

What makes the guests choose Airbnb again? The role of guests' experiences in Airbnb home-sharing service quality dimensions toward guests' loyalty in Malaysia

Jefferson Empaling ak Jonathan Jana ¹, Zurinawati Mohi ^{2*}

¹ Innovative University College, Malaysia

² Lincoln University College, Malaysia

*Corresponding author: zurin979@gmail.com



Journal of Tourism, Culinary,
and Entrepreneurship

e-ISSN:
2776-0928

Publisher:
School of Tourism,
Universitas Ciputra Surabaya,
Indonesia

Keywords:

*Airbnb Home-Sharing Service
Quality Dimensions
Guest Experience
Guest Loyalty*

Received: December 30, 2025

Revised: March 1, 2026

Accepted: March 3, 2026

ABSTRACT

With their unique features and characteristics, the rise of home-sharing e-booking applications, such as Airbnb, in Malaysia appears to have a significant impact on the hotel industry. However, several issues relating to security, service delivery, legality, and regulations have appeared. The quality of the service offered remains an essential competitive factor for any type of lodging, including Airbnb home-sharing properties. Thus, this study aims to investigate the influence of Airbnb home-sharing service quality dimensions on guests' experiences and loyalty, and to identify whether these services have the potential to sustain and compete in the hotel industry. With the aid of previous literature, three primary dimensions, i.e., physical environment quality, assurance quality, and interaction quality, along with their sub-dimensions, were identified as key factors for Airbnb home-sharing service quality in Malaysia. A total of 318 complete questionnaires were successfully collected. The sub-dimensions are verified by using exploratory factor analysis (EFA). Regression analysis was conducted following EFA. The results indicate that the Airbnb home-sharing service quality dimension, which includes physical environment quality, assurance quality, and interaction quality, can enhance guests' experience and loyalty. Hence, the findings are expected to enhance service quality and contribute to the body of knowledge that can be replicated in various service industries.

1. INTRODUCTION

The Malaysian tourism industry is a major contributor to the national economy, and the lodging industry plays a vital role in supporting its growth. As tourist arrivals increase, Malaysia continues to expand its accommodation options, including those offered through the sharing economy. The rise of the sharing economy aligns with the Eleventh Malaysian Plan's goal of achieving 3.7% productivity growth (Kannan, 2017; Teo et al., 2017). Malaysia encourages individuals and businesses to offer underutilised assets or services online for a fee. The sharing economy is characterised by online platforms that match supply and demand, promote

access rather than ownership, and enable users to gain monetary or non-monetary benefits from unused resources (Richardson, 2015; Wei, 2017; Yunus, 2017). It has disrupted traditional business models and expanded across transportation (e.g., Uber and Grab), space (e.g., Airbnb and Parqex), intangible services (e.g., TaskRabbit and Lugg), and goods (e.g., Cohealo and NeighbourGoods) (Wei, 2017).

One of the most successful examples of space-sharing is Airbnb. Airbnb home-sharing has significantly influenced the global tourism industry (Sthapit & Jiménez-Barreto, 2018; Zhu et al., 2017). Founded in 2008, Airbnb has over 7 million listings in more than 100,000 cities worldwide and is valued at USD 75 billion (approx. MYR 350.55 billion) (Bădulescu et al., 2023; Barker, 2020). It operates as an online platform that allows property owners to rent out spaces on a short-term basis (Airbnb, 2017). As the largest peer-to-peer accommodation provider, Airbnb presents increasing competition to traditional hotels (Mody et al., 2017).

Malaysia is considered an important growth market for Airbnb. Since its entry in 2010, listings have grown rapidly, reaching more than 53,000 listings with strong year-on-year growth (Ganesan, 2017; Inn, 2019; Kay, 2017). Many Malaysian hosts are ordinary homeowners renting spare rooms rather than commercial operators (The Star, 2016). Kuala Lumpur is among the most visited cities in Southeast Asia on Airbnb in 2022 and one of the most searched destinations worldwide. Malaysia is renowned for its rich culture and traditions; it is no surprise that Malaysia is particularly popular and one of the top destinations in Southeast Asia (Wartawan BH, 2023). Tourists are attracted to Airbnb for authentic experiences and meaningful interactions with locals (Guttentag, 2015; Tussyadiah & Pesonen, 2016). In addition, Airbnb offers diverse, often more affordable accommodation options that appeal to budget-conscious travellers (Lin, 2020; Wang & Jeong, 2018). However, its rapid growth has affected hotel performance, with hotel occupancy in Malaysia dropped 4.71% from 60.8% in 2017 to 55.9% in 2018, partly due to Airbnb competition (Achu, 2017; Mohd Som, 2020; Tan, 2016).

Airbnb operates through an online platform and mobile application that allow hosts to list properties (such as single rooms, apartments, entire houses, yachts, houseboats, or even a castle), communicate with guests, and manage bookings and payments. Guests search, book, and review accommodations through the platform (Airbnb, 2017; Folger, 2016). Guests are encouraged to rate and review their experience of the service they received. However, dissatisfied guests are less likely to leave reviews of their experience due to the non-anonymous nature of reviews that the Airbnb website requires to build trust; therefore, this might impact their intention to revisit (An et al., 2019; Guttentag, 2015; Ikkala & Lampinen, 2015; Meijerink & Schoenmakers, 2021).

However, issues related to safety, regulations, property rules, and interaction quality have raised concerns globally (Oktavio et al., 2021). Complaints about unclear house rules

and restricted facilities in condominiums have also been reported (Airbnb, 2017; Tai, n.d.). Hosts offering their homes for rent are not subject to the exact requirements as hotels, such as safety standards and measures to prevent disorderly guests from misbehaving in residential areas (Golf-Papez & Culiberg, 2023; Priporas et al., 2017; Stergiou & Farmaki, 2020). Additionally, the accessibility and location of Airbnb home-sharing are also important considerations. Cleanliness, comfort, room, and facilities, as well as interaction between the host and guest, are also highlighted. On the Airbnb home-sharing platform, the interaction quality dimensions such as professionalism and information adequacy differ from those in hotels (Ju et al., 2019; Sandu & Purecel, 2024; Sthapit & Jiménez-Barreto, 2018; Sun et al., 2019). Guest reviews on the Airbnb website reported that the host did not provide adequate information upon check-in (Airbnb, 2017). For example, the Airbnb unit booked has certain restrictions and policies that must comply with the condominium's management. The condominium management committee banned Airbnb guests from using the gym and swimming pool following complaints from residents about prior Airbnb guests (Tai, n.d.). The residents complain that the booked Airbnb unit must comply with the condominium management's restrictions and policies (Tai, n.d.).

Given the increasing competition between Airbnb and hotels, understanding service quality from the guest's perspective is important. This study identifies three key dimensions of Airbnb home-sharing service quality: physical environment quality, assurance quality, and interaction quality. The findings aim to help hosts improve service delivery and strengthen guest experience and loyalty. Accordingly, this study addresses two research objectives: (RO1) to examine the influence of Airbnb home-sharing service quality dimensions on guests' experience in Malaysia, and (RO2) to examine the mediating effect of guests' experience on the relationship between service quality dimensions and guest loyalty.

Development of Research Hypotheses to Address Research Objective 1

Guest experience refers to the interaction between an organisation, represented by the host and the property and the guest during their stay. It is shaped by physical performance, sensory stimulation, and emotional responses, all of which are evaluated against guest expectations across all memorable moments of contact (Adams, 2013; Rashid et al., 2021). In the lodging industry, service quality remains a critical determinant of guest satisfaction, as service providers must clearly understand and meet guest expectations to remain competitive (Ali et al., 2023; Tengku Asmara & Mohi, 2024). In the Airbnb home-sharing context, the quality of the physical environment is a key component influencing the guest experience. Based on the issues identified earlier, four sub-dimensions of physical environment quality are examined: amenities, style and comfort, ambience, and accessibility. These dimensions play

a significant role in shaping guests' experiences of Airbnb home-sharing accommodations in Malaysia.

Environmental factors strongly influence guest satisfaction when facilities and amenities are perceived as adequate (Torres & Kline, 2006). Amenities are a major reason guests choose Airbnb, with over 85% selecting this type of accommodation for the availability of home-like amenities. Unlike traditional hotels, Airbnb amenities typically include household items such as kitchenware, washing machines, refrigerators, and cooking appliances, which enhance comfort and convenience during longer stays (Wang & Jeong, 2018). The service provider must look beyond providing a pleasurable experience to meeting guest expectations (Torres & Kline, 2006). In addition, complimentary services such as free Wi-Fi, coffee and tea-making facilities, and drinking water contribute to positive guest experiences and help service providers differentiate themselves from competitors (Hospitalitynet, n.d; Tengku Asmara & Mohi, 2024).

Style and comfort are also essential elements in accommodation choice and brand loyalty (Oktavio et al., 2023). Guests value room cleanliness, comfortable bedding, quality towels, functional amenities, and round-the-clock services, as these factors directly affect their overall comfort and satisfaction (Ali et al., 2023; Bitner, 1992; Chu & Choi, 2000; Clemes et al., 2011; Kim & Moon, 2009; Lockyer, 2003; Sohrabi et al., 2012; Wilkins et al., 2009). Travellers tend to select accommodations that offer the best value, combining comfort, aesthetics, and functionality, which enhances the overall lodging experience (Victorino et al., 2005).

Ambience further shapes guests' first impressions and overall perceptions of Airbnb properties. Factors such as interior and exterior design, surrounding environment, and service delivery collectively influence guest experience (Högnäs, 2015; Kim & Moon, 2009; Tengku Asmara & Mohi, 2024). Bitner (1992) highlighted that in the SERVICESCAPE dimensions, the physical settings significantly affect satisfaction and behaviour, particularly when ambient conditions such as lighting, scent, temperature, and noise are noticeable. Ambience, also referred to as tangibility in the SERVQUAL framework, includes physical appearance, décor, equipment, and communication materials used in service delivery (Parasuraman et al., 1988; Wakefield & Blodgett, 1996).

Accessibility and convenience of location are equally important in accommodation selection. Guests prioritise secure environments, ease of transportation, and parking availability when evaluating service quality (Akbaba, 2006; Chu & Choi, 2000; Clemes et al., 2011; Yang et al., 2012). In the Airbnb context, parking availability has been identified as a significant concern among guests, particularly in urban areas (Priporas et al., 2017).

Overall, the physical environment quality dimensions of Airbnb home-sharing accommodations play a crucial role in shaping guest experience. Understanding these

dimensions from the guest's perspective provides a foundation for assessing service quality in the home-sharing context. Therefore, based on the discussion above, the following hypothesis is proposed.

H₁: Physical environment quality dimensions (i.e., Facilities, Style and comfort, Ambience, and Accessibility of accommodations) positively influence the guest experience in Airbnb Home-Sharing in Malaysia

Assurance refers to the knowledge and courtesy of service providers and their ability to inspire trust and confidence in guests regarding the services delivered (Parasuraman et al., 1988). In the lodging industry, assurance plays a critical role in shaping guest satisfaction and overall experience. When guests feel safe and confident in the service provided, their satisfaction increases (Munusamy et al., 2010). In the context of Airbnb home-sharing, assurance quality is particularly important because guests often stay in private properties rather than traditional hotels. Based on the issues discussed earlier, four sub-dimensions of assurance quality are identified from the marketing and hospitality literature: safety, regulation and policy, courtesy, and trust.

Safety is a primary concern for travelers when selecting accommodation. Concerns about safety procedures and security measures are common among guests. Guests are more likely to choose and return to places where they feel secure, and they are unlikely to revisit if they perceive risk (Chu & Choi, 2000; Knutson, 1988; Sönmez & Graefe, 1998). Safety in accommodation includes secure building construction, appropriate interior design, and preventive measures to reduce accidents such as slips, falls, fire hazards, and other risks. Many accommodations install electronic locks, fire extinguishers, smoke detectors, and closed-circuit televisions to enhance safety. Security is often understood as the absence of risk or danger (Chu & Choi, 2000; Dolnicar, 2019; Enz & Taylor, 2002; Okumus, 2005; Singh, 2015). Therefore, the host must implement clear health and safety policies and training procedures to minimise accidents and ensure a secure environment.

Regulation and policy are also essential components of assurance quality. Airbnb has introduced guest rules and internal regulations to clarify boundaries and manage listings (Interian, 2016). However, unlike hotels, Airbnb properties are not always subject to the same legal standards, which raises concerns about monitoring and enforcement, particularly in apartments and condominiums (Robin, 2017). Clear house rules set by hosts, such as no smoking, no pets, no parties, and specific check-in and check-out times, help prevent misunderstandings and reduce conflicts with nearby residents (Airbnb, 2017). Regulatory concerns also relate to guest protection and fair market competition, as well as the legality of companies that imply these practices when deciding which consumer safety standards to regulate (Zrenner, 2015). In many destinations, hosts must obtain permits or licences before

listing the property and accepting guests at the home, and violations may result in penalties (Airbnb, 2017). Airbnb added that these rules could be confusing while working hard with governments worldwide to ensure everyone clearly understands the laws (Airbnb, 2017). Airbnb allows hosts to choose between three fixed cancellation policies, i.e., 1) Flexible, 2) Moderate, and 3) Strict options, further protecting both guests and hosts by clearly outlining refund conditions. Clear and transparent policies strengthen guests' confidence in the platform and the host (Airbnb, 2017).

Courtesy is another important aspect of assurance. Guests value prompt service, well-maintained facilities, and friendly interactions when choosing accommodation (Chu & Choi, 2000). Staff friendliness and courteous behaviour are among the most highly valued attributes in lodging services (Dolnicar & Otter, 2003). Guests often evaluate service providers based on their interpersonal behaviour, responsiveness, and professionalism. Delivering courteous and attentive service enhances perceived service quality and encourages repeat patronage (Chu & Choi, 2000; Clemes et al., 2011; Clemes et al., 2009).

Trust is fundamental to building and maintaining long-term relationships between guests and service providers (Singh & Sirdeshmukh, 2000). In the Airbnb context, guests expect hosts to demonstrate competence and knowledge, which strengthens their confidence during the stay (Priporas et al., 2017). Online reviews further influence trust, as guests rely on consistent positive outcomes and credible feedback when making booking decisions (Rashid et al., 2021; Sparks & Browning, 2011; Wang & Jeong, 2018).

In summary, assurance quality comprising safety, regulation and policy, courtesy, and trust, plays a significant role in shaping guests' experiences in Airbnb home-sharing accommodations. Therefore, the following hypothesis is formulated:

H₂: Assurance quality dimensions (i.e., Safety of the accommodation, Regulation and Policy, Courtesy, and Trust) positively influence the guests' experience in the Airbnb home-sharing in Malaysia

Services are intangible and characterised by inseparability, meaning that production and consumption often occur simultaneously. As a result, interpersonal interactions during service delivery strongly influence customers' perceptions of quality (Brady & Cronin, 2001). Customer experience, however, is conceptually different from service quality. It represents an experience-based judgment formed from the customer's perspective, based on how guests perceive and interpret their interactions with service providers (Beom & Hyun, 2013). In the context of Airbnb home-sharing, understanding these interactions is important because the nature of service delivery differs from that of traditional hotels.

Airbnb hosting can be divided into two main types: on-site hospitality and remote hospitality. Remote hospitality, in which hosts do not physically share their home with guests,

is common on Airbnb. In this arrangement, guest–host interactions are limited and usually occur via email, instant message, or phone, with brief face-to-face contact during the key handover. Despite this limited interaction, the quality of these exchanges may significantly influence guests' perceptions and future behavioural intentions. However, little is known about how interaction quality between hosts and guests shapes loyalty in Airbnb accommodations (Açar, 2019; Stylidis et al., 2022).

From the marketing and hospitality literature, four sub-dimensions identified as components of assurance quality in Airbnb home-sharing are professionalism, online applications, social experiences, and information adequacy. Professionalism is essential in delivering high-quality hospitality services. It plays a key role in strengthening the tourism and hospitality industry, especially at the frontline of service delivery (Lee, 2014; Pujiati et al., 2025). Guests often evaluate their stay based on employee professionalism, friendliness, and helpfulness, which influence their overall experience (Clemes et al., 2011; Zainol et al., 2015). Effective communication is equally important, as employees must interact clearly and respectfully to avoid misunderstandings and negative emotions (Oktavio & Kaihatu, 2020; Oktavio et al., 2024). Recognising the importance of both personal and impersonal communication enables organisations to manage service processes better and address service gaps (Clemes et al., 2018; Jones, 2005; Omar & Mohi, 2015; Ryu & Jang, 2008).

Online applications are also central to Airbnb services. Internet technologies allow guests to communicate directly with suppliers, search for information, and complete bookings without geographical limitations (Law & Hsu, 2006). Website and application performance can be evaluated through user interface design, information quality, and ease of reservation (Law & Hsu, 2006). Airbnb provides hosts with technological tools to upload descriptions and photographs, communicate with guests, and manage reservations and payments through its application (Guttentag, 2015). The growth of internet access has also led to the emergence of electronic word of mouth (e-WOM), where guests share reviews and experiences online. These reviews provide valuable insights into service performance and help build trust and reputation (Norazha et al., 2022; Rashid et al., 2021; Sparks & Browning, 2011).

Social experience is another important dimension within the sharing economy. Although the sharing economy is seen as innovative, it has also disrupted traditional industries and generated mixed reactions (Avital et al., 2015). In Airbnb, guests often seek authentic local experiences, including interaction with hosts, neighbours, and local communities (Guttentag, 2015). The presence and interaction of both residents and tourists influence behaviour, satisfaction, and overall experience at the destination. While residents possess strong knowledge of their social and cultural environment, they may have limited control over tourism development in Airbnb settings (Su & Wall, 2010). These dynamics shape guests' perceptions of authenticity and belonging.

Information adequacy is crucial in shaping the guest experience. Accurate and complete information helps guests understand what services they are purchasing and reduces uncertainty (Berry et al., 2006). When hosts provide clear details about the property, amenities, rules, and expectations, guests can form realistic expectations and experience greater satisfaction.

In summary, professionalism, online applications, social experiences, and information adequacy are key dimensions of assurance quality in Airbnb home-sharing. These factors influence how guests perceive their interactions and overall experiences. Therefore, the following hypothesis is proposed:

H₃: Interaction Quality (i.e., Professionalism, Application Quality, Social Experience, and Information Adequacy) positively influences the guests' experience in the Airbnb Home-Sharing in Malaysia

Although the relationship between guest experience and guest loyalty has been widely studied in hotels, the rapid growth of Airbnb underscores the need to examine it in the context of the sharing economy. In hospitality settings, everything a tourist or guest encounters is considered part of the overall experience. Experience represents the next stage of economic value, where services act as the stage and goods as props to engage guests personally (Mody et al., 2017). Guest experience provides a useful basis for comparing Airbnb accommodations with traditional hotels. Guest experience involves consistently delivering service promises, as emotions formed during service consumption strongly influence customer memory and evaluation (Iglesias et al., 2011).

Guest experience plays a key role in fostering loyalty. When service providers successfully deliver meaningful and satisfying experiences, guests are more likely to develop preference and loyalty toward the brand (Iglesias et al., 2011). Guest loyalty occurs when perceived experience exceeds expectations, resulting in positive emotional responses, satisfaction with physical attributes, and high perceived value of both products and services (Beyond Philosophy, n.d; Ostrowski et al., 1993). In the context of Airbnb, perceived authenticity has been identified as a core element of the home-sharing experience, contributing to satisfaction and positive outcomes (Lalicic & Weismayer, 2017). Travellers increasingly seek memorable social interactions with locals and authentic experiences, which encourage longer stays, repeat visits, and deeper engagement in local activities (Tussyadiah & Pesonen, 2016). Empirical findings show that guests value authenticity as an important component of their Airbnb experience, which strengthens engagement and loyalty. Similarly, research in Thailand found that the personal relationships developed between guests and hosts, shaped by their stay experiences, contribute significantly to customer loyalty (Priporas

et al., 2017). Satisfaction arises when guests' perceived experiences exceed their expectations, ultimately leading to loyalty. Therefore, the following hypothesis is formulated:

H₄: Guest experience positively influences guest loyalty to Airbnb Home-Sharing in Malaysia

The proposed research framework is presented in Figure 1.

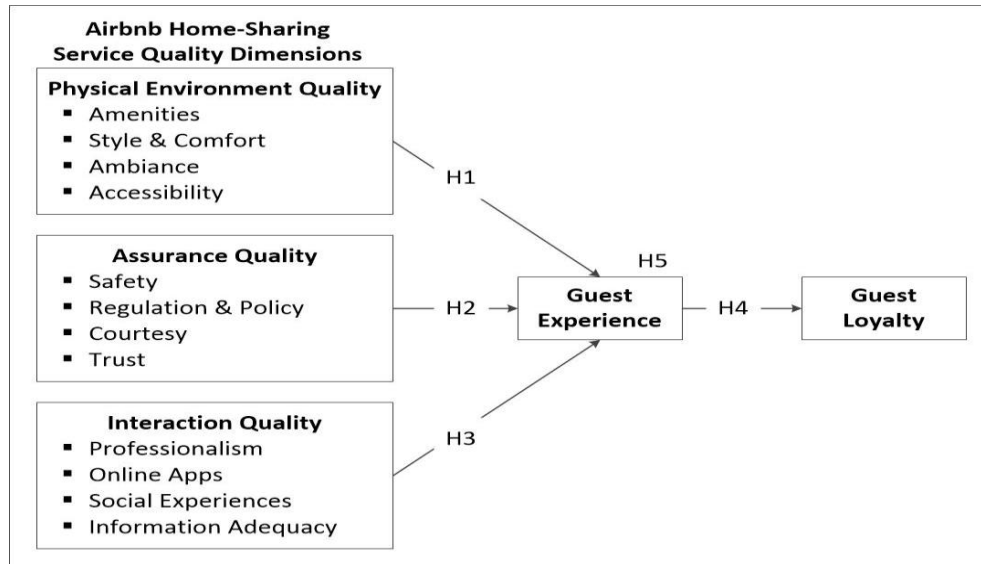


Figure 1. Proposed Research Framework

Development of Research Hypotheses to Address Research Objective 2

Airbnb home-sharing offers more than affordable accommodation; it provides personal rewards through personalised service and a home-away-from-home experience. Airbnb is described as a lifetime experience, with guest experience positioned at the core of its strategic focus (Açar, 2019). In service research, loyalty is often viewed as the result of repeated purchase behaviour (Caruana, 2002). Caruana (2002) found that satisfaction experience positively mediates the relationship between service quality and guest loyalty. This suggests that service quality can foster loyalty when guests evaluate their experience against their expectations and perceive it positively. Loyal guests are more likely to return, recommend the service to others, and reduce the cost of attracting new customers.

In this study, guest experience is proposed as a mediating variable between Airbnb home-sharing service quality dimensions and guest loyalty. Priporas et al. (2017) examined the relationships among service quality, customer satisfaction, and loyalty in Airbnb accommodation and found positive associations among these variables. Therefore, Airbnb hosts must ensure high levels of guest satisfaction and experience by delivering strong service quality across physical environment quality, assurance quality, and social interaction. Based on this argument, the following hypothesis is formulated:

H₅: Guests' experiences mediate the relationship between Airbnb service quality dimensions and guest loyalty in Airbnb Home-Sharing in Malaysia

2. METHODOLOGY

The study population comprised Airbnb guests aged 18 years and above who had stayed in home-sharing accommodations in the Klang Valley. Guests under 18 years old were excluded because they may have difficulty interpreting the questionnaire and are unlikely to make independent decisions regarding future behavioural intentions (Clemes et al., 2011; Mohi, 2012). The required sample size was determined based on recommendations for exploratory factor analysis (EFA), which suggest a minimum ratio of 1:5 (Hair et al., 2010; Pallant, 2007). Based on 58 questionnaire items and a ratio of five respondents per item, a minimum sample size of 290 respondents was required.

Data were collected using a self-administered questionnaire developed in Google Forms and distributed online via WhatsApp, Telegram, and Facebook to individuals with prior Airbnb stay experience. Given that the survey was distributed online via social media platforms, river sampling was used, a web-based opt-in approach that recruits participants via online postings (Hair et al., 2020). Convenience sampling was employed to obtain data from readily available respondents who could provide the required information, as this method enables fast and cost-effective data collection. Snowball sampling was also used, whereby initial respondents referred other potential participants (Bougie & Sekaran, 2016; Hair et al., 2020).

To ensure data accuracy, a screening question was included to confirm whether respondents had previously stayed in an Airbnb home-sharing; only those who answered "Yes" were allowed to proceed. All questionnaire items were measured using a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree), and the instruments (see Table 2 in the Appendix) were adapted from established marketing and hospitality studies and tailored to the research context. Content validity was assessed by five hospitality academicians and 10 experienced Airbnb guests, followed by a pilot study involving 30 guests in Shah Alam, Selangor. The Cronbach's alpha values ranged from 0.80 to 0.94, indicating strong internal consistency (Cronbach, 1951). Data analysis involved two main procedures: an EFA to identify underlying dimensions in the proposed framework, and multiple linear regression to test hypotheses H₁-H₅ and address two research objectives.

3. RESULTS AND DISCUSSION

This study adopted a cross-sectional research design. Three hundred and eighteen complete questionnaires were collected, exceeding the minimum required sample size of 290 for conducting EFA. As the data were collected online via a Google Form link, there were no missing data because all questions had to be answered before submission. After preliminary data screening and cleaning, all 318 responses were deemed suitable for further analysis (see Tables 1 and 2). The respondents' demographic profiles are presented in Table 1. Additionally,

Table 2 in the Appendix summarises the mean scores and standard deviations for all items, providing an overview of their distribution.

Table 1. Demographics Profile of the Respondents (N = 318)

Demographic Characteristics	Frequency	Percentage	Demographic Characteristics	Frequency	Percentage
Gender:			States of origin		
Male	125	39.3	Malaysian	258	81.1
Female	193	60.7	International	60	18.9
Age:			Purpose of Stay		
18-27	136	42.8	Business	120	37.7
28-37	137	43.1	Leisure	198	62.3
38-47	42	13.2	Frequency of Stay		
49 and above	3	.9	Once	68	21.4
Marital Status			Twice	190	59.7
Married	92	28.9	Three and above	59	18.6
Single	226	71.1			

Results Pertaining to Address Research Objective 1

Result for Physical Environment Quality

EFA was conducted to examine the underlying structure of the Physical Environment Quality construct. The Kaiser-Meyer-Olkin (KMO) value was 0.810 ($p=.001$), which is close to 1 and considered meritorious, indicating that the data were suitable for factor analysis (Kaiser & Rice, 1974). The total variance explained was 66.851%, exceeding the recommended 60% threshold for social science research (Hair et al., 2010; Pallant, 2007). All items with factor loadings above 0.50 were retained. The factors were restructured and relabelled based on the dominant themes represented by the items (Hair et al., 2010; Pallant, 2007). A reliability analysis was then performed on the retained items. The Cronbach's alpha values ranged from 0.595 to 0.739, indicating varying levels of internal consistency across the factors (see Table 3 in the Appendix).

Table 4 reports that the dimensions of Physical Environment Quality significantly influence Guests' Experience. Thus, it addresses RO1 and supports H₁.

Table 4. Result of Physical Quality Dimension and Guests' Experience

Predictors	Model 1	Sig	Assessment
Dependent Variable: Guests' Experience			
a) Cleanliness	$\beta = .335^{***}$.000	H _{1a} supported
b) Amenities	$\beta = .466^{***}$.000	H _{1b} supported
c) Accessibility	$\beta = .335^{***}$.000	H _{1c} supported
d) Ambience	$\beta = .456^{***}$.000	H _{1d} supported
e) Comfort	$\beta = .348^{***}$.000	H _{1e} supported

Note: ***Significant at 1% level; **Significant at 5% level; *Significant at 10% level

Result for Assurance Quality Dimensions

EFA was conducted to examine the underlying structure of the Assurance Quality construct. The KMO value was 0.698 ($p=.001$). The total variance explained by the factors was 59.446%, which is acceptable for social science research. As shown in Table 5 in the Appendix, 19 items were initially analysed, and 18 items loaded onto five distinct factors. All retained items had factor loadings above 0.50, demonstrating adequate unidimensionality. The factors were reorganised and labelled. A reliability analysis is summarised in Table 4.

Table 6 reported and concluded that the Assurance Quality Dimensions significantly influence Guests' Experiences in Airbnb home-sharing in Malaysia. Thus, this result addresses RO1 and supports H₂.

Table 6. Result of Testing Hypothesis 2

Predictors	Model 1	Sig	Assessment
Dependent Variable: Guests' Experience			
a) Safety	$\beta = .101$.000***	H _{2a} supported
b) Privacy	$\beta = .129$.000***	H _{2b} supported
c) Trust	$\beta = .345$.000***	H _{2c} supported
d) Courtesy	$\beta = .087$.000***	H _{2d} supported
e) Regulation	$\beta = .203$.000***	H _{2e} supported

Note: ***Significant at 1% level; **Significant at 5% level; *Significant at 10% level

Result for Interaction Quality Dimensions

EFA was conducted to examine the underlying structure of the Interaction Quality construct. The KMO value is 0.810 ($p=.001$) near 1. All factors with eigenvalues greater than 1.0 are considered significant, with a total variance of 64.256%, and can be retained for further examination in EFA (Hair et al., 2010; Pallant, 2007). All the retained item factor loadings are above 0.60 (see Table 7 in the Appendix). Each factor was renamed. The Cronbach alpha test is performed; the score is summarised in Table 7.

Table 8 reports that the guest is satisfied with the Interaction Quality Dimensions of Airbnb Home-Sharing in Malaysia. Thus, this result addresses RO1 and moderately supports H₃.

Table 8. Result of Testing Hypothesis 3

Predictors	Model 1	Sig	Assessment
Dependent Variable: Guests' Experience			
a) Information Adequacy	$\beta = .160$.000***	H _{3a} supported
b) Professionalism	$\beta = .096$.000***	H _{3b} supported
c) Reliability	$\beta = .374$.000***	H _{3c} supported
d) App Quality	$\beta = .139$.01*	H _{3d} supported
e) Social Experiences	$\beta = .031$.775	H _{3e} rejected

Note: ***Significant at 1% level; **Significant at 5% level; *Significant at 10% level

Results of Guests' Experience and Guests' Loyalty

Table 9 reported that the Guests' Experience significantly influenced Guests' Loyalty, addressing RO1 and supporting H₄.

Table 9: Results of Testing Hypotheses 4

Predictors	Model 1	Sig	Assessment
Guests' Experience → Guests' Loyalty	$\beta = .712^{***}$.000	H ₄ Supported

Note: ***Significant at 1% level; **Significant at 5% level; *Significant at 10% level

Results Pertaining to Address Research Objective 2

In response to RO2, H₅ examines whether Guests' Experience mediates the relationship between Airbnb Home-Sharing Service Quality Dimensions and Guests' Loyalty. Mediation refers to a causal process in which one variable influences a second, which in turn influences a third (Baron & Kenny, 1986). In this study, Guests' Experience is proposed as the mediating variable between the independent variables, i.e., Physical Environment Quality, Assurance Quality, and Interaction Quality, and the dependent variable, Guests' Loyalty. The results of the mediation analysis are presented in Tables 10 and 11, which provide empirical evidence for testing H₅.

Table 10. Results of Testing Hypotheses 5

Predictors	Model	Sig	Assessment
Physical Environment Quality Dimensions → Guests' Loyalty	Model 1		
a) Comfort	$\beta = .159^{**}$.002	Supported
b) Ambience	$\beta = .091^*$.077	Supported
c) Accessibilities	$\beta = .077$.144	Rejected
d) Cleanliness	$\beta = .069$.197	Rejected
e) Amenities	$\beta = .238^{***}$.000	Supported
Assurance Quality Dimensions → Guests' Loyalty	Model 2		
a) Safety	$\beta = .094^*$.089	Supported
b) Privacy	$\beta = .187^{***}$.001	Supported
c) Trust	$\beta = .055$.324	Rejected
d) Courtesy	$\beta = .044$.439	Rejected
e) Regulation	$\beta = .354^{***}$.000	Supported
Interaction Quality Dimensions → Guest Loyalty	Model 3		
a) Informative	$\beta = .272^{***}$.000	Supported
b) Professionalism	$\beta = .100^*$.089	Supported
c) Reliability	$\beta = .193^{***}$.000	Supported
d) App Quality	$\beta = .170^{***}$.001	Supported
e) Social Experiences	$\beta = .095^*$.091	Supported

Note: ***Significant at 1% level; **Significant at 5% level; *Significant at 10% level

In summary, the results presented in Table 10 indicate that the service quality dimensions have a moderate effect on Guests' Loyalty toward Airbnb home-sharing in Malaysia. Model 1 shows that Physical Environment Quality contributes moderately to Guests'

Loyalty. Among its five dimensions, Comfort, Ambience, and Amenities were significant predictors, while Accessibility and Cleanliness were not. Model 2 presents the results for Assurance Quality Dimensions and Guests' Loyalty. The findings reveal that Regulation, Privacy, and Safety have significant positive effects, whereas Trust and Courtesy do not. Overall, Assurance Quality also contributes moderately to Guests' Loyalty. Model 3 shows the relationship between Interaction Quality Dimensions and Guests' Loyalty. The results confirm that Interaction Quality contributes significantly to Guests' Loyalty in Airbnb home-sharing.

In summary, Model 1 in Table 11 indicates that the Physical Environment Quality Dimensions affect Guest Loyalty. Model 2 indicates that the Physical Environment Quality Dimensions and Guest Loyalty become significant for Guest Experience. It can be concluded that Guest Experience, as a mediating variable between the Physical Environment Quality Dimensions and Guest Loyalty, partially mediates and supports H₅.

The dimensions of Assurance Quality are significant and are met for testing the H₅. As shown in Table 11, Model 3 indicates that Assurance Quality Dimensions affect Guest Loyalty. Model 4 indicates that Assurance Quality dimensions and Guest Loyalty became significant in Guest Experience. It can be concluded that Guest Experience, as a mediating variable between the Assurance Quality dimensions and Guest Loyalty, fully mediates, supporting H₅. Model 5 (see Table 11) indicates that the Interaction Quality Dimensions affect Guest Loyalty. Model 6 indicates that the Interaction Quality Dimensions and Guests' Loyalty were significant for Guest Experience in Airbnb Home-Sharing in Malaysia. It can be concluded that Guest Experience, as a mediating variable between the Interaction Quality Dimensions and Guest Loyalty, is fully mediated, supporting H₅.

Table 11. Result of Mediating Relationships and Testing Hypothesis 5

Predictors	Model 1: Std. β	Model 2: Std. β	Assessments
Step 1: DV: Guest Loyalty	$\beta = .631^{***}$		Supported
• Physical Quality Dimension			
Step 2: DV: Guest Loyalty		$\beta = .453^*$	Supported
• Physical Quality Dimension		$\beta = .266^{***}$	Supported
• Guests' Experience			
	Model 3: Std. β	Model 4: Std. β	Assessments
Step 1: DV: Guest Loyalty	$\beta = .489^{***}$		Supported
Assurance Quality Dimension			
Step 2: DV: Guest Loyalty		$\beta = .240^*$	
• Assurance Quality Dimension		$\beta = .432^{***}$	
• Guests' Experience			
	Model 5: Std. β	Model 6: Std. β	Assessments
Step 1: DV: Guest Loyalty	$\beta = .582^{***}$		Supported
Interaction Quality Dimensions			
Step 2: DV: Guest Loyalty		$\beta = .382^*$	Supported
• Interaction Quality Dimensions		$\beta = .355^{***}$	Supported
• Guests' Experience			

Note: ***Significant at 1% level; **Significant at 5% level; *Significant at 10% level

4. CONCLUSION

Guided by the Eleventh Malaysia Plan, the sharing economy aims to enhance productivity and improve labour market outcomes by promoting self-employment and entrepreneurship. In line with this national agenda, Airbnb home-sharing has experienced substantial growth in Malaysia, positioning it as a significant alternative within the lodging sector. Rather than emphasising weaknesses in traditional hotels, this study examines how the emergence of the sharing economy, specifically Airbnb, affects service quality evaluation and competitiveness in the hospitality industry.

This study focuses on identifying the service quality dimensions that enable Airbnb home-sharing accommodations to remain competitive in Malaysia. Understanding how guests evaluate their experiences along these dimensions, and whether these evaluations differ from those of hotel guests, provides valuable insights for service providers. Clear identification and prioritisation of service quality dimensions enable Airbnb hosts to allocate resources effectively, leading to improved business performance outcomes, such as guest loyalty, revisit intention, and positive word of mouth.

Drawing on extensive literature from tourism, hospitality, and information technology, this study examines service quality as a multidimensional construct, focusing on physical environment quality, assurance quality, and interaction quality in the Airbnb home-sharing context. The research framework was adapted to incorporate current empirical evidence and to reflect the Malaysian setting. The findings confirm that these service quality dimensions significantly influence guests' experiences, which in turn strongly predict guest loyalty. Notably, guest experience fully mediates the relationship between service quality and loyalty, highlighting the central role of experiential factors in home-sharing accommodations.

The results provide practical insights for Airbnb hosts, emphasising the importance of maintaining high-quality amenities that are clean, functional, accessible, and easy to use. Equally important is the development of genuine, hospitable relationships through personalised and supportive interactions, including clear communication of house rules, local guidelines, and community norms. Such practices enhance overall guest satisfaction and foster repeat patronage.

Despite its contributions, this study has several limitations. While service quality is commonly conceptualised through interaction quality, physical environment quality, and outcome quality, this study did not include outcome quality or administrative quality as primary dimensions. Future research may extend the framework by incorporating these dimensions, as well as additional constructs such as perceived value, image, and behavioural intentions. Comparative studies across different lodging types and qualitative research from the host's perspective would further enrich understanding of the Airbnb home-sharing experience.

Overall, this study contributes to the hospitality and sharing economy literature by providing empirical evidence from Malaysia on how service quality dimensions shape guest experiences and loyalty in Airbnb home-sharing. Given its distinctive features, including local interaction and experiential authenticity, Airbnb is likely to remain attractive to tourists and other travellers. The findings offer valuable implications not only for Airbnb hosts and managers but also for destinations where home-sharing accommodations operate, supporting sustainable growth within the broader hospitality ecosystem.

5. REFERENCES

- Açar, M. (2019). *A perceived service quality model in the sharing economy: The case of Airbnb* [Doctoral Thesis, Boğaziçi University, Istanbul, Turkey]. <https://acikbilim.yok.gov.tr/handle/20.500.12812/323353>
- Achu, C. Y. (2017). *Hoteliers: Airbnb is no threat, serves different market segment*. News Straits Times. Retrieved 20th November from <https://www.nst.com.my/news/2017/01/208275/hoteliers-airbnb-no-threat-serves-different-market-segment>
- Adams, B. (2013, 12th November). *The guiding principles of guest experiences, Part 1: Definition*. Retrieved 20th November 2022 from <https://27gen.com/2013/11/12/the-guiding-principles-of-guest-experiences-part-1/>
- Airbnb. (2017). *About Us*. Retrieved 20th November from <https://www.airbnb.com/about/about-us>
- Akbaba, A. (2006). Measuring service quality in the hotel industry: A study in a business hotel in Turkey. *International journal of hospitality management*, 25(2), 170-192. <https://doi.org/10.1016/j.ijhm.2005.08.006>
- Ali, A. S. M., Nurin, S. S., & Mohi, Z. (2023). Room guest satisfaction towards guestroom physical environment quality in the theme hotel. *Journal of Tourism, Culinary & Entrepreneurship (JTCE)*, 3(2).
- An, S., Suh, J., & Eck, T. (2019). Examining structural relationships among service quality, perceived value, satisfaction and revisit intention for Airbnb guests. *International Journal of Tourism Sciences*, 19(3), 145-165. <https://doi.org/10.1080/15980634.2019.1663980>
- Avital, M., Carroll, J. M., Hjalmarsson, A., Levina, N., Malhotra, A., & Sundararajan, A. (2015). *The sharing economy: Friend or foe?* 36th International Conference on Information Systems (ICIS 2015), Fort Worth Convention Center, Fort Worth, Texas, United States. https://research-api.cbs.dk/ws/portalfiles/portal/45295263/michel_avital_the_sharing_economy_publishersversion.pdf
- Bădulescu, A., Herte, E., & Borma, A. (2023). Managing the sharing economy in times of crisis. The case of Airbnb. Proceedings of the 17th International Management Conference "Management beyond Crisis: Rethinking Business Performance" 2nd-3rd November 2023, Bucharest, Romania.
- Barker, G. (2020, Feb 21). *The Airbnb effect on housing and rent*. Retrieved July 17, 2024 from <https://www.forbes.com/sites/garybarker/2020/02/21/the-airbnb-effect-on-housing-and-rent/>
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Beom, J. C., & Hyun, S. K. (2013). The impact of outcome quality, interaction quality, and peer-to-peer quality on customer satisfaction with a hospital service. *Managing Service*

- Quality: An International Journal*, 23(3), 188-204.
<https://doi.org/10.1108/09604521311312228>
- Berry, L. L., Wall, E. A., & Carbone, L. P. (2006). Service clues and customer assessment of the service experience: Lessons from marketing. *Academy of Management Perspectives*, 20(2), 43-57. <https://doi.org/10.5465/amp.2006.20591004>
- Beyond Philosophy. (n.d). *What is customer loyalty*. Retrieved 8th November from <https://beyondphilosophy.com/customer-experience/customer-loyalty/>
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 54(2), 69-82. <https://doi.org/10.2307/1251871>
- Bougie, R., & Sekaran, U. (2016). *Research methods for business: A skill building approach* (7th ed.). John Wiley & Sons, Inc.
- Brady, M. K., & Cronin, J. J. J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65(3), 34-49. <https://doi.org/10.1509/jmkg.65.3.34.18334>
- Caruana, A. (2002). Service loyalty: The effects of service quality and the mediating role of customer satisfaction. *European journal of marketing*, 36(7/8), 811-828. <https://doi.org/10.1108/03090560210430818>
- Chu, R. K., & Choi, T. (2000). An importance-performance analysis of hotel selection factors in the Hong Kong hotel industry: a comparison of business and leisure travellers. *Tourism management*, 21(4), 363-377. [https://doi.org/10.1016/S0261-5177\(99\)00070-9](https://doi.org/10.1016/S0261-5177(99)00070-9)
- Clemes, M. D., Gan, C., & Ren, M. (2011). Synthesizing the effects of service quality, value, and customer satisfaction on behavioral intentions in the motel industry: An empirical analysis. *Journal of Hospitality & Tourism Research*, 35(4), 530-568. <https://doi.org/10.1177%2F1096348010382239>
- Clemes, M. D., Mohi, Z., Li, X., & Hu, B. (2018). Synthesizing moderate upscale restaurant patrons' dining experiences. *Asia Pacific Journal of Marketing and Logistics*, 30(3), 627-651. <https://doi.org/10.1108/APJML-06-2017-0115>
- Clemes, M. D., Wu, J. H.-C., Bai-Ding, H., & Gan, C. (2009). An empirical study of behavioral intentions in the Taiwan hotel industry. *Innovative Marketing*, 5(3).
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16(3), 297-334. <https://doi.org/10.1007/BF02310555>
- Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3), 55-68. <https://doi.org/10.1177/002224299205600304>
- Dolnicar, S. (2019). A review of research into paid online peer-to-peer accommodation: Launching the annals of tourism research curated collection on peer-to-peer accommodation. *Annals of Tourism Research*, 75, 248-264. <https://doi.org/10.1016/j.annals.2019.02.003>
- Dolnicar, S., & Otter, T. (2003). *Which hotel attributes matter? A review of previous and a framework for future research*. The 9th Annual Conference of the Asia Pacific Tourism Association (APTA), University of Technology Sydney, 2003, 1, 176-188.
- Enz, C. A., & Taylor, M. S. (2002). The safety and security of US hotels a post-September-11 report. *The Cornell Hotel and Restaurant Administration Quarterly*, 43(5), 119-136. <https://doi.org/10.1177%2F0010880402435011>
- Folger, J. (2016). *The pros and cons of using Airbnb*. Retrieved 20 January from <https://www.investopedia.com/articles/personal-finance/032814/pros-and-cons-using-airbnb.asp>
- Ganesan, V. (2017). *Airbnb is flourishing in Malaysia*. The Edge Market. Retrieved 15 November from <http://www.theedgemarkets.com/article/airbnb-flourishing-malaysia>
- Golf-Papez, M., & Culiberg, B. (2023). A typology of user misbehaviours in the sharing economy context. *European journal of marketing*, 57(13), 111-151. <https://doi.org/10.1108/ejm-08-2021-0583>
- Guttentag, D. (2015). Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector. *Current issues in Tourism*, 18(12), 1192-1217. <https://doi.org/10.1080/13683500.2013.827159>

- Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis: Global perspective* (7th ed.). Pearson Education.
- Hair, J. F. J., Page, M., & Brunsveld, N. (2020). *Essentials of business research methods* (4th ed.). Routledge.
- Högnäs, S. (2015). *The importance of the first impression in hotel customer service* [Degree Dissertation, Vaasa University of Applied Sciences]. <https://www.theseus.fi/bitstream/handle/10024/96496/>
- Hospitalitynet. (n.d). *Hotel's adequate facilities*. Retrieved 4th October from <https://www.hospitalitynet.org>
- Iglesias, O., Singh, J. J., & Batista-Foguet, J. M. (2011). The role of brand experience and affective commitment in determining brand loyalty. *Journal of Brand Management*, 18(8), 570-582. <https://link.springer.com/article/10.1057/bm.2010.58>
- Ikkala, T., & Lampinen, A. (2015). *Monetizing network hospitality: Hospitality and sociability in the context of Airbnb*. The 18th ACM Conference on Computer Supported Cooperative Work & Social Computing, February 2015.
- Inn, T. K. (2019, July 2). Airbnb generates RM3bil in direct economic impact in Malaysia last year. *The Star*. <https://www.thestar.com.my/business/business-news/2019/07/02/airbnb-generates-rm3bil-in-direct-economic-impact-in-malaysia-last-year>
- Interian, J. (2016). Up in the air: Harmonizing the sharing economy through Airbnb regulations. *Boston College International and Comparative Law Review*, 39(1), 129-161. <https://lawdigitalcommons.bc.edu/cgi/viewcontent.cgi?article=1757&context=iclr>
- Jones, E. T. (2005). *Importance of communication quality in services* [Master Thesis, Florida State University]. <https://diginole.lib.fsu.edu/islandora/object/fsu:181731/datastream/PDF/view>
- Ju, Y., Back, K.-J., Choi, Y., & Lee, J.-S. (2019). Exploring Airbnb service quality attributes and their asymmetric effects on customer satisfaction. *International journal of hospitality management*, 77, 342-352. <https://doi.org/10.1016/j.ijhm.2018.07.014>
- Kaiser, H. F., & Rice, J. (1974). Educational and psychological measurement. *Little Jiffy, Mark IV*, 34(1), 111-117. <https://doi.org/10.11772F001316447403400115>
- Kannan, H. K. (2017). *Malaysia on the right path to productivity-driven economy*. Retrieved 5th October from <https://www.google.com/amp/s/www.nst.com.my/node/278880/amp>
- Kay, L. K. (2017). *Airbnb listings in Malaysia increasing rapidly*. Edge Prop. Retrieved 6th October from <https://www.edgeprop.my/content/1191409/airbnb-listings-malaysia-increasing-rapidly>
- Kim, W. G., & Moon, Y. J. (2009). Customers' cognitive, emotional, and actionable response to the servicescape: A test of the moderating effect of the restaurant type. *International journal of hospitality management*, 28(1), 144-156. <https://doi.org/10.1016/j.ijhm.2008.06.010>
- Knutson, B. J. (1988). Frequent travelers: Making them happy and bringing them back. *Cornell Hotel & Restaurant Administration Quarterly*, 29(1), 82-87. <https://doi.org/10.1177/001088048802900121>
- Lalicic, L., & Weismayer, C. (2017). The role of authenticity in Airbnb experiences. In R. Schegg & B. Stangl (Eds.), *Information & Communication Technologies in Tourism* (pp. 781-794). Springer. https://doi.org/10.1007/978-3-319-51168-9_56
- Law, R., & Hsu, C. H. (2006). Importance of hotel website dimensions and attributes: Perceptions of online browsers and online purchasers. *Journal of Hospitality & Tourism Research*, 30(3), 295-312. <https://doi.org/10.1177%2F1096348006287161>
- Lee, K.-J. (2014). Attitudinal dimensions of professionalism and service quality efficacy of frontline employees in hotels. *International journal of hospitality management*, 41(August), 140-148. <https://doi.org/10.1016/j.ijhm.2014.05.015>
- Lin, P. M. C. (2020). Is Airbnb a good choice for family travel? *Journal of China Tourism Research*, 16(1), 140-157. <https://doi.org/10.1080/19388160.2018.1551167>

- Lockyer, T. (2003). Hotel cleanliness—how do guests view it? Let us get specific. A New Zealand study. *International journal of hospitality management*, 22(3), 297-305. [https://doi.org/10.1016/S0278-4319\(03\)00024-0](https://doi.org/10.1016/S0278-4319(03)00024-0)
- Meijerink, J., & Schoenmakers, E. (2021). Why are online reviews in the sharing economy skewed toward positive ratings? Linking customer perceptions of service quality to leaving a review of an Airbnb stay. *Journal of Tourism Futures*, 7(1), 5-19. <https://doi.org/10.1108/JTF-04-2019-0039>
- Mody, M. A., Suess, C., & Lehto, X. (2017). The accommodation experiencescape: A comparative assessment of hotels and Airbnb. *Journal of Contemporary Hospitality Management*, 29(9), 2377-2404. <https://doi.org/10.1108/IJCHM-09-2016-0501>
- Mohd Som, Z. (2020, January 25). Hotels losing out to home-sharing. *New Straits Times*. <https://www.nst.com.my/news/nation/2020/01/559569/hotels-losing-out-home-sharing>
- Mohi, Z. (2012). *An analysis of restaurant patrons' experiences in Malaysia: A comprehensive hierarchical modelling approach* [Doctoral Thesis, Lincoln University, New Zealand]. https://researcharchive.lincoln.ac.nz/bitstream/handle/10182/4996/Mohi_phd.pdf?sequence=3&isAllowed=y
- Munusamy, J., Chelliah, S., & Mun, H. W. (2010). Service quality delivery and its impact on customer satisfaction in the banking sector in Malaysia. *International Journal of Innovation, Management & Technology*, 1(4), 398-404. <http://www.ijimt.org/papers/71-M461.pdf>
- Norazha, N. S., Mohd Faisol, N. F., Mat Baki, R. N., & Mohi, Z. (2022). Influence of quick-service restaurant's service quality towards customer online review. *Journal of Tourism, Hospitality and Culinary Arts*, 14(2), 97-129. <https://ir.uitm.edu.my/id/eprint/68343/1/68343.pdf>
- Oktavio, A., & Kaihatu, T. S. (2020). Implication of future time perspective and hope on the continuance commitment of hotel employees. *Jurnal Economia*, 16(2), 161-172. <https://doi.org/10.21831/economia.v16i2.29711>
- Oktavio, A., Wijaya Kartika, E., Jiwa, Z., Tarigan, H., & Kaihatu, T. S. (2021). Covid-19 pandemic and the adversity of hotel industry: Relationship between service guarantees on service quality perception and consumer perceived risk. *Journal of Contemporary Issues in Business and Government*, 27(2), 2021.
- Oktavio, A., Kaihatu, T. S., Kumari, D., Nugroho, A., & Adityaji, R. (2023). I slept well and I will be back: An empirical study on hotel guests in Indonesia. *Journal of System and Management Sciences*, 14(11), 1371–1383.
- Oktavio, A., Suharti, L., Sasongko, G., & Sugiarto, A. (2024). Fostering employee resilience to counter counterproductive work behaviors: The roles of challenge appraisal and human resource support. *The Seybold Report*, 18(3), 414-430.
- Okumus, F. (2005). Safety. In *International Encyclopedia of Hospitality Management*. Elsevier Butterworth-Heinemann Oxford.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33-44. <https://doi.org/10.1177/00222429990634s105>
- Omar, K. H., & Mohi, Z. (2015). *Students' satisfaction towards the counter service quality at university accommodation in UiTM, Shah Alam, Malaysia*. Proceedings of the Hospitality & Tourism Conference 2015 (HTC2015), Melaka, Malaysia, 2-3 November 2015, pg. 9-13.
- Ostrowski, P. L., O'Brien, T. V., & Gordon, G. L. (1993). Service quality and customer loyalty in the commercial airline industry. *Journal of Travel Research*, 32(2), 16-24. <https://doi.org/10.1177%2F004728759303200203>
- Pallant, J. (2007). *SPSS survival manual: A step-by-step guide to data analysis using SPSS for Windows (Version 15)* (3rd ed.). McGraw Hill/Open University Press.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 16(1), 12-37.
- Poon, W. C., & Low, L. T. K. (2005). Are travellers satisfied with Malaysian hotels? *International Journal of Contemporary Hospitality Management*, 17(3), 217-227. <https://doi.org/10.1108/09596110510591909>

- Priporas, C. V., Stylos, N., Vedanthachari, L. N., & Santiwatana, P. (2017). Service quality, satisfaction, and customer loyalty in Airbnb accommodation in Thailand. *International Journal of Tourism Research*, 19(6), 693-704. <https://doi.org/10.1002/jtr.2141>
- Pujiati, R., Nainggolan, R., & Sarwoko, E. (2025). The influence of employee productivity and service quality of front office department on job satisfaction mediated by work motivation in the hospitality sector. *Journal of Tourism, Culinary, & Entrepreneurship (JTCE)*, 5(1), 36-50. <https://doi.org/10.37715/jtce.v5i1.5440>
- Rashid, B., Chao, H., & Nor Azam, N. R. A. (2021). The antecedents of electronic word of mouth responses in hotel experience evaluation. *Journal of Tourism, Culinary, & Entrepreneurship (JTCE)*, 1(2), 122-139. <https://doi.org/10.37715/jtce.v1i2.2238>
- Ren, M. (2008). *Behavioural intentions in the motel industry: An empirical analysis*. [Master Thesis, Lincoln University]. <https://researcharchive.lincoln.ac.nz/handle/10182/1097>
- Ribbink, D., van Riel, A. C., Liljander, V., & Streukens, S. (2004). Comfort your online customer: Quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, 14(6), 446-456. <https://doi.org/10.1108/09604520410569784>
- Richardson, L. (2015). Performing the sharing economy. *Geoforum*, 67(December), 121-129. <https://doi.org/10.1016/j.geoforum.2015.11.004>
- Robin, A. (2017). *DBKL says condo management can impose rule barring Airbnb*. Retrieved 23rd October from <http://www.freemalaysiatoday.com/category/nation/2017/08/17/dbkl-says-condo-management-can-impose-rule-barring-airbnb/>
- Ryu, K., & Jang, S. C. (2008). DINESCAPE: A scale for customers' perception of dining environments. *Journal of Foodservice Business Research*, 11(1), 2-22. <https://doi.org/10.1080/15378020801926551>
- Sandu, M.-A., & Purecel, E.-M. (2024). The competitive advantage of Airbnb in the perception of tourists. *Cactus Tourism Journal*, 6(1), 43-53.
- Santos, A., & Stuart, M. (2003). Employee perceptions and their influence on training effectiveness. *Human Resource Management Journal*, 13(1), 27-45. <https://doi.org/10.1111/j.1748-8583.2003.tb00082.x>
- Singh, J. (2015). Safety and security concerns in hospitality industry. *International Journal of Management & Commerce Innovations*, 2(2), 1-5. <http://www.researchpublish.com/>
- Singh, J., & Sirdeshmukh, D. (2000). Agency and trust mechanisms in consumer satisfaction and loyalty judgments. *Journal of the Academy of Marketing Science*, 28(1), 150-167. <https://doi.org/10.1177%2F0092070300281014>
- Sohrabi, B., Vanani, I. R., Tahmasebipur, K., & Fazli, S. (2012). An exploratory analysis of hotel selection factors: A comprehensive survey of Tehran hotels. *International journal of hospitality management*, 31(1), 96-106. <https://doi.org/10.1016/j.ijhm.2011.06.002>
- Sönmez, S. F., & Graefe, A. R. (1998). Determining future travel behavior from past travel experience and perceptions of risk and safety. *Journal of Travel Research*, 37(2), 171-177. <https://doi.org/10.1177%2F004728759803700209>
- Sparks, B. A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism management*, 32(6), 1310-1323. <https://doi.org/10.1016/j.tourman.2010.12.011>
- Stergiou, D. P., & Farmaki, A. (2020). Resident perceptions of the impacts of P2P accommodation: Implications for neighbourhoods. *International journal of hospitality management*, 91(October), 102411. <https://doi.org/10.1016/j.ijhm.2019.102411>
- Sthapit, E., & Jiménez-Barreto, J. (2018). Exploring tourists' memorable hospitality experiences: An Airbnb perspective. *Tourism Management Perspectives*, 28(October), 83-92. <https://doi.org/10.1016/j.tmp.2018.08.006>
- Stylidis, D., Woosnam, K. M., & Tasci, A. D. A. (2022). The effect of resident-tourist interaction quality on destination image and loyalty. *Journal of Sustainable Tourism*, 30(6), 1219-1239. <https://doi.org/10.1080/09669582.2021.1918133>
- Su, M. M., & Wall, G. (2010). Implications of host-guest interactions for tourists' travel behaviour and experiences. *Tourism: Original Scientific Paper*, 58(1), 37-50. <https://hrcak.srce.hr/56107>

- Sun, S., Zheng, J., Schuckert, M., & Law, R. (2019). Exploring the service quality of Airbnb. *Tourism Analysis*, 24(4), 531-534. <https://doi.org/10.3727/108354219X15652651367424>
- Tai, E. (n.d.). *When neighbours hate Airbnb*. Retrieved 8th February, 2025 from <http://www.elizabethtai.com/blog/when-neighbours-hate-airbnb>
- Tan, D. (2016). *Testing time for hotel industry*. The Star. Retrieved 7th November from <https://www.thestar.com.my/metro/smebiz/news/2016/04/05/testing-time-for-hotel-industry-weakened-economy-and-ever-increasing-competition-from-new-players-is/>
- Tengku Asmara, T. N. A., & Mohi, Z. (2024). The physical environment quality of the theme hotels in Malaysia: Are guests satisfied? *Journal of Tourism, Culinary, & Entrepreneurship (JTCE)*, 4(2), 148-175.
- Teo, H., Bernhard, S., & Yean, H., Chee. (2017). In focus: Malaysia, a rising opportunity. *HVS.com*(May), 1-13. <https://hvs.com/Print/In-Focus-Malaysia-A-Rising-Opportunity?id=8008>
- The Star. (2016, July 3). Airbnb: Malaysia is a really 'exciting growth market. *The Star*. <https://www.thestar.com.my/news/nation/2016/07/03/airbnb-malaysia-is-a-really-exciting-growth-market/>
- Torres, E. N., & Kline, S. (2006). From satisfaction to delight: A model for the hotel industry. *International Journal of Contemporary Hospitality Management*, 18(4), 290-301. <https://doi.org/10.1108/09596110610665302>
- Tussyadiah, I. P., & Pesonen, J. (2016). Impacts of peer-to-peer accommodation use on travel patterns. *Journal of Travel Research*, 55(8), 1022-1040. <https://doi.org/10.1177%2F0047287515608505>
- Victorino, L., Verma, R., Plaschka, G., & Dev, C. (2005). Service innovation and customer choices in the hospitality industry. *Managing Service Quality: An International Journal*, 15(6), 555-576. <https://doi.org/10.1108/09604520510634023>
- Wakefield, K. L., & Blodgett, J. G. (1996). The effect of the servicescape on customers' behavioral intentions in leisure service settings. *Journal of Services Marketing*, 10(6), 45-61. <https://doi.org/10.1108/08876049610148594>
- Wang, C. R., & Jeong, M. (2018). What makes you choose Airbnb again? An examination of users' perceptions toward the website and their stay. *International journal of hospitality management*, 74, 162-170. <https://doi.org/10.1016/j.ijhm.2018.04.006>
- Wartawan BH. (2023, April 18). KL antara bandar paling popular di Airbnb tahun lalu. *Berita Harian*. <https://www.bharian.com.my/bisnes/lain-lain/2023/04/1091495/kl-antara-bandar-paling-popular-di-airbnb-tahun-lalu>
- Wilkins, H., Merrilees, B., & Herington, C. (2007). Towards an understanding of total service quality in hotels. *International journal of hospitality management*, 26(4), 840-853. <https://doi.org/10.1016/j.ijhm.2006.07.006>
- Wilkins, H., Merrilees, B., & Herington, C. (2009). The determinants of loyalty in hotels. *Journal of Hospitality Marketing & Management*, 19(1), 1-21. <https://doi.org/10.1080/19368620903327626>
- Yang, Y., Wong, K. K., & Wang, T. (2012). How do hotels choose their location? Evidence from hotels in Beijing. *International journal of hospitality management*, 31(3), 675-685. <https://doi.org/10.1016/j.ijhm.2011.09.003>
- Yunus, R. (2017). *MDEC to support 'sharing economy' activities in Malaysia*. Malaysian Reserves. Retrieved 6th December from <https://themalaysianreserve.com/2017/09/28/>
- Zainol, A., Kisun, A., Norashikin, S., & Mohi, Z. (2015). *Student Satisfaction towards Caffé Giunto*. Proceedings of the Hospitality & Tourism Conference 2015 (HTC2015), Melaka, Malaysia, 2-3 November 2015, pg. 29-33.
- Zhu, G., So, K. K. F., & Hudson, S. (2017). Inside the sharing economy. *International Journal of Contemporary Hospitality Management*, 29(9), 2218-2239. <https://doi.org/10.1108/IJCHM-09-2016-0496>
- Zrenner, A. (2015). The ethics of regulating the sharing economy. *Kenan Institute for Ethics at Duke University*, 1-4. <https://kenan.ethics.duke.edu/>

6. APPENDICES

Table 2. Descriptive Statistics of Measuring Items (N = 318)

No. Items	Statements	Sources	Mean	Std. Dev
Physical Environment Quality Dimensions				
Amenities				
A1	Modern-looking equipment	(Akbaba, 2006; Brady & Cronin, 2001; Priporas et al., 2017; Sun et al., 2019; Torres & Kline, 2006)	6.40	.732
A2	Wi-Fi availability		6.05	.758
A3	Parking space is adequate.		6.20	.764
A4	The room amenities provided work properly		6.24	.664
A5	The room amenities provided are suitable for my needs during my stay.		6.23	.733
Style & Comfort				
A6	The quality of the pillow, bed, and mattress is comfortable.	(Akbaba, 2006; Chu & Choi, 2000; Clemes et al., 2011; Lockyer, 2003; Sohrobi et al., 2012; Sun et al., 2019; Victorino et al., 2005; Wilkins et al., 2007)	6.19	.692
A7	The room is clean		6.29	.723
A8	Artefacts and painting decorations are trendy.		6.17	.647
A9	Room lighting is comfortable		6.12	.674
A10	Accommodation has a recreational place.		6.09	.937
Ambience				
A11	The room atmosphere is stylish	(Bitner, 1992; Wakefield & Blodgett, 1996)	6.16	.709
A12	The materials of the equipment are of nice quality		6.22	.791
A13	The room temperature is suitable.	(Högnäs, 2015; Santos & Stuart, 2003)	6.17	.720
A14	The room scent is delicate		6.16	.711
A15	The interior colour of the room walls is comfortable.		6.25	.667
Accessibility				
A16	Accommodation located near places of attractions	(Akbaba, 2006; Chu & Choi, 2000; Ren, 2008; Yang et al., 2012)	6.22	.707
A17	Accommodation is easily accessible		6.24	.674
A18	The secure environment around the accommodation		6.22	.721
A19	Public transportation is easily accessible		6.23	.676
A20	Spacious parking around the accommodation		6.30	.768
Assurance Quality				
Safety				
B1	A room escape plan is accessible in case of danger.	(Bitner, 1992; Chu & Choi, 2000; Enz & Taylor, 2002; Okumus, 2005; Singh, 2015)	6.34	.897
B2	The room has an installed fire extinguisher		5.62	1.025
B3	The building has installed a smoke detector.		5.98	.958
B4	The building has adequate emergency stair directions		6.09	.869
B5	Service is safe		6.26	.777
Regulation				
B6	The house rules policy was communicated upon booking.	(Airbnb, 2017; Interian, 2016; Zrenner, 2015)	6.23	.701
B7	The proper cancellation process is well-informed		6.36	.736
B8	The privacy policy is accessible.		6.11	.752
B9	The regulatory information of Airbnb is well-informed		6.27	.747
Courtesy				
B10	The host is friendly.	(Akbaba, 2006; Chu & Choi, 2000; Dolnicar & Otter, 2003; Priporas et al., 2017)	6.42	.718
B11	The host is always willing to serve any request		6.30	.755
B12	The host is always available when needed.		6.27	.691
B13	The host performs the service right at the first time		6.13	.681
B14	Individualised attention to the guest		6.36	.734
Trust				
B15	The host is aware of Airbnb's service model.	(Priporas et al., 2017; Singh & Sirdeshmukh, 2000; Sparks & Browning, 2011)	6.21	.707
B16	The host ensures the room and service are prompt and on time		6.24	.693
B17	Airbnb apps have adequate guest reviews.		6.29	.714
B18	Payments and bookings are well-secured		6.25	.716
B19	Airbnb hosts are generally trustworthy in the services they offer.		6.27	.738
Interaction Quality				
Professionalism				
C1	Provision of service at the promised time	(Akbaba, 2006; Clemes et al., 2011; Lee, 2014; Priporas et al., 2017)	6.37	.724
C2	Assisting in other required areas		6.03	.694
C3	Occupational knowledge of Airbnb hosts		6.11	.766
C4	Flexibility in services offered		6.20	.653
C5	Consistency in service		6.27	.739

No. Items	Statements	Sources	Mean	Std. Dev
Applications Quality				
C6	Information is reliable	(Ju et al., 2019; Law &	6.22	.686
C7	Trusted guest reviews and complaints	Hsu, 2006; Ribbink et	6.35	.684
C8	The app is easy and convenient for booking.	al., 2004; Sparks &	6.37	.711
C9	The app is interactive and attractive	Browning, 2011)	6.41	.734
C10	The app is easy to download		6.05	.879
Social Experiences				
C11	Residents are friendly	(Avital et al., 2015; Lin,	6.01	.835
C12	Guests feel welcomed into the community	2020; Su & Wall, 2010)	6.05	.795
C13	Locals share information about nearby tourist destinations.		6.21	.769
C14	No complaints from other residents		6.28	.723
Information Adequacy				
C15	Airbnb has clear information on its apps	(Berry et al., 2006;	6.32	.653
C16	Airbnb has clear information about the policy	Cronin & Taylor, 1992;	6.28	.689
C17	The host informs guests of any changes.	Poon & Low, 2005)	6.28	.705
C18	Information about the accommodation is accurate as in the apps		6.22	.697
C19	Accurate record keeping			
Guest Experience				
D1	Stay was fun	(An et al., 2019; Iglesias	6.51	.634
D2	Stay feels like a different world	et al., 2011; Mody et al.,	6.11	.663
D3	Airbnb room settings please guests' senses.	2017)	6.34	.709
D4	Staying in an Airbnb allowed guests to engage with locals		6.14	.721
D5	Personalised communication from the host makes the guest feel special.		6.35	.679
Guest Loyalty				
E1	Intentions to repurchase at the same Airbnb accommodation	(Caruana, 2002; Lalicic & Weismayer, 2017; Mody et al., 2017;	6.18	.694
E2	Willingness to share information about Airbnb	Oliver, 1999; Priporas et	6.26	.736
E3	Willingness to recommend the recent stay to others	al., 2017; Tussyadiah &	6.25	.760
E4	Willingness to switch to another home-sharing service provider	Pesonen, 2016)	6.20	.763
E5	Willingness to warn others about poor service by the Airbnb service provider		6.27	.680

Table 3. EFA Results for Physical Environment Quality

Item No.	Component				
	Factor 1 (Cleanliness)	Factor 2 (Amenities)	Factor 3 (Accessibility)	Factor 4 (Ambiance)	Factor 5 (Comfort)
A6	.800				
A4	.723				
A7	.695				
A12		.697			
A2		.577			
A3		.552			
A5		.543			
A18			.796		
A17			.721		
A19			.547		
A16			.762		
A15				.778	
A11				.637	
A9				.607	
A13				.578	
A8				.578	
A20					.647
A10					.634
A1					.602
Cronbach α	.709	.648	.623	.739	.595

Table 5. EFA Results for Assurance Quality Dimension

Item No.	Component				
	Factor 1 (Safety)	Factor 2 (Privacy)	Factor 3 (Trust)	Factor 4 (Courtesy)	Factor 5 (Regulation)
B1	.842				
B3	.774				
B2	.575				
B4	.575				
B5	.508				
B11		.698			
B8		.697			
B6		.668			
B15		.640			
B9		.534			
B19			.739		
B16			.735		
B17				.778	
B13				.664	
B10				.636	
B14					.726
B18					.705
B7					.638
Cronbach α	.763	.729	.572	.721	.633

Table 7. EFA Results for Interaction Quality Dimensions

Item No.	Component				
	Factor 1 (Information Adequacy)	Factor 2 (Professionalism)	Factor 3 (Reliability)	Factor 4 (Application Quality)	Factor 5 (Social Experiences)
C7	.752				
C5	.684				
C18	.654				
C1	.564				
C13	.534				
C9	.504				
C2		.746			
C16		.729			
C14		.714			
C4		.565			
C15			.802		
C6			.754		
C17			.710		
C10				.809	
C12				.807	
C3				.509	
C8					.732
C11					.601
Cronbach α	0.697	0.710	0.637	0.633	0.714