is its low cost. Airbnb was promoted as the concept of 'low cost' to attract customers (Ennion, 2013). According to Nicolau (2012), the research found that price sensitivity significantly impacts how travellers select their accommodation. Therefore, this study hypothesised that perceived price has a significant relationship with purchase intentions. Thus, the hypothesis proposed for H1: There is a significant relationship between perceived price and purchase intention.

2.6.2 Perceived Quality and Purchase Intention

Customer perceived quality is a customer's perception of the quality superiority of the products (Porra, 2017). Several standards may be involved, individually or simultaneously, in such an evaluation (Baker & Crompton, 2000; Boulding et al., 1993; Zeithaml et al., 1993). Consumers' standards or expectations are usually based on two factors: what they want to find and what they think the business can provide. The firm's image, the consumers' personal needs, friends' feedback, ads, and the consumers' previous experience are important factors in shaping these perceptions (Maestro et al., 2007). In the context of services, perceived quality is often conceptualised as a multidimensional term. The consumer evaluates the service's quality using various dimensions performed to how it is delivered. According to Saleem et al. (2015), the

customer perception of a product after usage is known as purchase intentions. As a result of these findings, this study suggests perceived quality have a tangible link with purchase intention. Thus, H2: There is a significant relationship between perceived quality and purchase intention.

2.6.3 Trust and Purchase Intentions

Ert et al. (2016) stated that trust is among the most significant aspects of conducting an online transaction. When customers have a higher level of trust in an online retailer, they are more likely to purchase online (Lim & Cham, 2015). Ert et al. (2016) further stated that guests on Airbnb use listing information such as high positive online reviews to make an online booking decision. Chen and Chang (2018) noted that a free-form text comment through which the customers describe their experience with and or perception of the service used served as a valuable reference for potential future customers. According to Lee and Shin (2014), such reviews significantly influence consumer purchase intention. Apart from that, information on the host also plays a role when making an online booking. Online seller profile photos are some of the elements that influence customer's trust when making an online purchase. The human face is one of the most visible sources of social information (Yacouel & Fleischer, 2012). Based on the literature, the hypothesis that can be derived is that trust has a significant relationship with purchase intention. Thus, H3: There is a significant relationship between trust and purchase intention.

2.6.4 Perceived Risks and Purchase Intentions

Tourists may choose not to rent an Airbnb due to the risks it may pose to the tourist. Studies by Kotler and Kotler (2018) and Loh (2021) indicates that perceived risk are factors including finance, functionality, physical and psychological risks. Airbnb bookings made on the Airbnb website or application in an online environment provide access and offer different experiences than other accommodation booking options. Therefore, consumers may interpret their experience differently as travel and tourism experiences tend to be very subjective (Loh, 2021). Furthermore, this variability would include the risks that may affect the tourists' experience before, during and after their stay. Thus, this suggests that perceived risks have a significant relationship with the purchase intention of young Malaysian travellers in booking Airbnb online. Therefore, H4: There is a significant relationship between perceived risks and purchase intention.

3. METHODOLOGY

A quantitative approach through a cross-sectional study was chosen for this study. A survey that consists of online questions was formed to obtain data from travellers. The survey questionnaires presented through a Google Form link were distributed via online social media platforms and applications such as WhatsApp, Facebook, Instagram, and LinkedIn as it is less time consuming for researchers. The online data collection methods are more suited for young travellers as they are heavily inclined to use technological mediums in their daily lives (Back, 2019). The distribution of questionnaires was completed in a week.

The questionnaire's items are derived from several past studies. The independent variables contain four factors: perceived price, quality, trust, and perceived risk. A total of 20 items were used for independents variables containing five items for each factor. The items were adapted from those used by various researchers such as Banjarnahor (2017), Chang (2008), Chiang (2014), Fsang (2014), Küçükergin (2014), Lien (2015), Oosthuizen (2015), and Wang (2015)

studies. Five items for purchase intention were adapted from Banjarnahor (2017) and Lien (2015). A five-point Likert scale was used.

Young traveller's aged between 15 to 40 years old (Azhar et al., 2020) were chosen because the study focused on young travellers. According to the World Tourism Organization (UNWTO), young people accounted for approximately 20% of all international tourist arrivals in 2010. There are 28.25 million young travellers in Malaysia (Malaysia Department of Statistics, 2010). Survey questionnaires were distributed through online mediums. The collected data were examined using the Statistical Package for Social Sciences (SPSS) software, where descriptive and regression were used to analyse the relationship between the variables.

4. DATA ANALYSIS AND RESULT

4.1 Descriptive Analysis

Based on Table 1, the respondents were segregated by gender; male respondents made up the majority of the responses collected (53.5%). Female respondents, on the other hand, recorded 46.5% of responses. In terms of the age grouping of the respondents, the age group that had the highest percentage of responses were from the 21 - 25 years old category with 69.8%.

Table 1. Demographic of Respondents

Descriptions	Frequency	Percentage (%)
Gender		
Male	69	53.5
Female	60	46.5
Age (years old)		
18 - 20	14	10.9
21 - 25	90	69.8
26 - 30	25	19.4
Education Level		
High School	19	14.7
Undergraduate (Diploma & Degree)	87	67.4
Postgraduate (Master & PhD)	23	17.8
Profession		
Government Sector	7	5.4
Private Sector	54	41.9
Business Owner	13	10.1
Student	51	39.5
Other	4	3.1
What is your priority when choosing accommodation?		
Cheap price	62	48.1
Location	18	14.0
Facilities and amenities	47	36.4
Size of accommodation	2	1.6
How much would you spend on accommodation? (RM)		
0-100	24	18.6
101-200	64	49.6
201-300	35	27.1
301-400	6	4.7

The second lowest came from the 26 - 30 years old category with 19.4% of the responses, whilst the lowest came from the 18 - 20 years old category with 10.9% of the responses. For the level of education, most of the respondents were undergraduate students, who accounted for 67.4% of responses. The second-highest percentage for responses was from postgraduate students with 17.8%, whilst high school students had the lowest percentage of respondents with 14.7%. The

profession of the respondents indicated a high percentage of staff in the private sector answered the questionnaire with a percentage of response at 41.9%, followed by students at 39.5%, business owners at 10.1%, government sector workers at 5.4% and others at 3.1%. Cheap price (48.1%) was the priority for young travellers in choosing accommodation. While accommodation category range of between RM101-200 was their highest preferred amount of money spent for accommodation stay (49.6%).

4.2 Regression Analysis

Testing of the reliability of instruments was conducted, and the Cronbach alpha value for all factors was above 0.700 ranges from 0.959 for perceived risk, 0.962 for perceived quality, 0.964 for a perceived price, and 0.966 for trust, indicating good validity and reliability. Table 2 shows the model summary that informs Perceived Price, Perceived Quality, Trust and Perceived Risk influence young travellers by 73.4% (Adjusted $R^2 = 0.734$) of the variance on the Purchase Intention, and other variables explain the remaining 26.6%.

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.857	0.734	0.725	0.36339

a. Predictors: (Constant), Perceived Price, Perceived Quality, Trust, Perceived Risk

Table 3. The Coefficient for Perceived Price, Perceived Quality, Trust and Perceived Risk

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.706	.213		3.311	.001
	Perceived Price	.147	.089	.148	1.643	.103
	Perceived Quality	.260	.098	.252	2.637	.009
	Trust	.404	.096	.423	4.207	.000
	Perceived Risk	.077	.065	.095	1.185	.238

a. Dependent Variable: Factors on Purchase Intentions

The regression results also found that only perceived quality and trust significantly correlated with purchase intentions ($p < 0.05$). Therefore, the hypothesis for H2 and H3 are supported. Perceived price and perceived risks were found to be not significant. Hence, the hypothesis for both H1 and H4 were not supported. Results from this study also show that trust is the most critical factor in influencing the purchase intention among young travellers in Malaysia ($\beta = 0.423$), followed by Perceived Quality ($\beta = 0.252$) and Perceived Price ($\beta = 0.148$). Meanwhile, the lowest value is Perceived risk ($\beta = 0.095$).

5. DISCUSSION

The prices of products would influence consumer's purchase intention following various past research (Dalee, 2015). Results of this study, however, showed that perceived price is not

significant towards purchase intentions. Although price is vital in influencing a consumer's decision and purchasing behaviour (Chiang, 2014), some tourists claim that the product's price may not reflect the expected services (Feng, 2018). Some tourists would prefer to choose accommodations that they deem worthy of their trust and expectation of quality rather than the price. Malaysian young travellers have shown to have high expectations (Glover, 2010) on quality and value for money, where they can hinder accommodations from expensive accommodation options due to their limited budget and constraints (Jang et al., 2004). Young traveller's expectations and value for money make them continuously search for prices that suit their level of finance that corresponds to their expected travel experiences due to their high value and technology savviness (Chiang, 2014; Back, 2018).

The result of this study shows significant relationships between perceived quality and purchase intentions. The study is consistent with Keller (2008) and Mirabi (2015) studies where young travellers purchase intentions would be influenced by their perceptions of the general quality of the product they intend to purchase. It is understood that the young travellers would look at the quality of Airbnb before making their bookings through finding reviews on social media (Back, 2018) or the Airbnb application or website and even other review websites. Typically, when a product or service has a high rating, that would mean that the quality of the product or service is of top-notch quality and would positively influence purchase intention and even repeat purchases (Feng, 2018). This provides a positive level of perceived quality and superiority to other products (Porra, 2017). Furthermore, the perceived quality often overtakes the perceived price to some extent, as recorded in previous studies (Abidin, 2015), as typically, consumers would expect a more valuable service (Chiang, 2014). Young Travelers have high expectations for the products they purchase despite their financial constraints (Jang et al., 2004; Glover, 2010).

The trust factor influences young travellers' purchase intention in booking Airbnb online, indicating a significant relationship between the two variables. Trust, being a state of showing intention to accept vulnerabilities based on positive expectations of intentions of behaviour (Rousseau et al., 1998), is one the most crucial aspects of the customer-seller relationship, especially within the context of the online transaction (Lim et al., 2019). The result aligns with Lim and Cham, 2015; Liang et al., 2018; and Feng, 2018. With a high level of trust, consumers are more likely to purchase a product or service online, thus making the transaction occurrence more likely to happen. Airbnb deals with sensitive information as the transactions would be done online and need the consumer to provide private and sensitive details. With a well-known background for their technical prowess (Back, 2018), young travellers use their competence in using technology and social media to search extensively for information to trust Airbnb.

The relationship between perceived risks and purchase intentions in this study were found not significant. Previous studies have shown that when a product or service has a certain level of perceived risk, it often equates to negative behaviour (reluctance and hindrance) toward the product or service (Wang et al., 2019). Thus, this leads to a need for information searching done by young travellers, such as via the Airbnb mobile application or website (Feng, 2018). Young travellers may search for information extensively (Back, 2018). They are more likely to be curious and adventurous, meaning they would look for novelty experiences and are more willing to take risks than other age demographics for the best travel experience possible (ITB Berlin, 2017).

Moreover, experiences are also subjective to the respective user. This variability will include the risks listed by authors Loh et al. (2021). These risks could influence the tourists' experience before, during, and after their stay. However, their need for adventure can overcome their levels

of perceived risk as long as their expectations (Glover, 2010) for adventure and novelty experiences are met. It further justifies that perceived risk does not have a significant relationship with the purchase intention of young travellers in booking Airbnb online.

6. CONCLUSION

In conclusion, this research examined the factors influencing young travellers' purchase intentions in booking Airbnb online. This research found that the perceived price, quality, trust, and risk influenced young travellers' purchase intentions in booking Airbnb online. It also found that trust is the factor that influences young travellers' purchase intentions the most. Although young travellers are considered risk-takers and a curious and adventurous market, they would ensure that the transactions they make are done with trusted parties such as Airbnb (Liang et al., 2018). Young travellers utilised their technological prowess (Back, 2018) to search for trusted parties to purchase their accommodations. The findings of this study would be beneficial to various stakeholders for future research and developmental plans. From a practical perspective, this study will significantly contribute knowledge to the online travel agents and operators for them to better understand Malaysian young adults' purchase intentions towards online booking and boost its local target market by improving its travel products and packages. Future studies may consider using qualitative methods or mixed methods to gain deeper insights into the young travellers' booking intention on Airbnb. Furthermore, young travellers' booking intentions in the home-sharing sector in comparison with other countries such as Singapore and Thailand can be considered to understand their intentions better.

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APPENDIX

Appendix 1: Survey Instrument

Variable	Code	Item	Source
Perceived Price	PP1	The price listed by Airbnb is affordable.	
	PP2	The prices shown fit with the services provided by Airbnb.	
	PP3	Airbnb is generally in the affordable price range.	
	PP4	I am conscious when booking an Airbnb.	
	PP5	The price of Airbnb is a good indicator of quality.	
Perceived Quality	PQ1	The overall quality of the Airbnb I have booked is good.	
	PQ2	The Airbnb reservation information is good.	
	PQ3	The Airbnb facilities information is good.	
	PQ4	The Privacy policy displayed on personal guest data is good.	
	PQ5	Information provided on the secured online payment system is good.	
Trust	T1	The Airbnb website/app have the necessary abilities to handle sales transactions on the internet.	
	T2	The Airbnb website/app have sufficient expertise to do business on the internet.	
	T3	The Airbnb website/app provide information in an honest way.	
	T4	I am confident about promises made by the Airbnb website/app.	
	T5	All in all, I trust the Airbnb website/app.	
Perceived Risk	PR1	I feel like there is no financial risk when I book the Airbnb.	
	PR2	I feel that there is no functional risk when I book the Airbnb.	
	PR3	I feel that there is no psychological risk when I book the Airbnb.	
	PR4	I feel that there is no physical risk when I book the Airbnb.	
	PR5	I feel that there is no social risk when I book the Airbnb.	
Purchase Intention	PI1	After reviewing the Airbnb website/app, the likelihood of booking a room is high.	
	PI2	I would book a stay using the Airbnb website/app.	
	PI3	I would book the Airbnb if the price suits my preferred price range.	
	PI4	I would recommend the Airbnb website/app to my peers.	
	PI5	I would not hesitate to provide information on the Airbnb website/app.	

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