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Editors

Aifa Rozaini Mohd Radzol, PhD

Ataul Karim Patwary, PhD

Nurul Aziah Binti Ahmad

Nik Alif Amri Bin Nik Hashim, PhD

The Impacts of Airbnb's Accommodation Service on Tourists' Satisfaction and Motivation in Malaysia

Awangku Mohd Shahputra Awang Mohmad Ali, Sandra Nyudang Yakub, Raja Nur Sabrina Raja Zulkifli, Priyadharshini Maniyarasu, *Aikal Liyani Mohd Rasdi

Faculty Hospitality, Tourism and Wellness of Universiti Malaysia Kelantan

Corresponding email: liyani.r@umk.edu.my

ABSTRACT

The purpose of this research was to examine the impact of Airbnb's accommodation service on tourists' satisfaction and motivation in Klang Valley, Selangor, Malaysia. Because of the quick advancement of this notion, some argue that its development would undermine existing corporate business structures related to rental housing and hotels. The objectives of this research were to identify and analyse the factors related to tourists' satisfaction and motivation for tourists in Malaysia. In the quantitative approach utilised in this research, 384 questionnaires were distributed by e-survey to participants. The findings of this study are expected to help the hospitality and tourism industry develop new strategies, particularly to attract more tourists to engage in a relationship with Airbnb in Klang Valley, Selangor, Malaysia and help each other grow at a faster rate by having a good satisfaction toward the tourists and the house owner as well. As a result, all of the independent variables had a positive link with services of customers repurchasing among Malaysian tourists.

Keywords: *Airbnb, Service Repurchasing, Accommodation, Sharing Economy*

INTRODUCTION

Airbnb, as in "Air Bed and Breakfast," is a service that property owners rent out their spaces to tourists looking for a place to stay. Tourists can rent a space for multiple people to share, a shared space with private rooms, or the entire property for themselves. Tourists can often book an Airbnb for less than the cost of a hotel room. The main risk to hosts is that tourists or guests might seriously damage their property. Malaysia's government began to promote Airbnb in Visit Malaysia 2014's campaign, where the government encouraged tourists to purchase accommodation from Airbnb to boost the tourism industry and local estate economy based on Tourism Malaysia, 2016. Airbnb manages to attract tourists either from the upper or middle class. Airbnb issues are caused due to the rapid advance concept, the rise of this type of business concept disrupts the traditional corporate business models associated with rental housing and hospitality: Instead of a single company managing buildings, terms, and leases, these new platforms facilitate connections between hosts who rent spaces in their homes or secondary properties and guests from around the world (Lampinen & Cheshire, 2016). Airbnb is a disruptive innovation because of how this business managed to attract tourists through its unique appeal using the company's innovative internet-based business model (Christensen, 2003).

This research aimed to study the impacts of Airbnb's accommodation service on tourists' satisfaction and motivation in Malaysia. It can like other countries in the world; the urban population generates more travel by using Airbnb accommodation to feel new experiences and to get connected with other people, such as the Airbnb owner. The urban areas chosen were Klang Valley, Selangor, Malaysia. There were three objectives of this research: