

**E-PROCEEDING HOTWEC 4.0**  
**RESEARCH TOWARDS IR 5.0**

**NURTURING  
HOSPITALITY,  
TOURISM AND  
WELLNESS WORLD**



**FHPK, UMK**

E-PROCEEDING

# RESEARCH TOWARDS IR 4.0

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# Relationship among Attitude, Subjective Norms, Perceived Behaviour Control towards Airbnb Revisit Intention

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## ABSTRACT

The purpose of this study is to explore the relationship between attitude, subjective norms, perceived behaviour control and revisit intention Airbnb in Malaysia. The convenience sampling approach was used, and 384 respondents were evaluated. The data collected is analysed by using Statistical Packages for Social Science Version 26 (SPSS Version 26) software based on descriptive statistic, reliability analysis, and correlation analysis. As for the result, all the independent variables (attitude, subjective norms, perceive behaviour control) have a significant relationship towards dependent variable (revisit intention) among customers that have experience with Airbnb accommodation.

**Keywords: Attitude, subjective norms, -perceived behaviour control, revisit intention.**

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## INTRODUCTION

Malaysia is one of the world's most popular tourist destinations and has been successfully promoted as an ecologically and culturally rich destination. According to Tourism Malaysia (2019), the country's tourism industry reported a growth in tourist arrivals of +4.8 percent for the period January to May 2019, recording a total of 10,954,014 tourist arrivals compared to 10,454,447 last year. With a 69.2 percent share in the short-haul market, ASEAN retained its lead as the largest contributor to foreign tourist arrivals to Malaysia, representing a +4.7 percent increase to 7,584,128 tourists compared to 7,245,570 tourists in the same timeframe last year. Due to government support and seriousness in tourism and hospitality industry, varies of accommodation in Malaysia including hotels, resorts, motels and guesthouses were offered. There was other type of accommodation in the city, such as airport hotels, resort hotels and shops. Airbnb was also no exception as it is one of various categories of accommodations offered in Malaysia. Airbnb, regarded as a provider of peer-to-peer internet networks, has become one of the most popular models in the shared economy. Airbnb has gained rapid popularity throughout the world among its users (Airbnb, 2017). Bookings can be made using its web site and mobile application. The fundamental phenomenon of tourists living in informal rooms rented by locals has existed for centuries, but the internet has changed this trend and made it easier to quantify to previously undecipherable levels by enabling virtual markets where it is possible to create contact and confidence between hosts and their future guests (Guttentag, 2015). Over 100 million guests had used Airbnb by the summer of 2016 and over two million global listings have been added to the service (Airbnb, 2016).

Airbnb is an emerging concept; very little study has investigated why tourists use it. In the current study, Airbnb guests were viewed as a homogeneous group, thus ignoring the possibility of users being divided into market segments on the basis of their choice of service (Guttentag, et al., 2017). It is assumed that the preservation of repeat customers is especially important for the

sharing economy (i.e. Airbnb), since these current customers can quickly return to traditional (i.e. hotel) service providers. Therefore, Airbnb is likely to help develop in a sustainable way by analyzing variables that can impact the repurchase purpose of Airbnb (Tussyadiah, 2016). In this context, it is important to recognize context-specific precursors or drivers of the purpose of repurchasing Airbnb.

While networked companies such as Airbnb are a recent development in the world as a whole, speedy development has made them a major rival for the hospitality industry (Oskam et al., 2015). Most travelers stayed in conventional hotels a few years ago but Airbnb has changed it. According to a study by Barron, Kung and Proserpio (2019), Airbnb offers more than 5 million properties, in more than 85,000 cities all over the world, and its market price exceeds 30 billion dollars. The goal of this research is to investigate the impact of attitude, subjective norms and perceived behavioral control on the intention of revisiting Airbnb in Malaysia. In addition, this study was intended to examine, in particular, the effect of behaviors, subjective standards and perceived behaviour controls on the decision-making process, as well as the context of Airbnb accommodations.

There are three objectives of this research:

1. To examine the relationship between attitude and revisit intention for Airbnb accommodation customers.
2. To identify the relationship between subjective norms and revisit intention for Airbnb accommodation customers
3. To determine the relationship between perceived behavioural and revisit intention for Airbnb accommodation customers.

## **Significance of the Study**

### **Researchers**

This study assists the researcher to explore how attitude, subject norms, and perceived behavioral control in influencing customers revisit intention to Airbnb accommodations. Besides, this research will allow researchers to discover critical aspects that contribute to customers revisit attention process that many researchers have not explore, future researchers may gain instinct from referring to the topic of this research paper.

### **Hotel industry**

In addition, conducting this study the hotel industry will be able to know the factors that affecting the revisit intention between the customers to the other type of Airbnb accommodation in comparison of the number of customers in the hotel. It also helps the hotel industry to use the information in the research paper to find or create new initiatives in order to develop or increase customers in the hotel such as improving the facilities, services and products.

### **Future customers**

Future customers may gain benefits through the research topic since the research provide guidance to understand thoroughly on revisit intention of customers to Airbnb accommodations. The main influence of revisit intention to Airbnb accommodation is demonstrated in the research

will provide useful information to the future consumers.

## **LITERATURE REVIEW**

### **Revisit Intention to Airbnb Accommodation**

Revisiting intention characterized as the willingness to choose the same destination. Revisit intention means that a customer's intention to persist using a product / service or to return to a store is reflective of consumer satisfaction or disappointment, and also reflects the probability that consumers may visit current product / service providers again and again in the future. Revisit intention is therefore a major element in assessing marketing relationship performance, because it helps measure the likelihood of a lasting relationship (Yoo, Se Ran 2020). Previous research focused mostly on understanding customer behaviour paying a return visit may be associated with customer paying a return visit intention (Park, Eunil 2018). Previous literatures found that a positive event substantially affects the intention to return (Han & Kim, 2010).

### **Attitude**

In the field of social psychology, attitude can be characterized as a person's positive or negative, favourable or unfavourable assessments, an object, an action, a concept, a person's environment, and so on. When traveling to a certain destination, tourist attitude is an important predictor of tourist choice (Ragheb & Tate, 1993; Jalilvand & Samiei, 2012). Behavioral intention is conditioned by attitude, subjective norms and perceived behavior regulation, a theory of expected behavior (Ajzen, 1991). The meaning behind an attitude may influence external behaviours (Ajzen, 1991; Lee, 2007). The more favourable the attitude toward the behaviour, the stronger will be an individual's intention to perform the behaviour (Ajzen, 2001). Lee (2009) also found that tourist attitude affects future tourist behaviour.

### **Subjective Norms**

A subjective norm is the assumption that a certain conduct would be agreed and endorsed by a significant person or community of individuals. Subjective norms are important since they contribute to the personal experiences of an individual that may influence him. (Utami, 2017). Subjective norms are determined by perceived social pressure, which causes people to act in some way and offers an incentive to stick to the choices of other's opinion. (Ham, 2015). A subjective norm refers to an assessment of important others (e.g. parents, spouses, friends, teachers) which affects the perception of a behaviour by an individual (U.n, 2020). A subjective norm is the degree to which an individual or individual support or does not support a behaviour (MS & Budic S, 2016). Subjective norms impact deeply on the intentions of consumers (Sun et al., 2020). Subjective norms can also be view as how people view their actions in each cultural and social context and how others interpret their behaviors (Gong et al., 2019).

### **Perceived Behaviour Control towards Revisit Intention**

The theory of planned actions, an extension of reasonable practice theory, considers perceived behaviour control as the third predictor of behavioural intention and behaviour (Chang et al., 2016). Perceived behaviour control is considered an essential consideration for clients, considering the attitude towards other behaviours and the comparative community of others within the culture. Perceived behaviour control means the extent to which one thinks the behaviour is

under voluntary control. Perceived behaviour control can directly or indirectly influence behaviour through behaviour intentions (Zandhesami & Parvinchi, 2011). Research shows that perceived behaviour control is productive in revisit intentions (Meng & Mengxia Cui, 2020; Chan, Lang-lang, 2013). Since the 2000s, researchers have found out that several observational studies have shown that perceived significance has a positive effect on potential behavioral intentions and behaviors (Petrick, Backman, & Bixler, 1999; Oh, 2000; Petrick, Morais, & Norman, 2001; Sun, 2004; Petrick, 2004; Kashyap & Bojanic, 2000; Pritchard & Smith, 2000; Petrick & Backman, 2002; Murphy, Chen and Tsai, 2007).

### Research Hypothesis

In this study, there were three hypotheses:

- H1: There is a substantial relationship between attitude and the intention of customers to revisit accommodation on Airbnb in Malaysia.
- H2: There is a substantial relationship between subjective norms and the intention of customers to revisit accommodation on Airbnb in Malaysia.
- H3: There is a substantial relationship between perceived behaviour control and the intention of customers to revisit accommodation on Airbnb in Malaysia.

### Research Framework

A research framework has been developed in order to investigate the connection between attitudes, subjective norms, perceive behaviour control towards revisit intention towards accommodation with Airbnb in Malaysia. In addition, the purpose of customers to revisit the Airbnb accommodation that will be used to evaluate the hypothesis in this study is defined by attitude, subjective norms and perceived behaviour control.

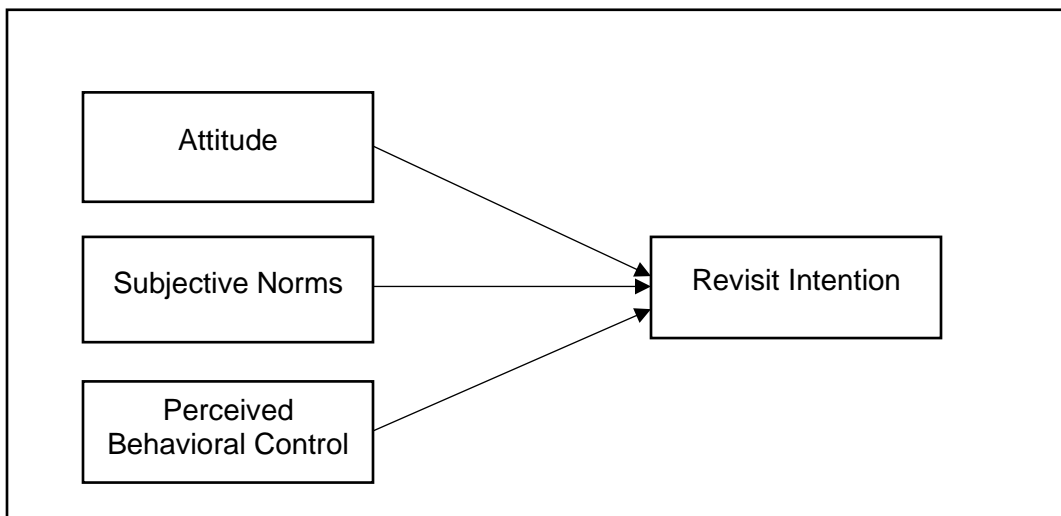


Figure 1: Conceptual Framework

Source: The role of conceptual frameworks in epidemiological analysis (Bo Meng and Mengxia Cui.,2019)



## **METHODOLOGY**

### **Research Design**

This study used the quantitative method that gather all data through questionnaires. The analysis unit was to evaluate the purpose of the customers to revisit towards Airbnb accommodation. As stated by Rahi (2017), in order to conduct research few steps need to be undertaken by using questionnaire. Quantitative method was adopted for this research of data, pre-defined instruments and searching for sample to target population. This study identified the factors of customers revisit intention towards Airbnb in Malaysia. Descriptive research therefore was used to gain data through questionnaires that was collected from the respondents.

### **Data Collection**

In the first stage, as a primary data collection tool, the data collection used in this research was through a self-administered online questionnaire. Primary data is the data collected as the first time with the aim of finding a solution to the problem. A questionnaire consists a set of questions or other types of prompts that mean to collect information from a respondent (Kumar, Talib & Ramayah, 2013). A set of questionnaires was distributed to the population to collect the data of the customers that have a stay experience with Airbnb accommodation. There are three sections of the questionnaire, which are Section A, Section B and Section C. Using social media sites, the questionnaire connect will be distributed to the respondents. Questionnaires was build using Google Form platform and been presented to the respondents in dual language which were English and Malay. The result of the study was collected in 3-week times.

### **Sampling**

The method of sampling used in this analysis was convenience sampling to gather the data. In convenience sampling, the target population respondents, which refer to the customers who have a stay experience at any Airbnb accommodation, have an equal and known chance of being selected as the subject of the study sample. The aim of the convenience sampling was to pick the individual sample as the population representative. Customers in Kuala Lumpur are the target audience for the study, since this is where Airbnb accommodation is mostly located. In short, the population in Kuala Lumpur is 7,996,830 people and the sample size would be 384 people, based on the rule of thumb proposed by Krejcie & Morgan (1970). The questionnaire will be distributed equally to the entire sample respondent picked.

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 will be shown as below:

$n$  = sample size

$N$  = population size

$e$  = the degree of accuracy expressed as proportion (0.05)

$\chi^2$  = chi-square of degree of freedom 1 and confidence 95% (3.841)

$p$  = proportion of population (if unknown, 0.5)

## Data Analysis

In this study, there were three data types of data analysis used, which were frequency analysis, descriptive analysis and analysis of reliability. The information collected was analyzed using the Social Science Statistical Kit (SPSS).

## FINDINGS

Table 1 Demographic Profile (n=384)

Respondent Profile	Classification	Frequency	Percentage (%)
Gender	Male	155	39.8
	Female	229	58.9
Age	1 - 20	19	4.9
	21 – 40	273	70.2
	41 – 60	82	21.1
	61 – 80	10	2.6
Race	Malay	227	58.4
	Chinese	72	18.5
	Indian	85	21.9
Monthly income	Less than RM1,000	107	27.5
	RM1,001 – RM3,000	175	45.0
	RM3,001 – RM5,000	90	23.1
	Above RM5,000	12	3.1
Highest educational level	Primary school	7	1.8
	High school	132	33.9
	College/University	138	35.5
	Post graduate	107	27.5

Table 1 shows the characterization of respondents. 229 out of 384 respondents are female represented 58.9%, while 155 respondents are male represented 39.8%. 4.9% of the respondent age below 20 years old, 70.2% of respondents were between 21 and 40 years of age, 21.1% were between 41 and 60 years of age, and just 2.6% were between 61 and 80 years of age. 58.4% of the respondents were Malays, 18.5% were Chinese and 21.9% were Indian. Majority of the respondents earned RM1,001 to RM3,000 monthly, representing 45.0%. In addition, 35.5% of the respondents were college/university highest educational level and only 7% of the respondents were from primary school.

### Analysis on customer revisits Airbnb accommodation intentions.

In the Descriptive Analysis for the independent variables, the highest mean value was attitude variable which was 4.2427 and followed by subjective norms variable (4.1661). The lowest mean value for the independent variables was perceived behaviour control, which is 4.1391. The mean value for dependent variable was 4.3849. It could conclude that attitude variable was the most influence in customer's revisit intention to Airbnb accommodations in Malaysia.

**Table 2**

<b>Variables</b>	<b>Statements</b>	<b>Mean</b>	<b>SD</b>
<b>Attitude</b>	I think Airbnb is a best option for accommodation, compared to traditional lodging options (i.e., hotels or motels). I like using Airbnb.	4.3047	0.77384
	Airbnb offered good value for the price.	4.2500	0.74749
	Using the Airbnb website is a good idea.	4.2188	0.75380
	The environment is good.	4.1901	0.71741
	I think the design and layout is functional.	5.2500	0.76817
	<b>Subsection score</b>	<b>3.92</b>	<b>1.049</b>
<b>Subjective norms</b>	Most people who are important to me think I should revisit Airbnb accommodation.	4.1536	0.80458
	Most people who are important to me would want me to revisit Airbnb accommodation.	4.1536	0.80458
	People who value to me would suggest me to use Airbnb when travelling compared to traditional lodging.	4.1927	0.74704
	My family would ask to choose Airbnb when I am looking for an accommodation to stay.	4.1849	0.77808
	My friends would ask to choose Airbnb when I am looking for an accommodation to stay.	4.1458	0.80442
	<b>Subsection score</b>	<b>3.59</b>	<b>0.945</b>
<b>Perceived behavioural control</b>	Whether or not I revisit Airbnb accommodation is completely up to me.	4.0885	0.88058
	I am confident that if I want, I can go and revisit Airbnb accommodation.	4.1589	0.79046
	I have enough resources, time and opportunities to revisit Airbnb accommodation.	4.1380	0.80092
	I can afford staying at Airbnb accommodation if I want.	4.1380	0.80092
	I intend to stay at Airbnb accommodation when I am travelling.	4.1719	0.76588
	<b>Subsection score</b>	<b>3.50</b>	<b>0.912</b>
<b>Revisit intention</b>	In the near future, I'll use Airbnb.	<b>4.4193</b>	<b>0.73249</b>
	For my next tour, Airbnb will be one of the accommodation choices that I will consider.	<b>4.4141</b>	<b>0.69906</b>

As a viable lodging choice, I would like to suggest Airbnb to others.	<b>4.3255</b>	<b>0.71593</b>
Anytime I have the chance, I will mention to my friends and relatives how satisfied I am with the services received from Airbnb.	<b>4.3776</b>	<b>0.70479</b>
As I would like to stay there on some of my future vacations, I would like to spend more time in learning about Airbnb.	4.3880	0.68399

**Relationship between attitude, subjective norms and perceived behavioral control towards Airbnb revisit intention**

**Table 3**

Pearson's Correlation between Attitude, Subjective Norms and Perceived Behavioural Control towards Airbnb revisit intention

		<b>Customer Revisit Intention</b>
<b>Attitude</b>	Pearson Correlation	.423**
	Sig. (2-tailed)	.000
	N	384
<b>Subjective norms</b>	Pearson Correlation	.276**
	Sig. (2-tailed)	.000
	N	384
<b>Perceived behavioural control</b>	Pearson Correlation	.330**
	Sig. (2-tailed)	.000
	N	375

The result in Table 3 indicates that attitude and customer revisit intention .423, which indicated moderate relationship. Following subjective norm and customer revisit intention showed .276 indicating low relationship. Meanwhile, perceived behavioural control and customer revisit intention showed .330, which also indicating low relationship. All three variables positively correlated to customer revisit intention and significant since  $p < 0.05$ .

H1: There is a substantial relationship between attitude and the intention of customers to revisit accommodation on Airbnb in Malaysia.

The current study shows that tourism is an important indicator of tourism choices when traveling to a certain destination (Ragheb & Tate, 1993). External behaviours may be influenced by the intent behind an attitude (Ajzen, 1991; Lee, 2007). The more favourable the behaviour attitude, the greater the purpose of a person to conduct the behavior will be (Ajzen, 2001).

H2: There is a substantial relationship between subjective norms and the intention of customers to revisit accommodation on Airbnb in Malaysia

The statement is proven by past studies from (Sun, Law, & Schuckert, 2020) that mention subjective norms impact deeply on the intentions of consumers. It is further supported by (Gong et al., 2019) that subjective norms are how people view their actions in a given cultural and social context and how others interpret their behaviour.

H3: There is a substantial relationship between perceived behaviour control and the intention of customers to revisit accommodation on Airbnb in Malaysia.

The hypothesis is in accordance to the finding from (Zandhesami & Parvinchi, 2011) that perceived behaviour control can impact behaviour directly or indirectly through behaviour control. It is also supported by (Bo Meng & Mengxia Cui, 2020) that perceived behaviour control is effective on revisit intention.

## **DISCUSSION & RECOMMENDATION**

This research suggest that further studies can be carried out on Airbnb customers because this study only focuses on customers who have used Airbnb accommodation it could see whether there are any similarities in the findings. This study can produce different results if it applies to customers who have not used Airbnb accommodation. In addition, current research focuses only on Airbnb customer relationships between attitude, subjective norms, perceived behaviour control, and revisit intention. In this study, however, other important relationships that also play an important role in forming the revisit goal for Airbnb customers may be ignored. Therefore, other variables such as economics may be suggested for potential researchers to conduct a news finding in their analysis. Next, this study is limited to 384 sample that can be measured as small markets. According to Krejcie & Morgan (1970), that the amount would be sufficient and suitable, larger sample sizes could be used to systematize millions of Airbnb customers in Malaysia. Therefore, future researchers should expand their sample size in order to increase the accuracy and reliability of the study. Lastly, interview method or create some open-ended questions for respondents instead of respondents answer scaling questionnaire through online. Through interview method, researchers can get high response rate and ambiguities can be clarified and incomplete answer can be followed up immediately. Thus, this approach can reduce the misunderstanding and produce better results of the study.

## **CONCLUSION**

In conclusion, this study explores the link for Airbnb customers between attitude, subjective norms, perceived behaviour control and revisit intention. The researcher planned to investigate the relationship of each element in the independent variables to the dependent variables. 384 respondents took part of this study through the online survey method. The data have been collected and analyse by SPSS software version 26 based on descriptive statistic, reliability analysis, and correlation analysis. From the result of the reliability analysis, the variables had exceeded 0.7, so it shows that the questionnaire are highly reliable and can be used for the study. All the reliability has proven that the respondent understood, and the questionnaire provided well and this also means that the questionnaires has been accepted for this study. The study is to understand the relationship of Airbnb customers between attitude, subjective norms, perceived behaviour regulation and revisit intention. The outcome of the research goals that explore the link for Airbnb customers between attitude, subjective norms, perceived behaviour control and revisit intention is accepted.

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