



**THE INFLUENCE OF SERVICE QUALITY
TOWARDS AIRBNB CUSTOMER SATISFACTION
IN KLANG VALLEY, MALAYSIA**

By:

MUHAMMAD SYAZWAN BIN AWANG HUSSIN (H19A0325)

NORSABRINA BINTI BADRUL HISHAM (H19A0432)

NORSYAFIQAH BINTI NASARUDIN (H19A0442)

NORSYAHIRA BINTI YAHYA (H19A0443)

Bachelor of Entrepreneurship (Hospitality) with Honours

A report submitted in partial fulfilment of the
Requirements for the degree of
Bachelor of Entrepreneurship (Hospitality) with Honours

**FACULTY OF HOSPITALITY, TOURISM, AND
WELLNESS**

UNIVERSITI MALAYSIA KELANTAN

2022

FHPK

DECLARATION

I hereby certify that the work embodied in this report is the result of the original research and has not been submitted for a higher degree to any other University or Institution.

OPEN ACCESS

I agree that my report is to be made immediately available as hardcopy or on-line open access (full text).

CONFIDENTIAL

(Contains confidential information under the Official Secret Act 1972). *

RESTRICTED

(Contains restricted information as specified by the organization where research was done). *

I acknowledge that University Malaysia Kelantan reserves the right as follow.

1. The report is the property of University Malaysian Kelantan.
2. The library of University Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the report for academic exchange.



Certified by

Signature

Signature Of Supervisor

Group Representative: MUHAMMAD SYAZWAN
Date: 27/6/2022 BIN AWANG HUSSIN

Name: NOR MAIZANA BINTI MANAWI
Date: 27/6/2022

Note: * If the report is CONFIDENTIAL OR RESTRICTED, please attach the letter from the organization stating the period and reasons for confidentiality and restriction.

ACKNOWLEDGEMENT

First of all, we would like to thank to God since we finally able to complete our project smoothly. We deeply indebted to our supervisor Madam Nor Maizana Bte Mat Nawi who always provide us with useful advice and guide us through on the right path in order to complete this research proposal. With her encouragement, we learnt new knowledge with her sharing regarding our research topic.

Next, we would like to dedicate gratefulness to University Malaysia Kelantan especially to the Faculty of Hospitality, Tourism and Wellness (FHPK) for giving us the chance to complete this research in order to complete our degree programme. We would like to express our greatest gratitude to everyone who has been helping us to complete the first part of our final year project.

Thirdly, we would like to thank each of our group member that has always been placing full attention, patient and commitment in completing this research proposal. We could not complete this proposal without the support given to each other's. Last but not least, a special thanks to our beloved family members and friends for supporting and always standing by the back, giving encouragement all along the way in completing this research proposal.

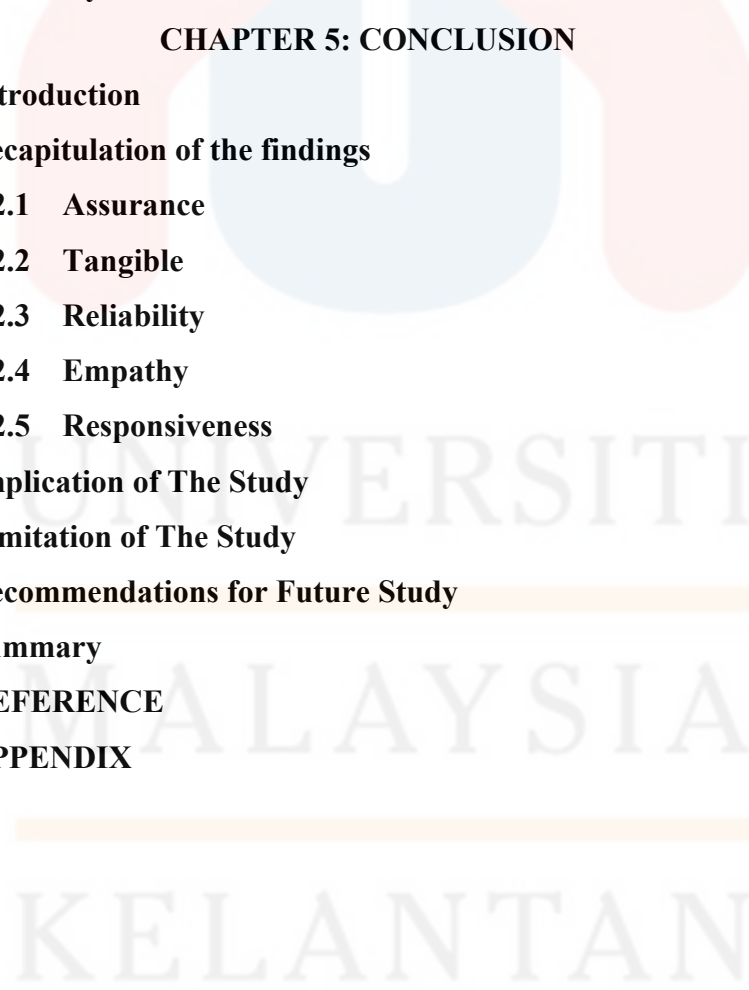
UNIVERSITI
MALAYSIA
KELANTAN

TABLE OF CONTENTS

		PAGE
	TITLE PAGE	
	DECLARATION	i
	ACKNOWLEDGEMENTS	ii
	TABLE OF CONTENTS	iii- v
	LIST OF TABLES	vi
	LIST OF FIGURES	vii
	ABSTRACT	viii
	ABSTRAK	ix
CHAPTER 1:INTRODUCTION		
1.1	Introduction	1
1.2	Background of study	1-3
1.3	Problem statement	3-6
1.4	Scope of study	6-7
1.5	Research questions	7
1.6	Research objectives	7-8
1.7	Research Framework	8-10
1.8	Significant of study	11
	1.8.1 To the researcher	11
	1.8.2 Hospitality Industry	11-12
	1.8.3 To future customer	12
1.9	Definition of terms	13-17
1.10	Summary	17
CHAPTER 2: LITERATURE REVIEW		
2.1	Introduction	18
	2.1.1 Overview of Accommodation industry in Malaysia	18-20
2.2	Independent variables	21-27
	2.2.1 Assurance	21-22
	2.2.2 Tangible	22-23
	2.2.3 Reliability	24-25

2.2.4	Empathy	25-26
2.2.5	Responsiveness	26-27
2.3	Dependent variable	27
2.3.1	The customer satisfaction toward Airbnb in Malaysia	27-29
2.4	Study setting	29-30
2.5	Conceptual framework	30-35
2.6	Hypothesis	35
2.7	Summary	35-36
CHAPTER 3 : METHODOLOGY		
3.1	Introduction	37
3.2	Research design	37-39
3.3	Target population	39
3.4	Sample size	40
3.5	Sampling method	41
3.6	Data collection	41-42
3.7	Research Instrument	43
3.7.1	Research instrument design	43-55
3.8	Pilot test	55
3.9	Data Analysis	55
3.9.1	Preliminary data analysis procedure	55-56
3.9.2	Data Analysis procedure	56
3.10	Summary	57
CHAPTER 4 : RESULTS AND DISCUSSION		
4.1	Introduction	58
4.2	Respond rate	59
4.3	Pilot study	59-61
4.4	Actual reliability test	61-62
4.5	Respondent profile	62-64
4.6	Descriptive analysis	64-65
4.6.1	Assurance	65-66
4.6.2	Tangibles	66-67
4.6.3	Reliability	67-68
4.6.4	Empathy	69

	4.6.5 Responsiveness	70
	4.6.6 Customer satisfaction	71
4.7	Pearson’s correlation coefficient	72-73
	4.7.1 Relationship Between Reliability Quality and Customer Satisfaction on Airbnb Service Quality	73-74
	4.7.2 Relationship Between Assurance Quality and Customer Satisfaction on Airbnb Service Quality	74-75
	4.7.3 Relationship Between Tangible Quality and Customer Satisfaction on Airbnb Service Quality	75-76
	4.7.4 Relationship Between Responsiveness Quality and Customer Satisfaction on Airbnb Service Quality	76-77
	4.7.5 Relationship Between Empathy Quality and Customer Satisfaction on Airbnb Service Quality	77-78
4.8	Summary	78
CHAPTER 5: CONCLUSION		
5.1	Introduction	79
5.2	Recapitulation of the findings	80
	5.2.1 Assurance	80-81
	5.2.2 Tangible	81-82
	5.2.3 Reliability	82-83
	5.2.4 Empathy	83-84
	5.2.5 Responsiveness	84-86
5.3	Implication of The Study	86-87
5.4	Limitation of The Study	87-89
5.5	Recommendations for Future Study	89-90
5.6	Summary	90-91
	REFERENCE	91-94
	APPENDIX	95-102



LIST OF TABLE

TABLE	TITLE	PAGE
Table 1.9	Definition of terms	12-17
Table 3.1	Determining Sample Size of a Known Population	40
Table 3.2	Overview of Research Instrument	46-48
Table 3.3	Questions to Be Used in Section B of the Questionnaire	49-53
Table 3.4	Questions to Be Used in Section C of the Questionnaire	53-55
Table 4.1	Respond for Questionnaires	59
Table 4.2	Rules of thumb of Cronbach's Alpha Coefficient Range	59-60
Table 4.3	The Reliability of Pilot Test Analysis	60
Table 4.4	Reliability Analysis	61
Table 4.5	Respondent Profile	62-63
Table 4.6	Mean Score for Each Variables	65
Table 4.6.1	Descriptive Analysis for Independent Variable, Assurance	65-66
Table 4.6.2	Descriptive Analysis for Independent Variable, Tangible	66-67
Table 4.6.3	Descriptive Analysis for Independent Variable, Reliability	67-68
Table 4.6.4	Descriptive Analysis for Independent Variable, Empathy	69
Table 4.6.5	Descriptive Analysis for Independent Variable, Responsiveness	70
Table 4.6.6	Descriptive Analysis for Independent Variable, Customer Satisfaction	71
Table 4.7	Correlation Coefficient Interpretation	72-73
Table 4.7.1	Correlation Between Reliability and Customer Satisfaction	73-74
Table 4.7.2	Correlation Between Assurance and Customer Satisfaction	74-75
Table 4.7.3	Correlation Between Tangible and Customer Satisfaction	75-76
Table 4.7.4	Correlation Between Responsiveness and Customer Satisfaction	76-77
Table 4.7.5	Correlation Between Empathy and Customer Satisfaction	77-78

LIST OF FIGURES

Figures	Title	Page
Figure 1.1	Research Framework	8-9
Figure 2.1	Conceptual Framework	31
Figure 3.2	Likert's Scale Seven Point	46

ABSTRACT

In line with the growth of the accommodation industry, the variety of accommodation options was increasing in Malaysia. Given that Malaysia was country that has tourists from various types of countries was a common phenomenon in this country. The type of accommodation selected for this study was Airbnb. This study was conducted to examine the influence of service quality towards Airbnb customer satisfaction in Klang Valley, Malaysia. Researchers study the relationship between assurance, tangible, responsiveness, reliability and empathy that affect customer satisfaction towards Airbnb in Malaysia. To further understand the relationship between the determinants and customer satisfaction, a quantitative approach using questionnaire was employed for the survey to collect relevant data. Data were collected from customers who have stayed at Airbnb through a questionnaire that is goggle form. The data collected was analysed by using descriptive and Pearson's correlation analysis techniques. A total of 384 questionnaires were distributed to the respondents and received respond rate of 5.3% which is 365 usable questionnaires for analysis. The results show that the five variables which is assurance, tangible, reliability, empathy and responsiveness affect customer satisfaction. Finding revealed that the five variables are significantly related to customer satisfaction with tangible showed strongest relationship while reliability weakest relationship on customer satisfaction. The results are in line with previous research where assurance, responsiveness, tangible, responsiveness and empathy are important determinants influencing customer satisfaction. Implication and recommendation were provided for future researchers in line with the study.

Keywords: customer satisfaction, assurance, tangible, reliability, responsiveness and empathy.

ABSTRAK

Sejajar dengan pertumbuhan industry penginapan,Kepelebagaian pilihan penginapan semakin meningkat di Malaysia.Memandangkan Malaysia adalah Negara yang mempunyai pelancong dari pelbagai jenis Negara adalah fenomena yang biasa di Negara ini.Jenis penginapan yang dipilih untuk kajian ini adalah Airbnb. Kajian ini dijalankan untuk mengkaji pengaruh kualiti perkhidmatan terhadap kepuasan pelanggan Airbnb di Lembah Klang, Malaysia. Penyelidik mengkaji hubungan antara Jaminan, ketara, responsif, kebolehpercayaan dan empati yang mempengaruhi kepuasan pelanggan terhadap Airbnb di Malaysia.Untuk lebih memahami hubungan antara pemboleh ubah dan kepuasan pelanggan , pendekatan kuantitatif iaitu soal selidik digunakan untuk tinjauan bagi mengumpul data yang berkaitan. Data dikumpulkan daripada pelanggan yang pernah menginap di Airbnb melalui questionnaire iaitu google form. Data yang dikumpul dianalisis dengan menggunakan teknik analisis korelasi deskriptif dan Pearson. Sejumlah 384 soal selidik telah diedarkan kepada responden dan menerima kadar responden sebanyak 5.3% yang mana 365 soal selidik boleh digunakan untuk analisis.Hasil kajian menunjukkan bahawa kelima-lima pembolehubah iaitu jaminan, ketara, responsif, empati dan kebolehpercayaan mempengaruhi kepuasan pelanggan. Dapatan kajian menunjukkan bahawa kelima-lima pembolehubah mempunyai hubungan yang signifikan dengan kepuasan pelanggan dengan ketara menunjukkan hubungan yang paling kuat manakala kebolehpercayaan hubungan yang paling lemah terhadap kepuasan pelanggan. Hasilnya adalah selaras dengan penyelidikan terdahulu yang mana jaminan, responsif, ketara, responsif dan empati merupakan penentu penting yang mempengaruhi kepuasan pelanggan. Implikasi dan cadangan telah disediakan untuk penyelidik akan datang selaras dengan kajian.

Kata kunci: kepuasan pelanggan, jaminan, ketara, kebolehpercayaan, responsif dan empati.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Chapter 1 was describe some aspects of the research such as the background of the study, problem statement, research questions, research objectives, the scope of the study, the significance of the research, definition of terms, and a summary at the end of the chapter. This research project might go into specifics about the research's main objective, which is about the customer satisfaction towards Airbnb in Malaysia.

1.2 BACKGROUND OF STUDY

Since its launch in 2008, Airbnb has had a significant impact on the hotel business (Ert et al., 2016; Oskam & Boswijk, 2016). Airbnb now operates in over 5,600,000 places worldwide (Brian Chesky, 2021), with over 1 billion tourists staying in Airbnb accommodations in 2021, about 22% more than Hilton Worldwide (Price Waterhouse Coopers, 2021). There are two main types of Airbnb hosting, according to Ikkala (2014). The first is known as tiny hospitality, and it relates to hosting situations in which the host does not share the property (i.e., apartment) with the guest. The second form is on-site hospitality, which involves both hosts and visitors sharing the same space.

Airbnb rental platform, is a brand that has emerged in recent years as a result of technological advancements that have disrupted the old way of people reserving accommodations. Airbnb is often regarded as the most successful peer-to-peer model for the hotel business, owing to its excellent reputation around the world. (S. Q. Liu and A. S. Matilla, Int. J. 2017). With around 32,000 daily listings, Airbnb climbed by over 137% in Malaysia throughout the year, making it the most in the Asian region (The Star Online, 2018). Popular tourist destinations such as Kuala Lumpur, Penang, Port Dickson, and Ipoh all have Airbnb. (2020, Al Sadat Zyed et al.)

Malaysia is a country with trend in the tourism business is the gradual expansion of internet booking (Bhatiasevi & Yoopetch, 2015). According to Razli et al. (2017), travellers from 78 countries have used this peer-to-peer sharing service to travel to Malaysia and book accommodations through Airbnb. In 2010, young people accounted for almost 20% of all international visitor arrivals. Malaysia has a population of 147 million number of trip (Malaysia Department of Statistics, 2021). Malaysia's National Youth Development Policy, enacted in 1997, covers the ages of 15 to 40. (Azhar et al., 2020).

Airbnb is a website that connects people looking for places to stay with people who wish to rent out their houses. In contrast to standard online hotel booking websites, which are often business-to-consumer (B2C), it runs on a consumer-to-consumer (C2C) business model (Yoon 2017). Airbnb serves as a temporary lodging option for tourists, and it is expected to have an impact on the hotel industry's revenue growth (Byers et al. 2016). Airbnb and its economic consequences are being explored more and more (Perez-Sanchez et al. 2018)

In the years leading up to 2021, Airbnb will have established itself as a popular rental option all around the world. However, figures showing a progressive increase after June 21, 2020, when MCO limits became more permissive, revealed the considerable impact of Coronavirus Disease (COVID-19) (Hirschman, 2020). Due to the expansion of technology affecting every industry, particularly the tourism industry, Airbnb customers increased more than hotel customers. According to the Malaysian Reserve (2017), the rise of the Airbnb industry is due to the variety of hotel options available in Malaysia, particularly in Kuala Lumpur (Augustine & Adnan, 2020).

1.3 PROBLEM STATEMENT

In Malaysia, the Airbnb service is becoming more well-known and widely used by tourists from both abroad and within the country. According to our data analysis there are 2.9 million hosts on Airbnb worldwide in 2021, 14,000 new hosts are joining the platform each month in 2021, 100,000 cities with active Airbnb listings in 2021, 220 countries and regions with active Airbnb listings in 2021 (Steve Deane, 2021). According to Berita Harian (2019), the tourism industry contributed up to RM41.69 billion to the national economy in the first half of 2019, thanks to an influx of 13.35 million foreign tourists. Now, the activity of renting houses or rooms as lodging to domestic and foreign tourists through the Airbnb-based platform is causing challenges for the hotel business in Malaysia (Berita Harian, 2019). Airbnb dominates the tourism industry, and many prefer it to hotels, causing hotel occupancy to fall. According to STR (Smith Travel Research) worldwide data, the country's hotel occupancy rate fell by 2.8% in the first half of this year, to 57.9%, compared to 60.7 percent in the same period

last year (Berita Harian 2019). Parasuraman et al. (1985) emphasized that, if customers obtained their desired service level, they would be delighted, would be more satisfied if they provided what they anticipated and would consider the standard of service as outstanding.

The lack of customer service and unwillingness to offer a refund were the first issues that involve the problem of empathy in Airbnb (Shasta R Acz). This means that when a customer wants to get a refund, Airbnb refuses to contact them. True loyalty, on the other hand, is founded on an emotional bond between the hotel and the consumer, rather than simply rewarding individuals for their business. Furthermore, building true loyalty requires more than marketing gimmicks; it must be ingrained in every encounter and experience guests have, beginning with their search for a room (EHL Insights, 2019). Empathy is thus one of the most important components in fostering successful intercultural communication in the service sector, since it is vital to communicate with people from many cultures (Coleman, 1998).

There are a number of difficulties that can be brought up in relation to resiliency. As we all know, in today's highly competitive marketplace, service quality is one of the most critical criteria for creating a lasting competitive edge and gaining consumers' confidence (Trilyo, 2018). However, when it comes to not offering the greatest service, Airbnb is a little sloppy. These clear when an Airbnb customer is compelled to pay compensation for unintended damage; for example, I'm being asked to pay for lamp damages. In my room, I experienced a grand mal epileptic episode. The host has sent me a text message requesting money. I experienced an unanticipated loss of hundreds of dollars after two weeks of suffering with Airbnb yanking me around (Karyn, 2021). The company receives terrible results as a result of poor customer service. In today's

competitive business world, providing excellent service is critical to a company's success (Mustafa, Mohamed & Shahabuddin, 2007).

The next issue related to responsiveness in Airbnb is, according to Lisa Garland, (2021), it's very biased and refused to service, I spent hours jumping through hoops attempting to book and ended up with nothing but wasted time. The situation explains that this Airbnb host does not provide good service when the host does not reply to messages sent by customers to book a room. Whereas, responsiveness was assessed as 'found' or 'not met' on four items: 'answered', 'did they respond', 'day response', did they respond in less than 24 hours; 'answer room availability question' and 'answer special rate question', is a follow-up email required? A hotel is supposed to respond within 24 hours but even if a hotel responds, some electronic bookers may not answer customer questions about room availability (Jazira Anuar et.al, 2011).

Moreover, service quality measures the extent to which delivered services can match customer expectations while service quality delivery refers to meeting and meeting customer expectations consistently and positively (Parasuraman et al., 1985).

The subject of fraud, which has always been a big topic lately, is one of the hottest challenges happening in Airbnb. I write to my host, who goes by the name Robert & Team, according to James Temperton (2020). "I'm currently staying in an apartment that isn't the one I reserved." Within minutes, I received a response: "Hello James, I hope everything is going well for you. You may rest comfortable that you've arrived at the Airbnb apartment you've reserved. I respond by stating that this is not the case. The kitchen has counters on both sides in the photographs on Airbnb. Only one side of the kitchen counter in which I'm standing has a countertop. The rental's host is more interested in collecting money than in offering a service. 2021) (Greg). While

direct chats between guests and hosts are created through trust, as well as through user profiles that include photos, and the descriptive nature of which personal information has been provided (Guttentag, 2013). However, Airbnb has not escaped the scam. When you add the question of safety, it's a recipe for disaster. On the far side of the guest room next to the exit, there is an arrangement of two small black rectangular boxes, the two boxes facing the bed, according to Sidney Fussel (2019). From a distance, it looks like a phone charger. Vest discovered they were cameras when he approached closer, and they were recording. This suggests that the Airbnb host installed a concealed camera in the room, jeopardising the customer's safety. According to A Chauhan (2018), the safety and security components of the hospitality sector are extremely important because the company is so reliant on the consumer interaction with the hotel.

Damage to facilities, physical objects, or alternatively known as tangibles is the next issue. The hospitality industry, as we all know, encompasses a wide range of enterprises that provide services and facilities such as lodging, food and beverage, entertainment, gaming, and related goods and services (Llanos Salgueiro, 2020). Guests' reviews offer a bleak image of people who were duped into staying in rooms with clogged drains, faulty fixtures and fittings, unclean floors, and dirty bed linen. A couple expresses their dissatisfaction with their kitchen's lack of pots and pans. (2020, James Temperton) The hotel can be described as a "home away from home" for the guests that stay there because they are provided with a homelike setting and amenities (A Chauhan, 2018). As a result, they should receive excellent service. Guest satisfaction resulting in improvement of rapport and good was of the hotel in the society thereby achieving its main objectives of profit maximization and guest satisfaction (A Chauhan, 2018).

1.4 SCOPE OF STUDY

The main scope of the study is to determine customer satisfaction and service quality at the Airbnb. The researchers also study the relationship between reliability, assurance tangibles, empathy, and responsiveness. This survey was conducted at Airbnb. The respondents may consist of various races and religions which are Chinese, Malays, and Indians from the target population. The customer focus is from customers who stay or revisit at Airbnb.

1.5 RESEARCH QUESTIONS

- 1) What is the relationship between reliability and customer satisfaction on Airbnb service quality?
- 2) What is the relationship between the assurance and customer satisfaction on Airbnb service quality?
- 3) What is the relationship between the tangible and customer satisfaction on Airbnb service quality?
- 4) What is the relationship between the empathy and customer satisfaction on Airbnb service quality?
- 5) What is the relationship between the responsibility and customer satisfaction on Airbnb service quality?

1.6 RESEARCH OBJECTIVES

- 1) To examine the relationship between reliability and customer satisfaction on Airbnb service quality.
- 2) To examine the relationship between assurance and customer satisfaction on Airbnb service quality.
- 3) To examine the relationship between tangible and customer satisfaction on Airbnb service quality.
- 4) To examine the relationship between empathy and customer satisfaction on Airbnb service quality.
- 5) To examine the relationship between responsiveness and customer satisfaction on Airbnb service quality.

1.7 RESEARCH FRAMEWORK

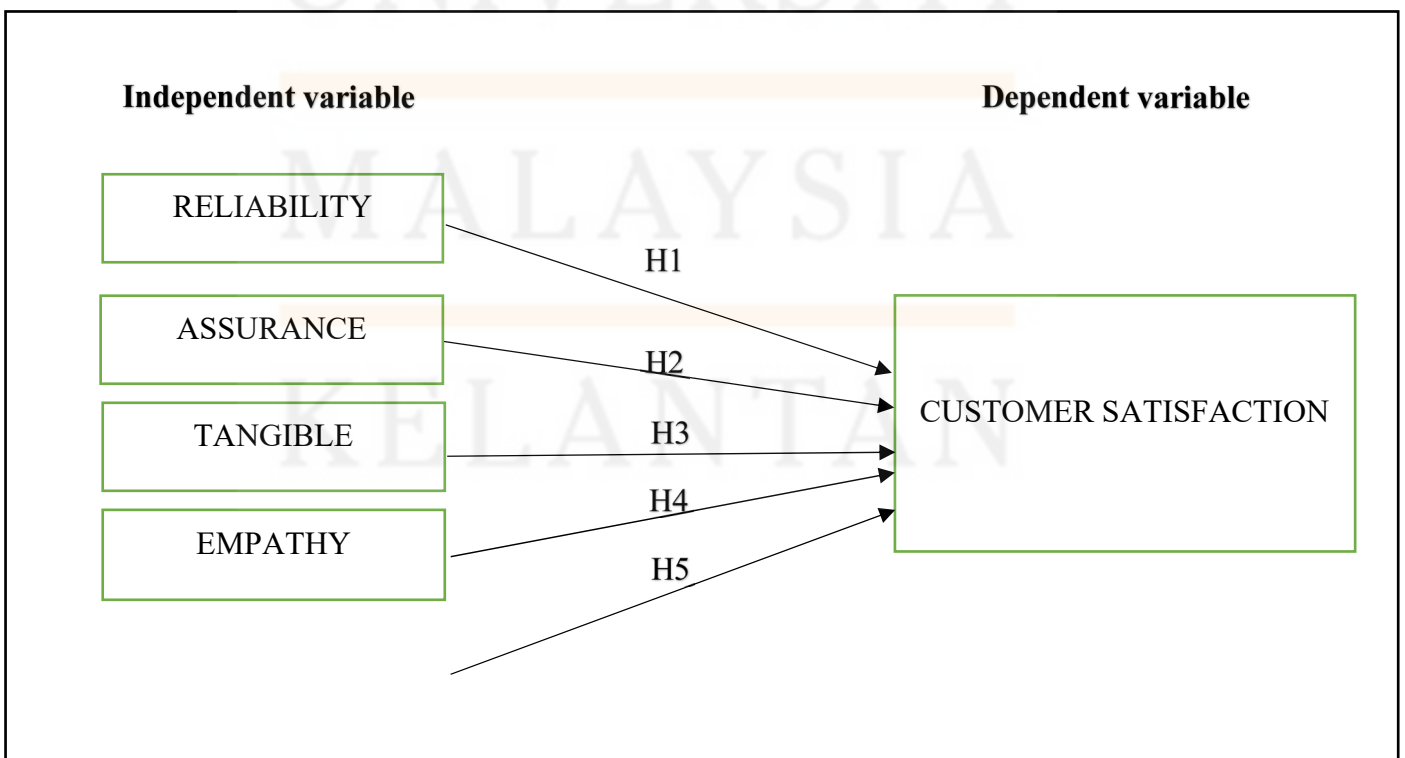


Figure 1 Framework**SOURCES: FRAMEWORK ADOPTED FROM BAYAD JAMAL (2021)**

Using Figure 1, the researcher was look into the relationship between the independent and dependent variables. Reliability, assurance, tangibles, empathy, and responsiveness were the independent variables. Customer satisfaction at Airbnb in Malaysia is the dependent variable. The framework shows that reliability, assurance, tangible, empathy and responsiveness were all equally important drivers of customer satisfaction toward Airbnb in Malaysia.

The first variable was the reliability. The ability of service providers to provide and deliver the proper and appropriate services in a timely manner is referred to as service quality reliability (Bharwana, Bashir & Mohsin, 2013). It is important because the service is able to provide satisfaction to the customer. This is because it shows whether a service provider keeps their promises and how valuable they are in their actions. The need of immediately satisfying client demands is critical (Hameed & Anwar, 2018).

The second variable is assurance. Assurance of service quality is described as whether or not the service providers had awareness and civility when providing faith and self-belief services to their potential clients (Bharwana et al, 2013). When using Airbnb's many services, the customer must feel comfortable, and they would liked to experience safe during his visit (Anwar & Louis, 2017). This component is especially

important for services that customers perceive to be high-risk or for services where the customer's outcome appears to be unknown (Anwar & Abdullah, 2021).

The third variable is tangible. The look of physical factors such as the facilities and apparatus provided by a service firm were characterised as tangibility of service excellence. It also relates to the appearance of service providers when interacting with potential customers (Alhkami & Alarussi, 2016). The accommodations, restaurants, and other areas were all spotless. as well as the personnel's clean and correct clothes, the usage of disposable gloves, and so on, are all examples of tangibility (Abdulla et al, 2017)

The fourth variable is empathy. Empathy is paying close attention to consumers in order to provide compassionate and distinctive service (MM Kobiruzzaman, 2015). The accessibility, communication, and understanding the clients are three different components of empathy in service quality (Lovelock & Wirtz, 2011). Accessibility in the Airbnb sector refers to a company's ability to ensure that potential customers can reach out to service providers via phone and email. Communication, on the other hand, focuses on whether service providers can recognise their clients' concerns and show concern in order to properly recommend an appropriate solution.

Finally, responsiveness is important. A service provider's readiness to quickly assist potential clients reveals responsiveness in terms of service quality (Alhkami & Alarussi, 2016). In general, responsiveness is concerned with how service providers allow customers' complaints and problems to be rapidly remedied (Chamber, 2014). Service providers in the Airbnb industry should always was found and available in order to provide as much personalized or individualized attention to each guest as possible, they should also be required to have enough knowledge and abilities in order to provide

relevant information to guests whenever they were needed (Ahmad, Ahmad & Papastathopoulos, 2018).

1.8 SIGNIFICANT OF STUDY

Based on the title of study is the determinants of customers returning back towards peer to peer in Malaysia. The researcher will analyze reaction on the dependent variable and which in service quality there are assurance, tangible and reliability that can influence independent variable, which is customer satisfaction of peer to Airbnb, Malaysia. The finding of this research will provide a clear image to the researcher, service quality of which are assurance, tangible and reliability also future customer satisfaction on returning back to Airbnb in Malaysia.

1.8.1 TO THE RESEARCHER

In this researcher proposal, it will help the researcher to explore the service quality impacts customer satisfaction through providing service and performance in peer Airbnb, Malaysia. Furthermore, this study will enable researchers to identify and investigate various factors that can be used to improve and enhance customer service quality. By referring to this research issue, future scholars may provide ideas and assumptions to fix this challenge.

1.8.2 HOSPITALITY INDUSTRY

The research proposal is as important to the hospitality industry as it will provide Insights to the industry on customers returning back in Airbnb, Malaysia. By realizing that customers travel in Malaysia, the manager of hospitality will change the way service quality to further strengthen and improve service quality of assurance, tangible and reliability to better and better. It will also attract customers to feel the satisfaction of service quality of that is more strategic and good.

1.8.3 TO FUTURE CUSTOMER

Customers had complete control over their data, which they may access at any time and from any location. The increased internet usage to shop, research, and make purchased emphasizes the importance of speed and connectivity in consumer satisfaction and service expectations. Consumers were growing savvier, with the gap between the skilled seller and the knowledgeable buyer narrowing. Hotel visitors return to the same hotel and suggest it to others, depending on their degree of happiness, resulting in a rise in revenue for the hotel. As a result, any study should focus on service quality, as practically all businesses strive to improve their service quality to increase customer satisfaction.

1.9 DEFINITIONS OF TERMS

Terms	Definition	Sources

Service Quality	Service quality is the different between the client's expectation of the service provider and their evaluation of the services.	Saleh et al, (2021)
	Customers' expectation for service encounter differ from their observations of the rendered services which is referred to as service quality.	Othman & Abdullah, (2016)
	Expectations and quality standards are two factors that influence consumer perception.	Anwar & Abdullah, (2021)
	These five factors have a part in how guests rate the quality of service they receive. When guests rate their perceived quality of stay as excellent, their satisfaction will skyrocket. Customer satisfaction is the dependent variable in this study, while service quality is the independent variable, with sub-independent variables such as empathy, dependability, responsiveness, assurance, and tangible value as sub-independent variables.	Prabhu et al (2020).

Customer Satisfaction	<p>“A person ‘s sensation of joy or disappointment as a result of comparing a product’s perceived performance or outcome in relation to his or her anticipation is referred to as satisfaction.”</p> <p>The customer will be satisfied if the service quality meets their expectation. Nonetheless, meeting client’s expectation in the hotel industry is difficult enough. Customer satisfaction is defined as the satisfaction of people who have had their expectations met by a hotel's performance. Many studies have shown a strong link between service quality and customer satisfaction.</p>	<p>Anwar, (2016)</p> <p>Ali & Anwar, (2021)</p>
Service hospitality	<p>Guests' participation in contributing in the creation of service value is common in hospitality service.</p>	<p>Anwar & Surarchith, (2015)</p>
Demand	<p>The hospitality industry's guests are becoming increasingly intelligent and demanding. To determine the correct techniques for improving hotels' service quality, it is also vital to know guests' location, such as where they came from and their expectations.</p>	<p>Khan & Abdullah, (2019)</p>

	<p>Guests are always in high demand, but the most crucial aspect to consider is the hotel's service quality when it comes to the hospitality industry. Because visitor happiness is determined by service quality, hospitality management will require a successful service quality strategy.</p>	Othman et al.' (2019)
Returning back	<p>Hotel visitors return to the same hotel and refer the hotel to others, depending on their degree of satisfaction, resulting in a rise in the hotel's revenue. As a result, service quality is essential for any research because practically every company strives to improve its service quality to maximize client satisfaction</p>	Ganeshkumar et al. (2019)
Hospitality industry	<p>In order to prosper or just survive in today's world, the hospitality industry is very concerned in how customers perceive its services. Expectations are the bedrock of recurring business.</p>	Anwar & Abdullah, (2021)
Tangible	<p>Physical buildings, equipment, staff, and communication materials all have a tangible aspect to them. Physical appearance includes: -</p> <ul style="list-style-type: none"> • The arrival of the equipment. • The appearance of the staff. 	Abdulla et al. (2017)

- The formation of the structure.
- The appearance of rehabilitation.

The cleanliness of the rooms, restaurants and other venues, the workers' attire, the usage of disposable gloves, and so on are all examples of tangibility.

Reliability	Reliability describes whether or not a service provider keeps their commitments and how important it is in their actions. The need of immediately satisfying client demands is critical.	Hameed & Anwar, (2018)
Assurance	Communication, security, credibility, competence, understanding/knowing consumers, civility, and access are the seven initially articulated elements that encompass assurance and empathy.	Anwar & Abdullah (2021)
Responsiveness	The willingness of a service provider to quickly assist its potential consumers reveals responsiveness of service quality.	(Alhkami & Alarussi, 2016)
Empathy	Empathy is paying close attention to consumers in order to provide compassionate and distinctive service.	(MM Kobiruzzaman, 2015).

1.10 SUMMARY

Finally, chapter 1 explains, by outlining the research aims and research issues that service quality of assurance, tangible, reliability, empathy and responsiveness that influence customers satisfaction, was address in the discussions of the findings. The purpose of this research is to find out the factors affect customer satisfaction with service quality in Malaysia. The research questions desire to determine the likelihood of customers returning to Airbnb in Malaysia based on factors such as service quality. The next chapter was discussed to the past literature review pertaining to the Airbnb service quality.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This study intends to determine customer satisfactions toward Airbnb in Malaysia. Since the main focus of this study is on Airbnb, the first section of this chapter was explained about customer satisfaction toward Airbnb in Malaysia which is tangible, reliability, responsiveness, assurance and empathy to find out the relationship and to explore the customer satisfaction towards Airbnb in Malaysia.

2.1.1 OVERVIEW OF ACCOMODATION INDUSTRY IN MALAYSIA

Any tourism product's key component is accommodation (AJ Veal et.al. 2015). The quality of available lodging is a major deciding element in choosing a trip

(L.K.Singh, 2008). While typical lodgings such as hotels provide a consistent experience regardless of location, a Homestay gives individualized services with an authentic local touch (Gunasekaran N, 2012). Tourists desire to receive a local culture experience that they cannot get from superficial tour packages, hence homestay has always been considered as an immersive tourism rather than merely visiting a destination (N.A. Ahmed et al., 2014), (Sin, 2009). Homestay was a type of tourism that allows visitors to get a better understanding of the destination's culture and lifestyle (Biswakarma, 2015). In their investigations, McIntosh and Anna Siggs (2005) noted the immersive aspect of homestays, which resulted in a "one-of-a-kind" and "exclusive" experience. Guests who stayed at a Homestay get a taste of the local culture (Gunasekharan, Anandkumar, 2012), which is rare in standard lodging such as hotels. Guests can learn about local culture, food, activities, and art and architecture while stayed at a homestay (Teong-Jin, Ling, et. al, 2016). In reality, things such as local culture, traditional lifestyle, and local customs were important draws for travelers who choose to stay in a homestay (Bhuiyan, Siwa, et.al. 2013). The guesthouse industry today was highly competitive in terms of services and facilities quality that supplied to its clients (Popova, 2006). According to Beard (2014), there are various arguments utilized to highlight the issue on importance of customer satisfaction since a satisfied client has higher probability of repurchasing. For example, when first entering the 2-guest room, customers' eyes are initially drawn to the quality of the furniture, fittings and furnishings that are most obvious (Cesarotti & Spada, 2009). Usually, guesthouses are maintained by a family or a manager with a few staff members. The owners also do not necessarily have to possess any experience in the hospitality which is very distinct from the management in the hotel business. According to Radder and Yi (2006), guesthouses are cheaper than hotels. Over the years, the desire of the clients which

choose their accommodation evolved towards a homely setting (Malhotra, 2014). The services of a guesthouse include a kitchen, a sitting room or washing and drying facilities (Malhotra, 2014).

One of the accommodations nowadays Airbnb trends has growth in Malaysia. Over the previous decade, the sharing economy has become increasingly important on a global scale (Sundararajan, 2016). Users can provide products and services on peer-to-peer (P2P) platforms, which were managed and maintained by the platform operator (Botsman and Rogers, 2010). Platforms for peer-to-peer lodging sharing have seen rapid expansion, and they now represent a significant sub-domain within the broader sharing economy ecosystem (PwC, 2015). Airbnb (Guttentag, 2015) is one of the most well-known and much debated examples of this phenomena, with over 3 million listings in 65,000 cities across 191 countries, facilitating an average of 500,000 stays per night, and had been used by over 150 million guests since its founding in 2008. (Airbnb, 2017). Competitors such as Flipkey, Homestay, Roomora, and Wimdu/9Flats provide similar lodging sharing services. Consumers on Airbnb, unlike in the traditional hotel sector, must advertise themselves as trustworthy persons in order to be allowed permission to book (Karlsson et al., 2017). Similarly, websites like Airbnb allow ordinary people to become micro-entrepreneurs and act as hosts, renting out their homes to tourists or businesspeople for a fee (Sundararajan, 2014). Indeed, depending on their location and apartment type, Airbnb hosts can make a lot of money by renting out a shared room, a private room, or their entire apartment for a few days, weeks, or even months (Jung et al., 2016). The ability of hosts to generate income is obviously dependent on how much demand they can attract at a given price. Trust is therefore essential in order to convert an interested user's attention into a concrete booking request (Gebbia, 2016; Hawlitschek, Teubner, and Weinhardt, 2016). As a result, a host's overall appearance,

which includes profile and product pictures as well as information about the hosting track record, is critical (Ert et al., 2016). Because the entire process of exploring and booking is done online, the elements displayed on Airbnb are frequently used by potential guests to assess a host's trustworthiness and the quality of the corresponding offer (Hawlitschek et al., 2016).

2.2 INDEPENDENT VARIABLE

The independent variable is the one that the experimenter modifies or manipulates, and it was supposed to had a direct impacted on the dependent variable. Dr. Saul McLeod, M.D. (2019).

2.2.1 ASSURANCE

Assurance of service quality is described as whether or not the service providers have awareness and civility when providing faith and self-belief services to their potential clients (Bharwana et al, 2013). Competence, courtesy, credibility, and security were the four components of assurance (Bharwana et al., 2013). Assurance, according to Francis (2012), relates to how service providers may create trust and confidence in their potential clients while providing service. Assurance is a significant impact on client satisfaction, and Airbnb must be continually aware of this dimension in order to satisfy their guests' needs and desires (Tuan & Linh, 2014). In order to increase overall customer satisfaction in the Airbnb industry, service providers must have a variety of

skills, including providing courteous service, having a broad range of relevant knowledge about the Airbnb, and the ability to make guests feel safe and secure while staying in the hotel (Ahmad et al., 2018). Airbnb will be able to attain and maintain a high level of customer satisfaction as well as service quality if a service provider is able to effectively resolve and handle guest complaints and concerns (Mazumder & Hasan, 2014). As a result, manager Airbnb must provide proper training to all of their service providers to ensure their credibility and believability in order to entice guests to return (Eshetie et al., 2016).

Employees' ability to inspire trust and confidence is defined by their knowledge and civility (Anwar & Louis, 2017). It is critical for Airbnb to demonstrate that it is financially viable, trustworthy, and that the customer is paying. When using Airbnb's many services, customers must feel safe and secure, and they want to feel safe during their stay (Anwar & Louis, 2017). Consumers must feel safe in all financial transactions, according to (Cronin & Taylor, 1992), hence the personnel must be trustworthy. This component is especially important for services that customers perceive to be high-risk or for services where the customer's outcome appears to be unknown (Anwar & Abdullah, 2021). Security, communication, competence, credibility, understanding consumers, civility, and access are the seven initially developed characteristics of assurance and empathy (Anwar & Abdullah 2021).

In their opinion, the above-mentioned characteristics describe how clients sort data about service excellence. According to Anwar and Shukur (2015), clients sometimes use just portion of the five dimensions to focus on service quality recognitions, but other times they would use all five dimensions. Staff at Airbnb are consistently pleasant and friendly with customers, the Airbnb provides a safe

environment to stay in, Airbnb also keeps customers up to date on service quality (Bayad Jamal Ali,2021)

2.2.2 TANGIBLES

The look of physical factors such as the apparatus and facilities given by a service firm were characterized as tangibility of service excellence. It also refers to the serviced providers' appearance when serving potential customers (Alhkami & Alarussi, 2016). The visual appearance of the customer service workers is also considered tangibility (Mukhles Al Ababneh, 2016). The tangibility of service quality in the hotel business, according to Mazumder and Hasan (2014), has a substantial impact on customer satisfaction. To please their potential clients, Airbnb managers must enhance their physical aspects and promote well-maintained facilities, such as making modern-looking room features and having a favorite television channel available. Tangibility, according to Eshetie, Seyoum, and Ali (2016), creates a negative gap between customer perceptions and expectations, resulting in a positive link with total customer satisfaction and experiences. It is critical for the Airbnb sector to maintain its "physical aspect" since it consistently displays a result that has a substantial impact on client satisfaction (Kang et al., 2004). In reality, Airbnb manager must nurture tangible service quality traits to ensure that the dimension of tangibility enables them to meet or even surpass clients' expectations (Rao & Sahu, 2013).

Tangibility, according to (Abdullah et al.2017), refers to the cleanliness of the rooms, restaurants, and other locations, as well as the clean and proper uniforms worn by personnel, the use of disposable gloves, and so on. . The AIRBNB features modern

looking equipment, clean and comfy rooms, a swimming pool, sauna, and health club, and fire safety facilities and instructions, to name a few practical examples (Bayad Jamal Ali et al). Because tangibles are commonly used by service providers to reinforce their reputation, provide consistency, and convey quality to clients, most businesses combine tangibles with other tangibles to build a service quality strategy for the company (Anwar & Balcioglu).

2.2.3 RELIABILITY

The ability of service providers to provide and deliver the proper and appropriate services in a timely manner is referred to as service quality reliability (Bharwana, Bashir & Mohsin, 2013). According to Bucak (2014), reliability is also known as trustworthiness, and it indicates the trustworthy and correct services that a service organization provides to its potential clients. The definition of reliability was the stability of measurement instruments different measurement produce the same results (Janet mc coll- Kennedy & Ursula Schneider, 2000). In the Airbnb sector, reliability is a critical component that manager Airbnb should pay close attention to since it allows them to deliver a favorable impact on client satisfaction (Tuan & Linh, 2014).

The Airbnb policies must be improved to ensure that service providers are capable of consistently providing the promised service to potential clients while visiting the Airbnb (Wang'ombe & Ngige, 2016). If the service providers can deliver correct information that meets the client's expectations, the customer was more likely to rank the service quality as excellent, which benefits the Airbnb's overall impression (Gunarathne, 2014). In reality, reliability is linked to customer satisfaction because it is

an efficient strategy to boost customer happiness when service providers are dependable in providing relevant solutions on a constant basis (Eshetie et al., 2016). According to the Hameed & Anwar, 2018 the significant vital lies in fulfilling promptly the customer's demand.

Reliability refers to a service provider's capacity to offer consistent and accurate service. 'Everything comprises executing it correctly the first time, and it is one of the most significant dimensions of berry and Parasuraman, (1991), as quoted in (Anwar & Ghafoor,2017). An example of reliability is Airbnb's staff's ability to deliver on promises, be dependable in managing customer care issues, and keep consumers informed about service performance. Employees prefer to work with companies that maintain their promised concerned service outcomes (Anwar & Climis, 2017). In more depth, reliability refers to whether or not a service provider follows through on a guaranteed promise and how beneficial that promise is in practice. It is critical to address client demand as soon as possible (Hameed& Anwar, 2018).

2.2.4 EMPATHY

Empathy is paying close attention to consumers in order to provide compassionate and distinctive service (MM Kobiruzzaman, 2015). The accessibility, communication, and understanding the clients are three different components of empathy in service quality (Lovelock & Wirtz, 2011). Accessibility in the Airbnb sector refers to an Airbnb's capacity to ensure that potential customers may easily reach out to service providers via phone and email. On the other hand, communication focuses on

whether service providers can perceive the customers' problem and exhibit concern in order to effectively suggest a suitable solution to the problems.

The way service providers developed their attempted to recognize consumers' requests and requirements were related to customer comprehension (Jasinskas, Streimikiene, Svagzdiene & Simanavicius, 2016). According to Tuan and Linh (2014), in the Airbnb sector, there is a strong link between empathy for service quality and customer pleasure. Then, the manager of Airbnb should organize specific courses for their service providers to ensure that they are able to improve their communication skills when dealing with clients (Rau & Sahu, 2013). As a result, Eshetie et al. (2016) discovered that in order to achieve high customer satisfaction, hotels must strategically choose their location, train their service providers to deliver an effective communication process, and guarantee that they are well-equipped to comprehend and meet the demands and desires of clients.

2.2.5 RESPONSIVENESS

The responsiveness of a service provider to rapidly assist its potential customers demonstrates responsiveness of service quality (Alhkami & Alarussi, 2016). It is an important factor that will have a direct negative impact on customer satisfaction because most customers prefer quick service over sluggish service (Virgillito, 2016). In general, responsiveness focuses on how service providers enable customers' complaints and problems to be resolved quickly (Chamber, 2014). In the Airbnb industry, service providers should always be found and available in order to provide personalized or individualized attention to each guest as much as possible, they should also be required

to have enough knowledge and abilities in order to provide relevant information to guests whenever they are needed. (Ahmad & Papastathopoulos, 2018).

According to Eshetie et al. (2016), it is critical for every Airbnb manager to provide positive training and motivation to all of their service providers in order to ensure that they are able to continuously work together and provide a better level of service to all of their guests. The front-line workers in Airbnb, such as receptionists, waitresses, hostesses, and guest relations, must be well-trained and sensitive to customers (Anwar & Qadir, 2017). In fact, responsiveness was one of the most important service quality factors that is closely associated with service providers because they can tell whether a service company succeeds or fails when it comes to solving a customer's problem or query. which has a significant impact on determining overall customer satisfaction and expectation (Rau & Sahu, 2013).

2.3 DEPENDENT VARIABLE

Dependent variables are factors that are influenced by the adjustments you make to the test results, which are dependent on the independent variables (dictionary.com, 2021).

2.3.1 The customer satisfaction toward AIRBNB in Malaysia.

Customer satisfaction is sometimes regarded as a critical issue that every organization, particularly those in the service industry, should carefully consider

because it indicates an effective strategy for improving service quality and sustaining customer loyalty in today's highly competitive market (Awwad, 2012; Alhkami & Alarussi, 2016). According to Mustafa et al, 2007 Customer satisfaction is the key to a business where satisfaction in receiving a service will be assessed by customers. Customers clearly play an essential part in the organizational process from the perspective of operations management (Lee & Ritzman, 2005). In today's sector, winning entails more than just creating goods; it also entails providing greater value to target customers than competitors (Kotler et al., 2002). Customers' feedback on the satisfaction they obtain from consuming the products will determine if a business provides quality services or not, Because better levels of quality lead to increased consumer satisfaction (Kotler & Keller, 2009). If a consumer leaves AIRBNB without feeling satisfied, all of a company's efforts to increase service quality will be for naught. Fulfilling customer requests is still the most difficult task today (Anwar & Surarchitch, 2015).

The importance of customer satisfaction cannot be overstated. Customers certainly play an essential part in the organisational process from the perspective of operations management (Lee & Ritzman, 2005, p. 92). In today's sector, winning entails more than just creating goods; it also entails providing greater value to target customers than competitors (Kotler et al., 2002). Because it has been demonstrated that "quality had a direct impact on product performance, and consequently on customer happiness," most organisations were implementing quality management programmes aimed at increasing the quality of their goods and marketing operations (Kotler et al., 2002).

According to A. Kahar (2008), customer satisfaction is a business phrase that refers to determining the extent to which a product or service given by an organisation meets the customer's expectations. Customer expectation, or customer satisfaction, is

the component of the process that demonstrates the wants, requirements, and expectations of customers that must be addressed in order to build customer loyalty to the product or service given. Depending on the context, the term "service" can be defined in a variety of ways. One author defines an intangible act or performance as "any intangible act or performance that one party offers to another that does not lead to the acquisition of property" (Kotler & Keller, 2009, p. 789). Various measurement equipment is currently available to assess the quality of services in order to ensure client satisfaction (Ramli, Chai and Idris 2009).

Customers in the Airbnb sector are not only a part of the actual consumption process, but they also have predetermined quality and service expectations. Today's Airbnb industry client is becoming more time-constrained, sophisticated, and demanding. A person's experience of joy or disappointment as a result of comparing a product's perceived performance or outcomes to consumer expectations is referred to as satisfaction (Anwar, 2016). In other words, if the quality of service meets the users' expectations, the consumer will be satisfied and return. However, meeting the requirements and expectations of customers in the AIRBNB market is tough. Kotler and Armstrong (2001) discuss successful modern customer-oriented businesses (Abdullah et al .2017). According to Anwar and Balcioglu (2016), customers are at the top of the priority list, with front-line personnel coming in second. Front-line staff meet, greet, gratify, and serve customers. Third, middle management is important because they deliver required service quality, and they are responsible for supporting front-line staff. Finally, top management should support the middle management.

With access to information from anywhere and at any time, consumers had control over their data. Increased internet shopped and purchased underscores the importance of speed, making educated decisions, and connectivity in consumer and

service satisfaction. According to Anwar & Ghafoor, 2017 consumers are savvier, with the gap between the expert vendor and the educated buyer narrowing.

2.4 STUDY SETTING

In Malaysia, the popularity of short-term rentals through sharing economy platforms has skyrocketed. The value of sales for short-term rentals climbed to RM129 million in 2011. It has consistently increased in value over the last five years, with sales ranging from RM150 to RM252 million. As the sharing economy expands, the impact of Airbnb on the Malaysian lodging industry can be seen in the fact that the number of Airbnb guest nights booked by Malaysians travelling elsewhere increased 350 percent in 2012, with the most popular destinations being Hong Kong, Paris, New York, London, and Tokyo. Airbnb had a significant impact on the hotel business since its inception in 2008. (Ert et al., 2016; Oskam & Boswijk, 2016). Short-term lodging rentals through sharing economy platforms have increased dramatically in Malaysia, with sales totaling RM129 million. According to Razli et al. (2017), short-term rentals have had a substantial impact on the tourism lodging sector, with the number of Airbnb guest nights booked dramatically growing. Due to substantial marketing activities by Airbnb and brand awareness in other locations, Airbnb's growth has increased in recent years. With about 32,000 daily listings, Airbnb in Malaysia rose by over 137 percent year over year, making it the highest in the Asian region (The Star Online, 2018). Kuala Lumpur, Penang, Port Dickson, and Ipoh are all popular tourist destinations with Airbnb. (Al Sadat Zyed et al., 2020).

Airbnb had growing since 2010. With around 32,000 daily listings, Airbnb climbed by over 137% in Malaysia throughout the year, making it the most in the Asian region (The Star Online, 2018). Popular tourist destinations such as Kuala Lumpur, Penang, Port Dickson, and Ipoh all have Airbnb. (2020, Al Sadat Zyed et al.). The others Airbnb also known as short term rental had been received more than 2.5 million guests.

2.5 CONCEPTUAL FRAMEWORK

The research model used for this study investigated the service quality affect customer satisfaction in Malaysian Airbnb. Moreover, empathy, reliability, responsiveness, assurance, and tangible determine the customer satisfaction towards Airbnb in Malaysia which was be used in this study to test the hypothesis.

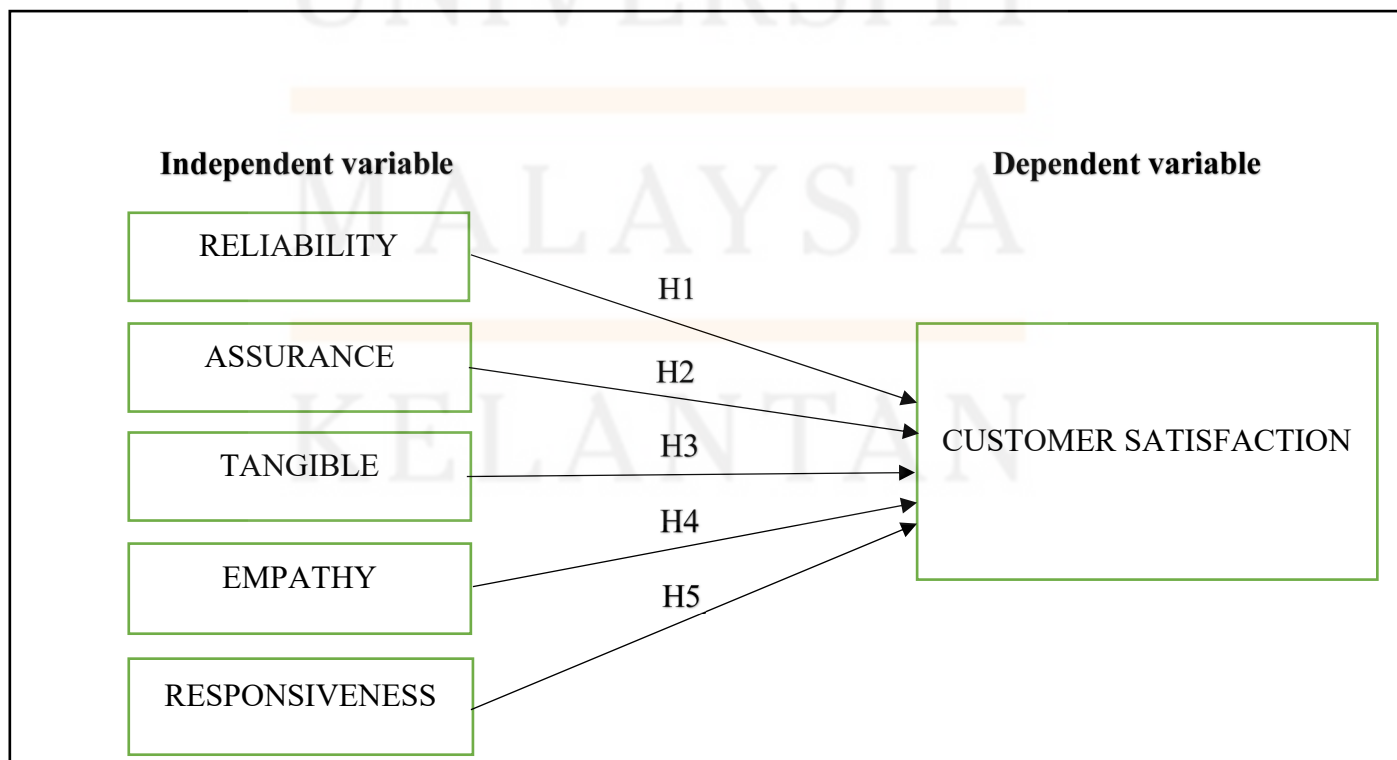


Figure 2.1 Framework

SOURCES: FRAMEWORK ADOPTED FROM BAYAD JAMAL (2021)

Based on Figure 2.1, the researcher was determined the relationship between independent variable and dependent variable. The independent variables are empathy, reliability, responsiveness, assurance, and tangible. The dependent variable is customer satisfaction toward Airbnb in Malaysia. The framework shows empathy, reliability, responsiveness, assurance, and tangible that are all equally important drivers of customers satisfaction toward Airbnb in Malaysia.

The first variable is the empathy is the ability to share someone else's feelings or experiences by imagining what it would be like to be in that person's situation (Cambridge Dictionary, 2021). Empathy also is when frontline personnel show empathy, care, and individualized attention to consumers, it frequently leads to a positive customer experience (Zeithaml et al., (1996); Markovic et al., (2018). Empathy is another- “focused” emotional response that allows one person to affectively connect with another, often through feelings of sympathy, compassion, tenderness, and concern (Batson et al., 1995). In the hospitality industry, when guests complain, emotions are involved. Empathy staff will be listening to guests carefully, not merely offering sympathy, but acknowledging the emotional impact caused. A good listener will show sincere interest by ignoring offense and asking perceptive questions, to determine not

only the problem, but also the resulting difficulty or frustration. Practicing empathy should change the way staff respond to complaints (EHL Insights, 2019). In studies, where the emotional impact of welcoming service against preferring the same facility again by customers in the service facilities exhibited, it was found that customer-staff relationship, realism and smile are important in this environment (Akoğlan Kozak and Nergis Güçlü, 2008: 44).

Reliability also is one of independent variable, according to Parasuraman, Berry, and Zeithaml (1991b), the most critical dimension, or the largest "gap," for improvement across service sectors is reliability. "A service provider's capacity to execute services reliably and accurately" is defined as reliability. According to Berry and Parasuraman (1991), "getting it properly the first time" is one of the most critical dimensions for clients (Anwar & Ghafoor, 2017). In the hotel sector, reliability is a critical component that hoteliers should pay close

Attention to since it allows them to deliver a favourable impact on client satisfaction (Tuan & Linh, 2014). According to (Shemwell, Yavas, & Bilgin, 1998; Gayan Nayanajith & Dissanayake, 2019), offering high-quality services that contribute to customer satisfaction is a key aspect in being competitive. As a result, clients expect service providers to provide fundamental, or defect-free services (Parasuraman, Berry, and Zeithaml 1991a).

The third of variable is assurance. Competence, civility, credibility, and security are all aspects of assurance (Bharwana et al., 2013). Indirectly, the assurance component can build consumer trust and comfort in the services offered, allowing them to get and feel quality services and meet each customer's expectations for the services or facilities provided (Fatin Farhana, 2020). The customer wants to feel safe and he should

feel safe while being there when he uses various hotel services (Anwar & Louis, 2017). In the hotel industry, various knowledge should be possessed by every service provider in order to increase overall customer satisfaction, such as providing courteous service attitude, possessing a wide range of relevant hotel knowledge, and the ability to make guests feel safe and secure while staying in the hotel, to name a few (Ahmad et al., 2018). As a result, it's critical to understand customer needs and monitor behaviour and process changes to prevent customers from accepting flaws (Timothy Wooi, 2016).

Next is empathy. Empathy is the ability to share someone else's feelings or experiences by imagining what it would be like to be in that person's situation (Cambridge Dictionary, 2021). Empathy also is when frontline personnel show empathy, care, and individualized attention to consumers, it frequently leads to a positive customer experience (Zeithaml et al., (1996); Markovic et al., (2018). Empathy is another- “focused” emotional response that allows one person to affectively connect with another, often through feelings of sympathy, compassion, tenderness, and concern (Batson et al., 1995). In the hospitality industry, when guests complain, emotions are involved. Empathy staff will be listening to guests carefully, not merely offering sympathy, but acknowledging the emotional impact caused. A good listener will show sincere interest by ignoring offense and asking perceptive questions, to determine not only the problem, but also the resulting difficulty or frustration Practicing empathy should change the way staff respond to complaints (EHL Insights, 2019) .In studies, where the emotional impact of welcoming service against preferring the same facility again by customers in the service facilities exhibited, it was found that customer-staff relationship, realism and smile are important in this environment (Akoğlan Kozak and Nergis Güçlü, 2008: 44).

Last variable is tangible. A tangible product is a physical object that can be perceived by touch such as a building, vehicle, or gadget (SidMartinBio, 2021). According to Mazumder and Hasan (2014) commented that tangibility of service quality in hotel industry tends to have a significant impact on customer satisfaction. (Lewis dan Boos, 1983) also agreed that service quality is a measure of the extent to which the level of service delivered coincides with expectations by customers. Therefore, basic facilities should be provided to provide convenience, comfort and convenience to each individual who visits the facility (Fatin Farhana, 2020). It is significant for the hotel industry to maintain its “physical aspect” due to it always shows a result which enables strongly impact on customer satisfaction (Kang et al., 2004).

The dependent variable is customer’s satisfaction toward Airbnb in Malaysia which is the quality of service is dependent on customer satisfaction. Kotler and Armstrong (1999) state that customer satisfaction brings benefits to an organization. Zeithaml dan Bitner (2000) defines that customer satisfaction is an assessment made by customers of a product or service whether the services obtained by them have met their needs and expectations or not. According to Gayan and Dissanayake (2019) satisfied customers will remain loyal, and use the service more often, be less sensitive about prices and always talk about good things about the company.

2.6 HYPOTHESIS

H1: There is a significant positive relationship between reliability and customer satisfaction on Airbnb service quality.

H2: There is a significant positive relationship between assurance and customer satisfaction on Airbnb service quality.

H3: There is a significant positive relationship between tangible and customer satisfaction on Airbnb service quality.

H4: There is a significant positive relationship between empathy and customer satisfaction on Airbnb service quality.

H5: There is a significant positive relationship between responsiveness and customer satisfaction on Airbnb service quality.

2.7 SUMMARY

In this chapter, the dependent variable that the researchers have chosen is service quality affect customer satisfaction in Malaysian Airbnb. The five independent variables that is included in the research are reliability, assurance, tangible, empathy and responsiveness. From this study, customers will be impacted by the chance of any or all of the independent variables occurring. The researcher also agrees that the five independent variables will have significant effect on quality affect customer satisfaction in Malaysian Airbnb. The researcher aims to analyse the relationship between all the independent variables and dependent variables.



UNIVERSITI
CHAPTER 3

MALAYSIA
METHODOLOGY

KELANTAN

3.1 INTRODUCTION

In this chapter, it was emphasize the procedures that is contain in the research. This chapter consists of the research design, target population, and sample size, sampling methods and procedures, data collection, study instruments and study instrument design and data analysis. The topic is about research methodology and the chapter clearly describes the research methods will use to complete the proposal. The procedures or strategies that will be used to find, select, process, and analyse information about a topic are referred to as research methodology. Briefly, it consists a summary for each processed and statistical methods that are employed to test the hypotheses. In order to investigate the research hypotheses, researcher will conduct a survey to gather information and apply analytical techniques to bring out the pattern of that data. This chapter was determining the appropriate method to be used in collecting data.

3.2 RESEARCH DESIGN

A research design is a strategic framework for action that connects the research questions to the research's execution or implementation. Study design is a set of guidelines for setting up settings for data collection and analysis in a way that seeks to balance relevance to the research goal with procedural economy (Sellitz, Jahoda, Deutsch & Cook, 1965). 2001, research design is defined by MacMillan and Schumacher as a plan for selecting people, research settings, and data collection processes to answer the research question. Research design have a two method which is quantitative and qualitative design. Quantitative research employs natural science methodologies to ensure objectivity, generalizability, and trustworthiness (Weinreich, 2009). Quantitative data also define is statistical and is typically structure in nature-

meaning it is more rigid and define (by devin pickell, 2021). Qualitative research, according to Denzin and Lincoln (2005), is a contextual activity that places the observer in the world. The research use in this study is quantitative data. In comparison to qualitative research, quantitative research requires a standard study design in which the goal is to describe, explain, and forecast phenomena, as well as probability sampling and higher sample sizes (cooper & Schindler, 2006).

In this research, the survey was conduct by online survey. According to Rahi (2017), in order to conduct research utilising a survey questionnaire, the quantitative technique is use for data analysis, pre-defined instruments, and sample selection for the target audience. The method used is questionnaire which is goggle form. The advantage of internet online survey are cost saving, easy of editing/ analysis, faster transmission time and access to unique populations (Kevin B.wright, 2006). Every advantage must have the disadvantage are lower level of confident, sample demographic limitation and layout and sampling issues (Kevin B.wright, 2006). The sample select is from several Airbnb such as Kuala Lumpur. The customers at the Airbnb will answer the relevant goggle form and provide views on customer satisfaction at Airbnb. Questionnaires were used as research instruments in both quantitative and descriptive approaches. Internet online surveys (goggle form) are designed to gather all the information relevant to the objectives of the study.

Questionnaire contains demographic section with multiple choices answer. The respondents must have to choose the determinant choices. On the goggle form, there are several sections that are relate to the impact on individuals and companies, Factors and so on that need to be answered by the selected Airbnb customers. The goggle form has one to five options answers. The first is strongly disagrees until five which is strongly

agree. The selected employee only needs to choose one answer only. The questions given are very easy to understand and concise.

3.3 TARGET POPULATION

The target population of this research is impact service quality on customers in Malaysia using Airbnb. According to Department of Statistics Malaysia (2020), the total population in Malaysia is estimated at 32.37 million and the total population domestic tourism using Airbnb is 1,310,000 in the year 2020.

Study population normally can use by researchers to prescribe an even finer impeccability of population. It could also be set of all cases of involving, might fortress almost any geographical area or might be practically any size. (Banerjee A, 2007). Therefore, the target population for this research is Malaysian using Airbnb starting from the age of 18 years and above in Kuala Lumpur. This population is selected because they are adult Malaysian, busy working, lack of time because too busy, difficult to find raw materials, time-consuming during processing, and others.

3.4 SAMPLE SIZE

According to Krejcie & Morgan (1970), a table for determining sample size is established.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3300	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

Figure 3.1: determining sample size of a known population

Source: Adopted from Krejcie and Morgan (1970)

Based on figure 3.1 Malaysian population using Airbnb was 1,310,000 persons in the year 2020 is, the sample size for the research will be 384 persons

3.5 SAMPLING METHOD

According to Alvi (2014), there are two categories of sampling procedures: probability and non-probability sampling methods. Probability sampling and vice versa can be described in a population where the elements consist of probability, known

opportunities, and non-zero for being picked as the topic of the sample. Simple random sampling, stratified sampling, systematic sampling, cluster sampling, and multistage cluster sampling are all instances of probability sampling, according to Alvi (2014).

In this study, a non-probability sampling technique which is convenience sampling was selected due to the current situation. Convenience sampling is a technique where samples are selected from the population as it is conveniently available (Khalid et al., 2012). Respondents in the target group, Malaysians who use Airbnb. The questionnaire was designed using Google Forms and distributed across social media, namely WhatsApp, Instagram, Twitter, and Facebook. By using Google Forms and social media, researchers can get more respondents

3.6 DATA COLLECTION

This section discusses and elaborates on the approach employed in this proposal, as well as the data collecting. According to Sekaran and Bougie (2013), selecting the appropriate sample size is critical in order to reduce resource waste, particularly when the sample size is big. There are many strategies for collecting data in a research project are referred to as research methods (Wilson, 2010, p. 106) (Wilson, 2010, p. 106). Quantitative and qualitative approaches are the two categories (Saunders et al., 2016, p. 165). Quantitative research focuses on numeric data (numbers) and involves data collection tools like surveys as well as data analysis techniques like graphs and statistics. Qualitative research, on the other hand, employs non-numerical data (e.g., words and images) that are gathered through interviews or other methods and then categorised for data analysis (Saunders et al., 2016, p. 165). It is not necessary to use either quantitative

or qualitative research methods when conducting research. They should, however, be viewed as two ends of a spectrum, as they are frequently combined in practise (Saunders et al., 2016, p. 165). Because quantitative and qualitative data are integrated, this is known as a mixed methods study (Saunders et al., 2016, p. 170).

Data collection refers to the process of gathered information from all relevant sources in order to solve the research problem, test the hypothesis, and assess the results. Primary and secondary data collecting methods are the two types of data collection available. The researcher will collect data for this study using a questionnaire and secondary data. A questionnaire is a set of questions or other prompts used to gather information from a respondent (Kumar, Talib & Ramayah, 2013). The survey will be divided into three sections: section a, section B, and section C. All information will be given to Airbnb customers in Malaysia. The respondents will be given the questionnaire in two languages: English and Malay. Before distributing the questionnaire, the researcher would go throughout Kuala Lumpur collecting data by first obtaining consent from the target respondent. The data was be collected after the respondent has completed all 25 questions on the questionnaire. Personal information was be collected by the researcher in order to protect the information obtained. However, the secondary data is historical data which is collected from government websites, books, internal records and others (Guerra-Santin & Tweed, 2015).

3.7 RESEARCH INSTRUMENT

Respondents was fill out Section A with demographic information such as gender, age, race, monthly income, marital status, and the frequency with which they

visit Airbnb in Malaysia. In this section, we'll work with the nominal scale. The allocation of data into categories is done using a nominal scale, which has no numerical value.

In Section B and Section C, the ordinal scale was be employed. Ordinal scales are used to determine how much people like or detest something, how much they agree or disagree with a proposition, and so on. The questions in Section B deal with independent factors including reliability, assurance, tangibility, empathy and responsiveness. Each factor is followed by five questions. In Section C, there will be five questions that answer the dependent variable. Few studies from prior proposal such as Omar, Juhdi, Ahmad & Nazri (2014) Bayad Ali,(2021), Wang'ombe & Ngige,(2016), Eshetic et al, (2016), Weng and Nicolau, (2017), Zhang , (2019), Sthapit and Jimenez-Barlieto, (2018), Bayad Jamal Ali et al.,(2021), Ahmer Iqbal, (2018) Cheng and Jin, (2019), and Seth Grimes, (2017) has been referred to adopt the questionnaires for this research by measuring the reliability, assurance, tangibility, empathy and responsiveness of Airbnb and customer satisfaction.

3.7.1 RESEARCH INSTRUMENT DESIGN

This proposal design also aids in the generation of fresh ideas and hypothesis building (Creswell & Creswell, 2017). The data is obtained using a qualitative and quantitative technique in the abductive approach (Woiceshyn & Daellenbach, 2018). The abductive methodology was used for this study since it included both quantitative

and qualitative data collection methods. There are two common steps to examine in this procedure, independent of the topic or discipline. First, the questions have to be thoroughly thought through to insure their consistency and clarity, and to be shielded, as much as possible, against prejudice (Creswell 2014; Bryman 2016). Secondly, each answer has to be linked to a rating scale, which can be characterised as “a closed-end question whose answer possibilities are graduated or arranged to measure a continuous construct, such as an attitude, opinion, intention, perception, or preference” (Peterson 2013). At this point, scholars, researchers, and practitioners have to select a scale of reference, which may be straightforwardly to utilise a Likert scale (Croasmun and Ostrom 2011; Bryman 2016). (Croasmun and Ostrom 2011; Bryman 2016). The next stage would involve looking at benchmarking instances such as those offered by Brown (2010) and Vagias (2006) (2006).

The Likert scale (Likert, 1932) is a prominent tool in the social sciences for measuring constructs such as attitudes, images, and views. Scores for Likert-type items are commonly ‘negatively skewed’ (e.g., Peterson & Wilson 1992; Dawes 2002a). Usually, there are 5 categories of response ranging from 5 = strongly agree to 1 = strongly disagree with a 3 = neutral sort of response (Jamieson, 2004). However, there is a controversy among scholars concerning the appropriate number of choices in a Likert-type scale. There are some researchers who favour scales with 7 items or with an even number of answer items (Cohen, Manion, & Morrison, 2000). Rungson (2010) also stated that the six-point Likert scale is appropriate for studies with several variables. (Cohen, Manion, & Morrison, 2000). Symonds (1924) implied that the optimal dependability is with a 7-point scale. Lewis (1993) found that 7-point scales are more closely related to observe significance levels than 5-point scales. Furthermore, according to Finstad (2010), seven-point scales are more likely than five-point

alternatives to reflect respondents' real subjective judgement of a usability questionnaire item. Although Bouranta, Chitiris, and Paravantis (2009) claimed that 5-point rating scales are less confusing and boost response rates, Diefenbach, Weinstein, and O'Reilly (1993) found that seven-point item scales were the most accurate and easiest to use. In terms of point of view, Simms et al. (2019) stated that the difference between six-point and seven-point scales is modest to non-existent. The scaling process developed by E. J. Snell is a candidate procedure, as pointed out by Fleiss (1981), for determining the scores for the categories of subjective scales. Thus, it is “absolutely appropriate to describe the ratings derived from Likert scales using means and standard deviations, and it is perfectly legitimate to utilise parametric techniques like Analysis of Variance to assess Likert scales” (Carifio & Perla, 2008)

The difference between a four-point Likert scale and a five-point Likert scale is whether or not a midpoint is included. The presence of a midpoint makes a difference in considering the scale as an interval scale only if survey respondents utilise the Likert scale midpoint for a real neutral meaning, as intended. In turn, the assumption of an interval scale effects the decision for applying acceptable descriptive statistics among mean, median, mode, standard deviation, frequency, and percentage, and employing relevant sorts of inferential statistical studies. In the following sections, we were address research findings connected with respondents' usage of a midpoint in the Likert scale and evidence-based recommendations for constructing survey items with the Likert scale. For simplicity and ease of administer, the study will use Likert's scale 7-point as the structure for the questionnaire. This methodology (Likert, 1932) is widely used in empirical investigations since it is simple to use and provides a very dependable method of measuring. However, this technique has a limitation in terms of specificity, especially when it comes to indicators that represent latent components and are crude in nature.

The crudeness comes from reducing the theoretical construct's continuous scale to a set of ordered categories. Another disadvantage is the mistake that is frequently introduced into analysis as a result of scaling technique flaws (Baker, Hardyck, and Petrinovich, 1966). Furthermore, Likert measures do not have evenly spaced intervals, and the data obtained are typically considered ordinal-scaled data or, at best, somewhere between ordinal and interval-scaled data; thus, the Likert scale provides quasi normally-distributed values and may yield satisfactory results in the context of normal estimators such as ML (Maximum Likelihood) only under special research conditions (e.g., with an extended range of response categories). If the researcher's purpose is to employ item-level data to identify relationships based on covariance structure, the influence of the data, as well as the proper estimation technique, must be determined. The Likert scale from 1 which imply 'Strongly Disagree' to 7 which imply 'Strongly Agree'. The scale will be used in Section B of the questionnaire based on Figure 3.2.



Figure 3.2: Likert's Scale Seven Point

Source: Adapted from (Cohen, Manion, & Morrison, 2000).

Table 3.2: Overview of Research Instrument

SECTIONS	VARIABLES	ITEMS	AUTHORS
A	Demographic	5	Omar, Juhdi,
	Profile		Ahmad & Nazri (2014)
B	Reliability	5	Bayad Ali,(2021),

	Assurance	5	Wang'ombe & Ngige,(2016), Eshetic et al, (2016) Weng and Nicolau, (2017), Zhang, (2019)
	Tangibles	5	Sthapit and Jimenez-Barlieto, (2018). Cheng and Jin, (2019).
	Empathy	5	Bayad Jamal Ali et al.,(2021).
	Responsiveness	5	Bayad Jamal Ali et al., (2021), Ahmer Iqbal, (2018).
C	Customer Satisfaction	5	Seth Grimes, (2017), (Terpstra et al., 2014), (Chakrabarty,

QUESTION IN SECTION A. (DEMOGRAPHIC)

Please / answer the question below

1-Gender.

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

2-Age.

<input type="checkbox"/>	Below 20 years old
<input type="checkbox"/>	21-30 years old
<input type="checkbox"/>	31-40 years old
<input type="checkbox"/>	Above 41years old

3-Race.

<input type="checkbox"/>	Malay
<input type="checkbox"/>	Chinese
<input type="checkbox"/>	Indian
<input type="checkbox"/>	Other

4-Status.

<input type="checkbox"/>	Student
<input type="checkbox"/>	Employment
<input type="checkbox"/>	Unemployment

5-Income.

	RM 1000 Below
	RM 1001-RM2000
	RM 2001-RM3000

6-How many time do you visit AIRBNB in a week?

	Once a week
	2 – 3 times
	4-5 times
	6 times or more

PART B.

Table 3.3: Questions to Be Used in Section B of the Questionnaire

Variable	Items	Description	References	Measurement
Independent Variable 1: Reliability	F1	Staff of the hotel able to provide service as promised.	Bayad Ali, (2021)	Likert's Scale 7 Point.
	F2	Staff of the hotel are dependable in handling customers' service problem		
	F3	The hotel keeps customers informed of the performance of service		

	F4	The service providers enable to consistently deliver a promised to its potential guests while visiting the Airbnb	Wang'ombe & Ngige, (2016)
	F5	The service providers are trustworthy to provide relevant responses consistently	Eshetic et al, (2016)
Independent Variable 2: Assurance	S1	The property and its facilities have operating hours convenient to all their guest.	Weng and Nicolau, (2017)
	S2	It is easy to access to the property (transportation, car parking area, etc).	Zhang , (2019)
	S3	Staff at the Airbnb are consistently courteous and friendly with customer.	
	S4	Airbnb area providing a safe and secure place.	
	S5	The capability of service providers to provide and deliver the relevant and	Bharwana,Bashir&M ohsin ,2013)

		correct service within a promised way.	
Independent Variable 3: Tangible	E1	The atmosphere and equipment are comfortable and appropriate for purpose to stay (beds, chair, room, etc, comfortable, clean and tranquil)	Sthapit and Jimenez-Barlieto, (2018).
	E2	The equipment of the property works properly without causing breakdowns.	Cheng and Jin, (2019)
	E3	The Airbnb host provides the services.	
	E4	The Airbnb host provides the services at the time it promises to do so.	
	E5	Food and beverage served are hygienic, adequate and sufficient. (Soap, shampoo, towel, etc)	Zhang, (2019)
Independent Variable 4: Responsiveness	K1	Staff at the Airbnb are ready to respond to customers' requests.	Bayad Jamal Ali et al., 2021
	K2	Staff at the Airbnb are	

		always willing to help customers.	
	K3	Staff is never being too busy to respond customer queries.	Ahmer Iqbal, (2018)
	K4	Staff treat all customers equally regardless of whether they know someone in the Airbnb.	
	K5	Does your service provider is willing to resolve your complaint?	
Independent Variable 5: Empathy	G1	The Airbnb gives its customers individualized attention	Bayad Jamal Ali et al., (2021)
	G2	Staff of the Airbnb understand the specific needs of them customers.	
	G3	Staff of the Airbnb have customers' best interest at heart.	
	G4	Staff understand customer need or try to understand	Ahmer Iqbal, (2018)

	it.	
G5	Staff is very cooperative to provide customer the request service.	

Table 3.4: Questions to Be Used in Section C of the Questionnaire.

Variables	Items	Description	References	Measurement
Dependent Variables: Customer Satisfaction	D1	Your overall experience as a Guest?	Seth Grimes, (2017)	Likert's Scale 7 point
	D2	Customer satisfaction refers to a person's satisfaction with a product, a service, or a supplier.	(Terpstra et al., 2014)	
	D3	Service quality is an important element of customer	(Chakrabarty, 2006).	

	satisfaction.	
D4	Customer satisfaction is taken as a yardstick for measuring the quality of service and providing excellent Customer service that decides the effectiveness of service delivery process.	(Amudha et al., 2012)
D5	Customer satisfaction has significant implications for the economic performance of firms.	(Bolton, Lemon, and Verhoef 2004)

3.8 PILOT TEST

Pilot studies can be used for a variety of reasons. Prescott and Seiken (1989), based on a survey of then-current nursing research textbooks, advocated that a pilot study be conducted to determine (a) feasibility, (b) appropriateness of instrumentation, and (c) difficulties with data collection strategies and proposed procedures. They added (d) answering methodological questions and (e) developing a larger investigation to this list. A sixth potential application of a pilot research, according to Jairath, Hogerney, and Parsons (2000), is to acquire sufficient preliminary data to support a grant award. Polit and Beck (2004) and Burns and Grove (2005) give no specific suggestions. Others advocate getting roughly 10 participants (Nieswiadomy, 2002) or 10% of the total study size (Lackey & Wingate, 1998), with the final selection being determined by cost and time restrictions, as well as population size and variability. Other texts in clinical research, such as epidemiology, have similar recommendations (Hulley et al., 2001). To verify the validity of the questionnaire in this study, a pilot test was be done with 50 randomly selected consumers who return to Airbnb in Malaysia.

3.9 DATA ANALYSIS

3.9.1. Preliminary Data Analysis Procedure

Pilot test

Saunders et al., (2007) state that prior to using the questionnaire to collect data it should be pilot tested. Saunders et al., (2007) point out the purpose of the pilot test is to refine

the questionnaire so that the respondents will have no problems in answering the questions and also there will be no problems in recording the data. Fink (2003b) as cited in Saunders et al., (2007) state that the minimum number for a pilot study is 10. A pilot test will be conducted with 50 respondents randomly from customers who have used Airbnb services to test the validity of the questionnaire in this study.

3.9.2. Data Analysis Procedure

Data analysis is the collection and organisation of information. In other words, it happens in a methodical way, with researchers employing statistical and logical tools to analyse data, reduce facts to stories, and interpret them to get insights. Data analysis aids in the reduction of most data into smaller particles, which makes sense. Primary data can be divided into two categories: qualitative data and quantitative data (Calzon, 2021). As a result, based on the data from this analysis, this study ran a questionnaire to acquire test results and feedback from respondents. For this study, the researcher will analyse the data using the Google Forms approach. All of the findings were presented in a variety of ways, including graphs, tables, and pie charts (Bourne, 2014). The results of the study presented in this report are to explain the answer to the research question that is "service quality affects customer satisfaction in Malaysian Airbnb."

The researcher decided to use all customers who had used Airbnb services as respondents in this study. This will make it easier for researchers to conduct research.

3.10 SUMMARY

In a nutshell, this chapter was be discussing about research design, sampling procedures, instrument development, instrumentation, data collection method procedure and data analysis procedure. In addition, the researcher was select the sample size of respondents using a simple random sampling approach. The questionnaires were created using quantitative methodologies, and data collection would reveal the relationship between the independent and dependent variables. This study can be utilised by the general public as a reference for Airbnb services in Kuala Lumpur.

RESULTS AND DISCUSSION

4.1 INTRODUCTION

The researcher discusses the research findings in this chapter. This data analyses service quality towards Airbnb customer satisfaction in Malaysia. The questionnaires were tested with reliability to ensure internal consistency of the items. Following that, frequency analysis is used to characterise the demographic profile, which is section A of the questionnaire, whereas descriptive analysis is used to study the determinants of service quality towards Airbnb customer satisfaction in Malaysia using mean score and standard deviation (SD). Meanwhile, Pearson's Correlation is used to investigate the relationship between customer satisfaction and the determinants (assurance, tangibles, realibility, empathy, and responsiveness) in Malaysia. The reliability analysis, demographic characteristics of respondents, descriptive analysis, and Pearson's coefficient analysis were all covered in this chapter. 366 people participated in the survey, and the findings were received. After the data had been obtained, IBM SPSS statistics version 26 was used to analyze the data in this chapter.

4.2 RESPON RATE

A total of 384 questionnaires were distributed to those who had stayed on Airbnb and a total of 366 were answered. The questions were completed successfully. The representing a response rate of 95.3%. In comparison to other hospitality research,

it is hopeful, according to Barsky and Huxley (1992). Table 4.1 below shows the response rate for the study.

Table 4.1: Respond for Questionnaires

Number of questionnaires distributed	384
Questionnaires usable to be analyzed	366
Response rate	95.3%

4.3 PILOT STUDY

The researcher ran a pilot test with 50 respondents before completing the actual questionnaire, and the reliability test of this pilot test was utilized to determine the validity of the variables.

Table 4.2: Rules of thumb of Cronbach's Alpha coefficient Range

Cronbach's Alpha Range	Level of Reliability
$\alpha > 0.9$	Excellent
$\alpha > 0.8$	Good
$\alpha > 0.7$	Acceptable
$\alpha > 0.6$	Questionable
$\alpha > 0.5$	Poor
$\alpha > 0.4$	Unacceptable

Sources: Adopted from George and Mallery (2006)

The alpha coefficient range for reliability analysis is shown in Table 4.2. Any number less than 0.4, according to George & Mallery (2016), was considered undesirable, whereas values greater than 0.9 are considered very dependable. The closer the value is to 1, the more reliable the item's internal consistency.

Table 4.3: The Reliability of Pilot Test Analysis

Section	Dimension	Cronbach's Alpha	Number of item
Dependent Variable	Service quality towards Airbnb customer satisfaction in Malaysia	0.931	1
Independent Variable	Reliability	0.916	5
	Assurance	0.903	5
	Empty	0.934	5
	Responsiveness	0.926	5
	Tangible	0.935	5

The reliability of pilot test analysis for dependent and independent variables is shown in Table 4.3. According to Table 4.2 above, the Cronbach's alpha coefficient value for customer satisfaction with Airbnb in Malaysia is 0.931, which indicates excellent. On the other hand, for the independent variable, the Cronbach's alpha coefficient value for reliability, assurance, tangibles, empathy and responsiveness were

0.916, 0.903, 0.934, 0.926, 0.935 respectively which represent the reliability are excellent and extremely dependable.

Since the Cronbach's alpha charged for the variables is gathers than 0.9. The surveys are extremely trustworthy and responders have a good understanding of each question. Therefore, it can be proceeded with the study.

4.4 ACTUAL RELIABILITY TEST

Table 4.4 Reliability test

Variable	Cronbach's Alpha	N of Items
Reliability	0.950	5
Assurance	0.942	5
Tangibles	0.941	5
Empathy	0.940	5
Responsiveness	0.940	5
Customer Satisfaction	0.944	5

No of respondents (n) = 365

Following the pilot reliability test, the usable questionnaires, which include the selected 365 respondents, will be subjected to a real reliability test. Table 4.4 shows the reliability analysis of the five variables of service quality toward Airbnb customer satisfaction. The reliability Cronbach's alpha coefficient value for reliability were 0.950 indicating excellent reliability. While reliability Cronbach's alpha coefficient value for assurance 0.942 and for tangibles 0.941 which indicates good. However, customer satisfaction toward Airbnb gained only 0.944 which indicates questionable.

4.5 RESPONDENT PROFILE

Table 4.5: Demographic Profile

Respondent Profile Percentage (%)	Classification	Frequency n=365
Gender 60.8	Female	222
	Male	143
Age 11.8	Below 20	43
	21 – 30	308
	31 – 40	12
	Above 40	2
Race 92.1	Malay	336
	Chinese	15
	Indian	12
	Others	2
Status 68.2	Student	249
	Employee	100
27.4		

4.4	Unemployed	16
Income	Below RM1,000	275
75.3		
	RM1001- RM2000	63
17.3		
	RM2001- RM3000	27
7.4		

A total of 365 respondents have been collected in this research. From Table 4.5, there were 143 (39.2%) respondents who represented male, and 222 (60.8%) respondents who represented female. It shows the number of female respondents is higher compared with male respondents in this research.

Table 4.5 shows the age of 365 respondents. Age is divided into 4 categories. There were 43 (11.8%) respondents were below 20 years old. While the majority respondents are in the age range of 20-30 years old, which were 308 (84.4%) respondents. There were 12 (3.3%) respondents in the age range of 31-40 years old. Lastly, only 2 (0.5%) respondents in the age range of 40 and above years old.

Next, the Table 4.5 above showed the race of 366 respondents. For Chinese and Indian, there were 15 (4.1%) respondents and 12 (3.3%) respondents respectively. Majority of the respondents were reported to be Malays, sum up to 338 (91.1%) respondents. Meanwhile, only 2 (0.5%) respondents are reported to be other races instead of Malay, Chinese or Indian.

Majority of the respondents were from student with the percentage of 68.2% (249 respondents) and followed by employed 100 (27.4 %). The least were, 16 (4.4%) from unemployed.

The table showed that among all of the monthly income groups earner, respondents who earn between below RM1000 per month were the highest, which stand of 275 (75.3%) respondents. The second highest group represented by respondents who earn others from RM1,0001- RM2000 per month, which stand of 63 (17.3%) respondents. The group of respondents, who earn between RM20001-RM3000 per month, represented by 27 (7.4%) respondents.

4.6 DESCRIPTIVE ANALYSIS

This section interprets the descriptive analysis mean score. Each variable overall mean score and standard deviation, as well as each item within the variables, were calculated using a Seven-Point Likert Scale, with 1 denoting Strongly Disagree and 7 denoting Strongly Agree. This study has analysed the mean and standard deviation for section B and C of the questionnaire.

Table 4.6: Mean Score for Each Variables

Section	Dimension	n	Mean	SD
B	Reliability	365	23.2231	4.16806
	Assurance	365	23.6608	3.84513
	Tangibles	365	24.1101	3.95894
	Empathy	365	23.6499	3.94980
	Responsiveness	365	23.6603	4.09700
C	Customer Satisfaction	365	24.2066	3.90648

Based on Table 4.6, the mean score for all the five independent variables which are reliability, assurance, tangibles, empathy and responsiveness score 23.2231 (SD = 4.16806), 23.6608 (SD = 3.84513), 24.1101 (SD = 3.95894), 23.6499 (SD = 3.94980) and 4.23.6603 (SD = 4.09700) respectively. The mean score for dependent variable, customer satisfaction scores 24.2066 (SD = 3.90648).

4.6.1 ASSURANCE

Table 4.6.1: Descriptive Analysis for Independent Variable, Assurance

STATEMENT	N	MEAN	SD
The property and its facilities have operating hours convenient to all their guest.	365	5.8521	1.02712
It is easy to access to the property (transportation, car parking area, etc).	365	5.7205	1.06840
Staff at the Airbnb are consistently courteous and friendly with customer.	365	5.7041	1.02180
Airbnb area providing a safe and secure place.	365	5.6795	1.07863
The capability of service providers to provide and deliver the relevant and correct service within a promised way	365	5.7699	1.06217

Table 4.6.1 shows the descriptive analysis of assurance. It shows the mean of respondents' response on the assurance variable according to Seven -Likert Scale. The mean score for five (5) items in assurance ranges from 5.6 to 5.8. To elaborate, the mean for first items is the highest which is "the property and its facilities have operating hours convenient to all their guest". Scored 5.8521 (SD = 1.02712). The mean score fourth item which is "The capability of service providers to provide and deliver the relevant and correct service within a promise way." scored 5.7699 (SD = 1.06217)." It easy to access to the property (transportation, car parking area, etc)" scored 5.7205 (SD = 1.06840)." Staff at the Airbnb are consistently courteous and friendly with customer." Scored 5.7041 (SD =1.02180) and lastly, the item is "Airbnb area providing a safe and secure place." scored 5.6795 (SD = 1.07863).

4.6.2 TANGIBLES

Table 4.6.2: Descriptive Analysis for Independent Variable, Tangibles

Statement	n	Mean	SD
The atmosphere and equipment are comfortable and appropriate for purpose to stay (beds, chair, room, etc, comfortable, clean and tranquil)	365	5.8521	1.02712
The equipment of the property works properly without causing breakdowns.	365	5.7205	1.06840
The Airbnb host provides the services.	365	5.7041	1.02180
The Airbnb host provides the services at the time it promises to do so.	365	5.6795	1.07863
Food and beverage served are hygienic. Adequate and	365	5.7699	1.06217

sufficient. (Soap, shampoo, towel etc).

Table 4.62 shows the descriptive analysis for tangibles. The mean score of the five (5) items in service quality ranges from 5.6 to 5.8. To elaborate, the mean score for the first item which is “The atmosphere and equipment are comfortable and appropriate for purpose to stay (beds, chair, room, etc, comfortable, clean and tranquil). Showed the highest score 5.8521 (SD = 1.02712), follow by the last item “Food and beverage served are hygienic, adequate and sufficient (soap, shampoo, towel etc) scored 5.7699 (SD= 1.06217),” The equipment of the property works properly without causing breakdowns” scored 5.7205 (SD = 1.06840), follow by “The Airbnb host provides the services.” Scored 5.7041 (SD = 1.02180), and the lasty the item “The Airbnb host provides the services at the time it promises to do so “. scored 5.6795 (SD =1.07863).

4.6.3 RELIABILITY

Table 4.6.3: Descriptive Analysis for Independent Variable, Reliability

Statement	n	Mean	SD
Staff of the hotel able to provide service as promised.	365	5.5863	1.07485
Staff of the hotel are dependable in handling customers' service problem.	365	5.5260	1.14475
The hotel keeps customers informed of the performance of service.	365	5.4411	1.24696

The service providers enable to consistently deliver a promised to its potential guests while visiting the Airbnb.	365	5.5562	1.09957
The service providers are trustworthy to provide relevant responses consistently.	365	5.5671	1.11632

Table 4.6.3 shows the descriptive analysis for reliability. It shows the mean of respondents' response on the reliability variable ranging from 5.4 to 5.5. To elaborate, the highest mean reported in reliability is "Staff of the hotel able to provide service as promised." Scored 5.5863 (SD = 1.07485)," The service providers are trustworthy to provide relevant responses consistently." Scored 5.5671 (SD = 1.11632)" The service providers enable to consistently deliver a promised to its potential guests while visiting the Airbnb." Scored 5.5562 (SD = 1.09957), "Staff of the hotel are dependable in handling customers' service problem". Scored 5.5260 (SD=1.14475) and lastly, the item "The hotel keeps customers informed of the performance of service." Scored 5.4411 (SD = 1.24696).

4.6.4 EMPATHY

Table 4.6.4: Descriptive Analysis for Independent Variable, Empathy

STATEMENT	N	MEAN	SD
The Airbnb gives its customers individualized attention.	365	5.6438	1.05312

Staff of the Airbnb understand the specific needs of them customers.	365	5.6521	1.04673
Staff of the Airbnb have customers' best interest at heart.	365	5.6000	1.05299
Staff understand customer need or try to understand it.	365	5.6164	1.05391
Staff is very cooperative to provide customer the request service.	365	5.6877	1.00054

Table 4.6.4 shows the descriptive analysis for empathy. It shows the mean of respondents' response on the empathy variable ranging from 5.60 to 5.68. To elaborate, the highest mean reported in empathy is "Staff is very cooperative to provide customer the request service." Scored 5.6877 (SD = 1.00054) followed by "Staff of the Airbnb understand the specific needs of them customers". Scored 5.6521 (SD = 1.04673)," The Airbnb gives its customers individualized attention". Scored 5.6438 (SD = 1.05312) "Staff understand customer need or try understand it". Scored 5.6164 (SD = 1.05391) and lasty, the item "Staff of the Airbnb have customers' best interest at heart". Scored 5.6000 (SD = 1.05391).

4.6.5 RESPONSIVENESS

Table 4.6.5: Descriptive Analysis for Independent Variable, Responsiveness

Statement	n	Mean	SD
Staff at the Airbnb are ready to respond to customers' requests.	365	5.7315	1.06607

Staff at the Airbnb are always willing to help customers.	365	5.7233	1.06783
Staff is never being too busy to respond customer queries.	365	5.4767	1.15198
Staff treat all customers equally regardless of whether they know someone in the Airbnb.	365	5.6000	1.14546
Does your service provider is willing to resolve your complaint?	365	5.6438	1.06608

Table 4.6.5 shows the descriptive analysis for responsiveness. It shows the mean of respondents' response on the responsiveness variable ranging from 5.4 to 5.7. To elaborate, the highest mean reported in responsiveness is "Staff the Airbnb are ready r to respond to customers' request." scored 5.7315 (SD = 1.06607), followed by "Staff the Airbnb are always willing to help customers." Scored 5.7233 (SD = 1.06783), "Does your service provider is willing to resolve your complaint?" scored 5.6438 (SD = 1.06608) , "Staff treat all customers equally regardless of whether they know someone in the Airbnb." Scored 5.6000 (SD = 1.14546), and lastly, the item "Staff is never being too busy to respond customer queries." Scored 5.4767 (SD = 1.15198).

4.6.6 CUSTOMER SATISFACTION

Table 4.6.4: Descriptive Analysis for Dependent Variable, Customer Satisfaction

Statement	n	Mean	SD
-----------	---	------	----

Your overall experience as a Guest?	365	5.6959	1.02341
Customer satisfaction refers to a person's satisfaction with a product, a service, or a supplier	365	5.7589	1.02279
Service quality is an important element of customer satisfaction.	365	5.7808	1.09503
Customer satisfaction is taken as a yardstick for measuring the quality of service and providing excellent Customer service that decides the effectiveness of service delivery process.	365	5.08082	1.06464
Customer satisfaction has significant implications for the economic performance of firms.	365	5.8137	1.03421

Table 4.6.6 shows the descriptive analysis for customer satisfaction. It shows the mean of respondents' response on the customer satisfaction ranging from 5.0 to 5.8. To elaborate, the highest mean reported in customer satisfaction is "Customer satisfaction has significant implications for the economic performance of firms." Scored 5.8137 (SD =1.03421) followed by "Service quality is an important element of customer satisfaction." scored 5.7808 (SD =1.09503), "Customer satisfaction refers to a person's satisfaction with a product a service or a supplier." scored 5.7589 (SD = 1.02279), "Your overall experience as a Guest ?" scored 5.6959 (SD = 1.02341) and the lastly , the item" Customer satisfaction is taken as a yardstick for measuring the quality of

service and providing excellent customer service that decides the effectiveness of service delivery process” scored the lowest at 5.08082 (SD = 1.06464).

4.7 PEARSON CORRECLATION COEFFICIENT

The Pearson’s correlation analysis was one of the important analyses that measured the linear relationship between the two variables. The objective of this analysis was to determine whether there are correlations between independent variables (realibility, assurance, tangible, resposiveness, empathy) and the dependent variable (customer satisfaction on Airbnb service quality). If the relationship is significant, researchers must decide whether the level of strength of the association is acceptable.

There are a few assumptions about the nature of data when using Pearson's Correlation Coefficient, according to Schober, Boer, and Schwarte (2018). To begin, the dependent and independent variables should be assessed using an interval or ratio scale, with data generated from a random sample. Second, when examined, there must be a linear relationship. Finally, the variables under investigation are normally distributed variables with a bivariate normal distribution based on population sampling.

Table 4.7: Correlation Coefficient Interpretation

Correlation Coefficient	Interpretation
.00 to .10 (-.00 to -.10)	Negligible correlation
.10 to .39 (-.10 to -.39)	Weak correlation

.40 to .69 (-.40 to -.69)	Moderate correlation
.70 to .89 (-.70 to -.89)	Strong correlation
.90 to 1.00 (-.90 to -1.00)	Very strong correlation

Source: Schober, Boer & Schwarte (2018)

4.7.1 RELATIONSHIP BETWEEN RELIABILITY AND CUSTOMER SATISFACTION ON AIRBNB SERVICE QUALITY

H1: There is significant relationship between reliability and customer satisfaction on Airbnb service quality

Table 4.7.1: Correlations Between Reliability and Customer Satisfaction

		Reliability	Customer
Reliability	Pearson Correlation	1	.689**
	Sig. (2-tailed)		.000
	N	364	364
Customer	Pearson Correlation	.689**	1
	Sig. (2-tailed)	.000	
	N	364	365

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the finding, Table 4.7.1 shows positive value of correlation coefficient at .689** which indicates that there is a moderate relationship between reliability and customer satisfaction. Therefore, reliability has a moderate relationship in determining customer satisfaction on Airbnb service quality. Meanwhile, the significant level is .000 which is less than the standard criterion .05 indicates a significant relationship. Hence, the hypothesis (H1) which stated there is significant relationship between reliability and customer satisfaction on Airbnb service quality is accepted.

4.7.2 RELATIONSHIP BETWEEN ASSURANCE AND CUSTOMER SATISFACTION ON AIRBNB SERVICE QUALITY

H2: There is significant relationship between assurance and customer satisfaction on Airbnb service quality

Table 4.7.2: Correlations Between Assurance and Customer Satisfaction

		Assurance	Customer
Assurance	Pearson Correlation	1	.753**
	Sig. (2-tailed)		.000
	N	339	339
Customer	Pearson Correlation	.753**	1
	Sig. (2-tailed)	.000	
	N	339	365

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the finding, Table 4.7.2 shows positive value of correlation coefficient at .753** which indicates that the relationship between assurance and customer satisfaction is positively strong. Therefore, assurance has strong relationship in determining customer satisfaction on Airbnb service quality. Meanwhile, the significant level is .000 which is less than the standard criterion .05 indicates a significant relationship. Hence, the hypothesis (H2) which stated there is significant relationship between assurance and customer satisfaction on Airbnb service quality is accepted.

4.7.3 RELATIONSHIP BETWEEN TANGIBLE AND CUSTOMER SATISFACTION ON AIRBNB SERVICE QUALITY

H3: There is significant relationship between tangible and customer satisfaction on Airbnb service quality

Table 4.7.3: Correlations Between Tangible and Customer Satisfaction

		Correlations	
		Tangible	Customer
Tangible	Pearson Correlation	1	.814**
	Sig. (2-tailed)		.000
	N	365	365
Customer	Pearson Correlation	.814**	1
	Sig. (2-tailed)	.000	
	N	365	365

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the finding, Table 4.7.3 shows positive value of correlation coefficient at .814** which indicates that the relationship between tangible and customer satisfaction is positively strong. Therefore, assurance has strong relationship in determining customer satisfaction on Airbnb service quality. Meanwhile, the significant level is .000 which is less than the standard criterion .05 indicates a significant relationship. Hence, the hypothesis (H3) which stated there is significant relationship between tangible and customer satisfaction on Airbnb service quality is accepted.

4.7.4 RELATIONSHIP BETWEEN RESPOSIVENESS AND CUSTOMER SATISFACTION ON AIRBNB SERVICE QUALITY

H4: There is significant relationship between responsiveness and customer satisfaction on Airbnb service quality

Table 4.7.4: Correlations Between Responsiveness and Customer Satisfaction

		Responsiveness	Customer
Responsiveness	Pearson Correlation	1	.814**
	Sig. (2-tailed)		.000
	N	365	365
Customer	Pearson Correlation	.814**	1
	Sig. (2-tailed)	.000	
	N	365	365

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the finding, Table 4.7.4 shows positive value of correlation coefficient at .814** which indicates that the relationship between empathy and customer satisfaction is positively strong. Therefore, responsiveness has strong relationship in determining customer satisfaction on Airbnb service quality. Meanwhile, the significant level is .000 which is less than the standard criterion .05 indicates a significant relationship. Hence, the hypothesis (H4) which stated there is significant relationship between responsiveness and customer satisfaction on Airbnb service quality is accepted.

4.7.5 RELATIONSHIP BETWEEN EMPATHY AND CUSTOMER SATISFACTION ON AIRBNB SERVICE QUALITY

H5: There is significant relationship between empathy and customer satisfaction on Airbnb service quality

Table 4.7.5: Correlations Between Empathy and Customer Satisfaction

		Empathy	Customer
Empathy	Pearson Correlation	1	.825**
	Sig. (2-tailed)		.000
	N	365	365
Customer	Pearson Correlation	.825**	1
	Sig. (2-tailed)	.000	
	N	365	365

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the finding, Table 4.7.5 shows positive value of correlation coefficient at .825** which indicates that the relationship between empathy and customer satisfaction is positively strong. Therefore, empathy has strong relationship in determining customer satisfaction on Airbnb service quality. Meanwhile, the significant level is .000 which is less than the standard criterion .05 indicates a significant relationship. Hence, the hypothesis (H5) which stated there is significant relationship between empathy and customer satisfaction on Airbnb service quality is accepted.

4.8 SUMMARY

The data analysis findings provide a detailed interpretation of data analysis from a variety of statistical tests. The demographics of respondents were analysed using frequency analysis by the researcher. In addition, descriptive analysis was utilised by the researcher to estimate the influence of service quality towards Airbnb in Malaysia. Furthermore, the researcher has used Pearson's correlation coefficient to analyse the relationship between assurance and customer satisfaction, between tangible and customer satisfaction, between reliability and customer satisfaction, between empathy and customer satisfaction, between responsiveness and customer satisfaction. The research revealed that each of the five theories proposed is correct. The correlation coefficient value for each independent variable were .689** for reliability, 753** for assurance, 814** for tangible, 814** for responsiveness and 825** for empathy. To conclude, this has managed to answer the research questions on "What is the relationship between Assurance, tangible, reliability, and empathy and responsiveness on service quality towards Airbnb customer satisfaction in Malaysia

CHAPTER 5

CONCLUSION

5.1 INTRODUCTION

Based on the results described in the preceding chapter, this chapter exposes the study's conclusions. According to the findings in the preceding chapter, this chapter discusses the study's objectives and hypotheses. The implications, limitations, and recommendations for future studies are also covered in this chapter, as it is the report's final chapter. Finally, the study's overarching conclusion summarised the chapter.

5.2 RECAPITULATION OF THE FINDINGS

5.2.1 ASSURANCE

RO1 : To examine the relationship between assurance and customer satisfaction on Airbnb service quality

RQ1 : What is the relationship between assurance and customer satisfaction on Airbnb service quality?

H1 : There is a significant positive relationship between assurance and customer satisfaction on Airbnb service quality.

Based on Pearson's Correlation analysis on Table 4.6.1 in previous chapter the Pearson's Correlation value (r -value) of assurance on customer satisfaction is high (0.689) whereby p-value is 0.000 ($p > 0.05$). This indicates that assurance is significant and positively related to customer revisit intention but is the second lowest among five variables. Although, the average mean score for assurance is the second lowest, reported at 5.6197. In order to persuade visitor to return, the respondents believed that the assurance of customer satisfaction at Airbnb must provide sufficient training to all of their staff to assure their integrity and believability.

The statement is supported by which emphasized that whether or not service providers have awareness and civility when delivering faith and self-belief services to their potential clients is regarded as assurance of service quality (Bharwana et al, 2013). If a service provider can successfully resolve and handle guest complaints and concerns, Airbnb will be able to achieve and maintain high levels of customer happiness as well as service quality (Mazumder & Hasan, 2014). There, customers can select whether or not to return to Airbnb because of the high-quality service provided by the staff. In conclusion, the premise that there is a link between assurance and consumer pleasure with Airbnb was accepted. As a result, the findings met the first study objective, provided an answer to the first research question, and provided complete support for the first research hypothesis.

5.2.2 TANGIBLE

RO2 : To examine the relationship between tangible and customer satisfaction on Airbnb service quality.

RQ2 : What is the relationship between tangible and customer satisfaction on Airbnb service quality?

H2 : There is a significant positive relationship between tangible and customer satisfaction on Airbnb service quality.

According to Pearson's Correlation analysis on Table 4.6.2 in the chapter before, it shows that the Person's Correlation value (r-value) of service quality is 0.812, indicating positive moderate relationship in determining customer satisfaction towards Airbnb in Klang Valley. Since the p-value is positively 0.05 (0.000), the relationship between tangible and customer satisfaction is significant which also supported the hypothesis of the study. On the other hand, the average mean for tangible is 5.7452.

Based on previous research done by Abdullah et al. (2017) tangibles refer to the cleanliness of the rooms, restaurants, and other locations, as well as the clean and proper uniforms worn by personnel, the use of disposable gloves, and so on. According to Eshetie, Seyoum, and Ali (2016), tangibility causes a negative gap between customer perceptions and expectations, resulting in a positive correlation with overall customer satisfaction and experiences. It's vital for the Airbnb industry to keep its "physical aspect" since it constantly produces a result that has a significant impact on customer happiness (Kang et al., 2004). Surprisingly, the findings were supported since the mean score are the highest between five variables for the atmosphere and equipment are comfortable and appropriate for purpose to stay (beds, chair, room, etc, comfortable, clean and tranquil) (5.8521). It made researchers realized that the tangibility is key element to service quality to Airbnb business to success. This is supported by Anwar & Balcioglu (2013) tangibles are often utilised by service providers to reinforce their

reputation, establish consistency, and express quality to clients, most firms integrate tangibles with other tangibles to create a company-wide service quality strategy. As a result, the findings met the second study objective, addressed the second research question, and backed up the second research hypothesis completely.

5.2.3 RELIABILITY

RO3 : To examine the relationship between reliability and customer satisfaction on Airbnb service quality.

RQ3 : What is the relationship between reliability and customer satisfaction on Airbnb service quality?

H3 : There is a significant positive relationship between reliability and customer satisfaction on Airbnb service quality.

Referring to Person's Correlation analysis in the previous chapter, Table 4.6.3, the Person's Correlation value (r-value) reported at 0.689, which indicates positive moderate relationship. Meanwhile, the p-value is above 0.05 (0.000), therefore it shows a significant relationship between environment and customer revisit intention. Hence, the hypothesis is accepted.

The average mean score for reliability is 5.5353 with the item "The hotel keeps customers informed of the performance of service." scored the lowest at 5.4411. Reliability must modify Airbnb policies to ensure that service providers can consistently offer the promised service to potential clients when visiting Airbnb (Wang'ombe & Ngige, 2016). If the service providers can give accurate information that satisfies the

customer's expectations, the customer is more likely to rate the service quality as outstanding, which helps Airbnb's overall impression (Gunarathne, 2014). In truth, customer satisfaction is linked to reliability because it is an effective technique to increase client happiness when service providers consistently give suitable answers (Eshetie et al., 2016). According to Hameed and Anwar (2018), meeting client demands on time is the key to success. As a result, the findings met the third research objective, answered the third research question, and provided complete support for the third research hypothesis.

5.2.4 EMPATHY

RO1 : To examine the relationship between empathy and customer satisfaction on Airbnb service quality

RQ1 : What is the relationship between empathy and customer satisfaction on Airbnb service quality?

H1 : There is a significant positive relationship between empathy and customer satisfaction on Airbnb service quality.

Referring to Person's Correlation analysis in the previous chapter, Table 4.6.4, the Person's Correlation value (r-value) reported at 0.825, which indicates positive moderate relationship determining customer satisfaction towards Airbnb in Klang Valley. Meanwhile, the p-value is below 0.05 (0.000), therefore it shows a significant relationship between environment and customer revisit intention. Hence, the hypothesis is accepted. On the other hand, the average mean for service quality is 5.6400.

According to MM Kobiruzzaman (2015) Empathy is paying close attention to consumers in order to provide compassionate and distinctive service. The accessibility, communication, and understanding the clients are three different components of empathy in service quality (Lovelock & Wirtz, 2011). Accessibility in the Airbnb sector refers to an Airbnb's capacity to ensure that potential customers may easily reach out to service providers via phone and email. On the other hand, communication focuses on whether service providers can perceive the customers' problem and exhibit concern in order to effectively suggest a suitable solution to the problems.

5.2.5 RESPONSIVENESS

RO1 : To examine the relationship between responsiveness and customer satisfaction on Airbnb service quality

RQ1 : What is the relationship between responsiveness and customer satisfaction on Airbnb service quality?

H1 : There is a significant positive relationship between responsiveness and customer satisfaction on Airbnb service quality.

Referring to Person's Correlation analysis in the previous chapter, Table 4.6.5, the Person's Correlation value (r-value) reported at 0.814, which indicates positive moderate relationship determining customer satisfaction towards Airbnb in Klang Valley. Meanwhile, the p-value is below 0.05 (0.000), therefore it shows a significant relationship between environment and customer revisit intention. Hence, the hypothesis is accepted. On the other hand, the average mean for service quality is 57715.

The responsiveness of a service provider to rapidly assist its potential customers demonstrates responsiveness of service quality (Alhkami & Alarussi, 2016). It is an important factor that will have a direct negative impact on customer satisfaction because most customers prefer quick service over sluggish service (Virgillito, 2016). In general, responsiveness focuses on how service providers enable customers' complaints and problems to be resolved quickly (Chamber, 2014). In the Airbnb industry, service providers should always be found and available in order to provide personalized or individualized attention to each guest as much as possible, they should also be required to have enough knowledge and abilities in order to provide relevant information to guests whenever they are needed. (Ahmad & Papastathopoulos, 2018).

5.3 IMPLICATIONS OF THE STUDY

The purpose of this study was to look at the impact of service quality on Airbnb customer satisfaction in Malaysia. Throughout this study, the researcher was study on the relationship between dependent variable which is the influence of service quality towards Airbnb customer satisfaction in Malaysia and independent variables which contain of assurances, tangible, empathy, responsiveness and reliability.

First and foremost, this research study provided all the important information especially on how assurance, tangible, reliability, empathy and responsiveness influence of service quality towards Airbnb customer satisfaction in Malaysia and new researcher that is related to this topic. This information will help the researcher to explore the influence of service quality towards Airbnb customer satisfaction in Malaysia.

Furthermore, when performing the research, this study allowed the new researcher to find crucial variables that have yet to be examined that can add to the influence of service quality on Airbnb customer satisfaction in Malaysia. From here, future researchers may be able to select research findings with a better likelihood of efficiency in this research area as a result of this study. Furthermore, by referring to this research work, a prospective researcher may develop instincts for conducting research. Meanwhile, this research article could serve as a guideline for future literature reviews.

Second, this study benefits the accommodation industry since it has provided insights to the industry on determinants of customer satisfactions toward Airbnb in Malaysia. Airbnb operators can identify the influence of service quality towards Airbnb customer satisfaction by adapting to customer expectations of assurance, tangible, empathy, responsiveness and realibility at Airbnb. Therefore, Airbnb operators can make an in -depth study on service quality towards Airbnb customer satisfaction, especially in the future in order to perfectly meet the intention of the customer. Thus, the Airbnb accommodation industry can achieve a competitive advantage by making better decisions and can be profitable.

Thirdly, the analysis of these finding benefits the future customer that intent to get a good service quality from Airbnb. This study could also increase the knowledge and give information regarding the influence of service quality towards Airbnb customer satisfaction. This study provides the guidance to understand which determinants contributed to service quality towards Airbnb customer satisfaction by showing which elements to be considered when customer plan to revisit an Airbnb. From this research, the future customer will know what they want if stay on Airbnb since the element of customer satisfaction demonstrated in this research.

5.4 LIMITATION OF THE STUDY

This study, like any other, has restrictions that make it difficult for the researcher to complete it. This study has various flaws, one of which being the number of responders. Not everyone in Malaysia is eligible to participate in this study as a respondent who wants to answer questions or get questionnaires from researchers. Only individuals who have used Airbnb's service can respond. Furthermore, some respondents believe that answering questions from researchers is a waste of time. A few clients may also be unwilling to answer the questionnaire because they do not want the researcher to trespass on their privacy.

The researchers' ability to complete the survey as quickly as possible may be hampered by the attitudes of a few tourists here, as they will have to wait longer to get information from the respondents. This necessitated the researchers taking nearly a month to distribute the questionnaire and collect responses. Because targeted respondents' behaviours and replies are unpredictable, researchers must be very perceptive and know how to interact with them. However, because many clients or visitors gave their commitment extremely well, the procedure of receiving their response went smoothly.

Next limitation in this study is variable. This study is only focus on the three independent variables which are reliability factor, assurance factor, tangible factor, responsiveness factor, empathy factor and one dependent variable which is customer satisfaction on Airbnb service quality in Klang Valley. As in the hospitality sector, there are many factors that influence or interact with local tourists in the tourism consumer

behaviour of Malaysia. The others factors are also had relationship in this study as well. This was because of the limited resources and references for researcher to make a research based on other independent variables.

Furthermore, one of the study's shortcomings is the technique of data gathering. The researcher exclusively used an online survey to collect data in this study. This is due to the fact that the study respondents are local or international clients who have utilised Airbnb services in the Klang Valley, and the researcher is unable to collect data through interviews. When utilising online surveys, researchers have the problem of not being able to verify whether or not the information provided by respondents is accurate. Using online surveys will also take a long time for respondents to complete the questionnaire, causing the data collection process to be delayed.

The final limitation of this study is that this study is a quantitative study. This study only focuses on quantitative research so that there is no expansion of research. When there is no further study on this study especially in a qualitative study, other researchers could not find out more about the factors that influence the behavior of tourism users among local tourists in Malaysia. Other researchers could not understand better about this research.

5.5 RECOMMENDATION FOR FUTURE STUDY

Recommendations for further research in service quality Airbnb towards customer include a more representative which could be used as a decision-making tool for both hotel owners and Airbnb management. In addition, other rental platforms such as Agoda and Booking.com could be included in the study. Furthermore, the research

might be expanded upon by making clear comparisons with users of various forms of lodging. It would be interesting to compare the motivations of Airbnb consumers to those of competing options.

Airbnb is the largest network which rents private properties to tourists, future research could include hotels promoted through other social media platforms. Since this study only looked at distant hospitality, more research might be done on other sorts of Airbnb accommodations, such as on-site hospitality. Furthermore, future research in the hospitality industry on service quality, customer happiness, and loyalty might compare guests' experiences of Airbnb accommodations to their experiences of hotels. Next, future research might look into the perspectives of Airbnb hosts on service quality, customer happiness, and loyalty. Overall, future research could profit from these findings by broadening the scope of the nascent field of Airbnb research

Assurance of service quality is significant for every hotel business. Airbnb should ensure all its service providers are courteous and able to deliver the services which are precision and accuracy to their potential guests. According to Marić et al., (2016) the assurance will be often importantly defined by guests. Besides, the determinant of empathy should also be thoroughly considered by Airbnb to strengthen its customer satisfaction level. Hence, Airbnb is required to provide adequate customer personalized attention and figure out which type of quality services that the guests wish to obtain while staying in the hotel. In order to achieve high level of customer satisfaction, it is essential for Airbnb to provide appropriate training course for its service providers due to it can be known as an effective investment which can bring lots of benefits for hotel's future growth (Eshetie et al., 2016).

Generally, the results revealed that Airbnb enables to efficiently manage and control the reliability and responsiveness of service quality. In fact, Airbnb should be further developed its essential skills and knowledge to assure the customer satisfaction on the service quality, namely, reliability and responsiveness are regularly maintained or even performed the satisfaction level which is exceeding its current achievement.

5.6 SUMMARY

Conclusions from this chapter, the researcher must communicate the study's aims in respect to the challenges. The reliability, assurance, responsiveness, palpable, and empathy variables that affect customer satisfaction with Airbnb service quality in the Klang Valley are investigated in this study. The study's framework was created using the material that was reviewed. The researcher intends to look into the relationship between each independent variable element and the dependent variable. This study had 365 participants that took part in the online survey method. SPSS version 25 software was used to gather and analyse data using descriptive statistics, reliability analysis, and correlation analysis. From the results of the reliability analysis, the overall variable is an excellent positive. Therefore, the results shown are reliable and it is acceptable in this study.

Research is to find out the relationship between reliability, assurance, responsiveness, tangible, empathy, and affect customer satisfaction on Airbnb service. The results of the objective of the study which is to examine the relationship between reliability, assurance, responsiveness, tangible, and empathy affect customer satisfaction on Airbnb service quality received. Meanwhile, the results can be predicted about the

factors of reliability, assurance, responsiveness, tangible and empathy affect customer satisfaction on Airbnb service

REFERENCES

- Martin Terre Blanche, Martin J. Terre Blanche, Kevin Durrheim, Desmond Painter. (2020). *Research in Practice: Applied Methods for the Social Sciences*. Juta and Company Ltd.
- BA Fida, U Ahmed, Y Al-Balushi, D Singh . (2020). *SAGE Open, Impact of service quality on customer loyalty and customer satisfaction in islamic banks in the Sultanate of Oman*, 2-3.
- A Caruana, A. M. (2000). Service quality and satisfaction—the moderating role of value. *European Journal of Marketing* 34,11/12, 1-5.
- Abhishek Chauhan, Ankit Shukla, Pradeep Nego . (2018).). Safety and security measures adopted by the hotels and their impact on customer relationship management. *International Journal of Research-Granthaalayah*, 118-120.
- Anuar Jazira, Jusoff Kamaruzaman, Mahamed Ali Faliza, Saien Sairah, Madina Zetty, Khalid. (2011). Accessing hotel responsiveness towards guest's email query: cases in Malaysia. *World Applied Sciences Journal* 12, 1-2.
- Bayad Ali, Baban Jabbar Othman, Bayar Gardi, Shahla Ali Ahmed. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *International Journal of Engineering, Business and Management(IJEBM)*, 14-24.
- Bimal Thapa, Dr. D.H. Malini. (2017). Guest Reasons for Choosing Homestay Accommodation: An Overview of Recent Researchers. *Asia Pacific Journal of Research*, 169-172.
- Chrysa Agapitou, Anna Liana, Dimitrios Folinas, Aggeliki Konstantoglou. (2020). Airbnb Is Customers' Choice: Empirical Findings from a Surveys. *Sustainability*,12,6136, 1-9.

- Constantinos-Vasilios Priporas, Nikolaos Stylos, Lakshmi Narasimhan Vedanthachari, Pruit Santiwatana. (2017). Service quality, satisfaction, and customer loyalty in Airbnb accommodation in Thailand. *Int J Tourism Res.*, 1-5.
- Ferguson, G. (2021). *The importance of response time in the industry service*. Retrieved from <https://smallbusiness.chron.com/importance-response-time-service-industry-45132.html>
- Guestb.* (n.d.).
- Izyanti Awang Razli, Mohd Salahuddin Mohd Zahari, Salamiah A. Jamal. (2017). Airbnb: An Overview of a New Platform for Peer to Peer Accommodation in Malaysia. *Journal of Computational and Theoretical Nanoscience*, 1-4.
- Kai Ding, Wei Chong Choo, Keng Yap Ng, Siew Inn Ng. (2020). Employing structural topic modelling to explore perceived service quality attributes in Airbnb accommodation. *International Journal of Hospitality Management*, 1-4.
- Kevin Kam Fung So, Hyunsu Kim, and Haemoon Oh . (2020). What makes Airbnb experiences enjoyable? The effects of environmental stimuli on perceived enjoyment and repurchase intention. *Forthcoming in Journal of Travel Research*, 2-24.
- Kim Cocks, David Torgerson. (2012). Sample size calculations for pilot randomized trials: A confidence interval approach. *Journal of Clinical Epidemiology* 66(2), 197-200.
- Malkovich, J. (2021). *Airbnb and Empathy*. Retrieved from <https://www.servicedesignmaster.com/john-malkovich-is-a-service-designer-airbnb-and-empathy/>
- Ngozwana, N. (2018). Ethical Dilemmas in Qualitative Research Methodology: Researcher's Reflections. *International Journal of Educational Methodology Volume 4, Issue 1*, 20-25.
- Nguyen Hue Minh, Nguyen Thu Ha, Phan Chi Anh, Yoshiki Matsui . (2015). Service quality and customer satisfaction: A case study of hotel industry in Vietnam. *ABAC Journal Vol.34 No.3*, 55-58.

- Rafal Nagaj, Brigita Zuromskaite. (2020). Security Measures as a Factor in the Competitiveness of Accommodation Facilities. *Journal of Risk and Financial Management* , 2-11.
- Spencer E. Harpe, PharmD, PhD, MPH*. (2015). How to analyze Likert and other rating scale data. *Currents in Pharmacy Teaching and Learning* 7, 837-844.
- Timn Teubner, Florian Hawlitschek, David Damn. (2017). Price Determinants on Airbnb: How Reputation Pays Off in the Sharing Economy. *Journal of Self-Governance and Management Economics* 5(4), 54-66.
- Troy Lorde, Jadon Jacob, Quinn Weekes. (2018). Price-Setting Behavior in a Tourism Sharing Economy Accommodation Market: A Hedonic Price Analysis of Airbnb Hosts in the Caribbean. *Munich Personal RePEc Archive* , 1-27.
- UKEssays. (4 July, 2018). *Quality Assurance Systems in the Hotel Industry*. . Retrieved from <https://www.ukessays.com/essays/tourism/quality-assurance-systems-hotel-4699.php>
- Wei, Y. K. (2019). The Impact of Service Quality on Customer Satisfaction of a Hotel at Johor Bahru, Malaysia. *Journal of Arts & Social Sciences Vol 3, Issue 1* , 34-42.
- Wen, N. P. (2015). Guesthouse Customer Satisfaction Analysis Using Quantitative Kano Model. *Faculty of Cognitive Sciences and Human Development*, 1-24.
- Rohaizah Abd. Latifa, S. d. (2019). An Empirical Study on AIRBnB Accommodation Services and Customer Decision Making. *International Journal of Innovation, Creativity and Change*.
- Thoo Ai Chin, T. M. (2021). Enhancing Consumer Repurchase Intention towards Airbnb.
- Pantelic, V. (2017). Factors influencing hotel selection: Decision making process. *BBA (Hons.), International Hospitality Management*.
- Nikolaos Stylos, L. N. (2017). Service quality, satisfaction, and customer loyalty in Airbnb accommodation in Thailand. *International Journal of Tourism Research*, 693-704.

Mazlina Mahdzar, M. H. (2021). Factors Affecting Airbnb Booking Intention among. *Faculty of Hotel and Tourism Management*,.

Jadon Jacob, Q. W. (n.d.). Price-Setting Behavior in a Tourism Sharing Economy Accommodation Market: A Hedonic Price Analysis of AirBnB Hosts in the Caribbean. *University Library of Munich, Germany*.

Bayad Ali, B. G. (2021). Hotel Service Quality: The Impact of Service Quality on Customer Satisfaction in Hospitality. *Research Gate*.

APPENDIX**APPENDIX A****Sample of Questionnaire**

UNIVERSITI
MALAYSIA
KELANTAN

Questionnaire Sample**Research Title:**

The Influence of Service Quality towards Airbnb Customer Satisfaction in Klang Valley, Malaysia

Research Objectives:

To examine the relationship between reliability, tangible, empathy, assurance, responsiveness and customer satisfaction on Airbnb service quality.

Bachelor's Degree Candidate:

Muhammad Syazwan Bin Awang Hussin (H19a0325)

Norsabrina Binti Badrul Hisham (H19a0432)

Norsyafiqah Binti Nasarudin (H19a0442)

Norsyahira Binti Yahya (H19a0443)

We are years 3 undergraduate students from the University Malaysia Kelantan (UMK) conducting a survey on the SERVICE QUALITY AFFECT CUSTOMER SATISFACTION IN MALAYSIAN AIRBNB. This research is part of my final project

year (FYP). I assure you that your response will only be used for academic purpose and you identify will not be disclosed in any case. Your participation is deeply appreciated and your responses will be kept private.

Thank you for your time and cooperation.

Section A: Demographic Profile

Bahagian A: Profil Demografik

Please choose one answer and tick (✓) in the box provided for each question.

Sila pilih satu jawapan dan tandakan (✓) dalam kolom jawapan yang disediakan bagi setiap Soalan.

1 Gender

Jantina

<input type="checkbox"/>
<input type="checkbox"/>

Male
Lelaki

Female
Perempuan

2 Age

Umur

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Below 20 years old
Bawah 20 tahun

21-30

31-40

Above 41 years old
Atas 41 tahun

3 Race

Bangsa

<input type="checkbox"/>
<input type="checkbox"/>

Malay
Melayu

Chinese
Cina

Indian
India

Other
Lain – lain

4 Status

<input type="checkbox"/>	Student Pelajar
<input type="checkbox"/>	Employment Pekerja
<input type="checkbox"/>	Unemployment Penganggur

5 Income

Pendapatan

<input type="checkbox"/>	RM 1000 below
<input type="checkbox"/>	RM 1001- RM 2000
<input type="checkbox"/>	RM 2001- RM 3000

Section B: Determinants of Customer Satisfaction Service Quality Towards Airbnb in Klang Valley, Malaysia.

Bahagian B: Penentu pelanggan .

For each statement, indicate the extent to which you agree or disagree with it by selecting one number from the scale provided. Please circle (o) or tick (√) your rating for each statement by using the following criteria:

Untuk setiap kenyataan, tunjukkan sejauh mana anda bersetuju atau tidak bersetuju dengan bulatkan (o) atau (√) tandakan satu nombor dari skala yang disediakan. Sila lengkapkan respon anda untuk setiap kenyataan dan menilai tingkatannya dengan menggunakan kriteria berikut:



Strongly Disagree
Sangat Tidak Setuju

Strongly Agree
Sangat Setuju

FHPK

Section B (1) : Reliability

scale
(skala)

1. Staff of the hotel able to provide service as promised.

1 2 3 4 5 6 7

Kakitangan hotel mampu menyediakan perkhidmatan sebagai dijanjikan.

2. Staff of the hotel are dependable in handling customers' service problem.

1 2 3 4 5 6 7

Kakitangan hotel boleh dipercayai dalam menangani masalah perkhidmatan pelanggan

3. The hotel keeps customers informed of the performance of service.

1 2 3 4 5 6 7

Hotel sentiasa memaklumkan kepada pelanggan tentang prestasi perkhidmatan

4. The service providers enable to consistently deliver a promised to its potential guests while visiting the Airbnb.

1 2 3 4 5 6 7

Pembekal perkhidmatan membolehkan untuk menyampaikan janji yang dijanjikan kepada bakal tetamunya secara konsisten semasa melawat Airbnb

5. The service providers are trustworthy to provide relevant responses consistently.

1 2 3 4 5 6 7

Pembekal perkhidmatan boleh dipercayai untuk memberikan respons yang relevan secara konsisten

Section B (2) : Assurance

Scale
Skala
a

1. The property and its facilities have operating hours convenient to all their guest. Hartanah dan kemudahannya mempunyai waktu operasi yang mudah untuk semua tetamu mereka.	1 2 3 4 5 6 7
2. It is easy to access to the property (transportation, car parking area, etc). Ia mudah untuk mengakses hartanah (pengangkutan, tempat letak kereta, dll).	1 2 3 4 5 6 7
3. Staff at the Airbnb are consistently courteous and friendly with customer. Kakitangan di Airbnb sentiasa bersopan dan mesra dengan pelanggan.	1 2 3 4 5 6 7
4. Airbnb area providing a safe and secure place. Kawasan Airbnb menyediakan tempat yang selamat dan terjamin	1 2 3 4 5 6 7
5. The capability of service providers to provide and deliver the relevant and correct service within a promised way. Keupayaan penyedia perkhidmatan untuk menyediakan dan menyampaikan perkhidmatan yang relevan dan betul mengikut cara yang dijanjikan.	1 2 3 4 5 6 7

Section B (3) : Tangible

Scale
Skala

1. The atmosphere and equipment are comfortable and appropriate for purpose to stay (beds, chair, room, etc, comfortable, clean and tranquil) Suasana dan peralatan selesa dan sesuai untuk tujuan menginap (katil, kerusi, bilik, dll, selesa, bersih dan tenang)	1 2 3 4 5 6 7
---	---------------

- | | |
|--|---------------|
| 2. The equipment of the property works properly without causing breakdowns.
Peralatan harta itu berfungsi dengan baik tanpa menyebabkan kerosakan | 1 2 3 4 5 6 7 |
| 3. The Airbnb host provides the services.
Hos Airbnb menyediakan perkhidmatan tersebut. | 1 2 3 4 5 6 7 |
| 4. The Airbnb host provides the services at the time it promises to do so.
Hos Airbnb menyediakan perkhidmatan pada masa yang dijanjikan untuk berbuat demikian. | 1 2 3 4 5 6 7 |
| 5. Food and beverage served are hygienic, adequate and sufficient. (Soap, shampoo, towel, etc)
Makanan dan minuman yang dihidangkan adalah bersih, mencukupi dan mencukupi. (sabun, syampu, tuala, dll) | 1 2 3 4 5 6 7 |

Section B (4) : Responsiveness

Scale
Skala

- | | |
|--|---------------|
| 1. Staff at the Airbnb are ready to respond to customers' requests.
Kakitangan di Airbnb bersedia untuk menjawab permintaan pelanggan | 1 2 3 4 5 6 7 |
| 2. Staff at the Airbnb are always willing to help customers.
Kakitangan di Airbnb sentiasa bersedia membantu pelanggan | 1 2 3 4 5 6 7 |

- | | | | | | | | |
|--|---|---|---|---|---|---|---|
| 3. Staff is never being too busy to respond customer queries.
Kakitangan tidak pernah terlalu sibuk untuk menjawab pertanyaan pelanggan | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. Staff treat all customers equally regardless of whether they know someone in the Airbnb.
Kakitangan melayan semua pelanggan secara sama rata tanpa mengira sama ada mereka mengenali seseorang dalam Airbnb. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Does your service provider is willing to resolve your complaint?
Adakah pembekal perkhidmatan anda bersedia untuk menyelesaikan aduan anda? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Section B (5) : Empathy

- | | Scale
Skala | | | | | | |
|---|------------------------------|---|---|---|---|---|---|
| 1. The Airbnb gives its customers individualized attention.
Airbnb memberikan perhatian individu kepada pelanggannya | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Staff of the Airbnb understand the specific needs of themcustomers.
Kakitangan Airbnb memahami keperluan khusus pelanggan mereka. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Staff of the Airbnb have customers' best interest at heart. Kakitangan Airbnb mengutamakan minat terbaik pelanggan | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

4. Staff understand customer need or try to understand it. 1 2 3 4 5 6 7
Kakitangan memahami keperluan pelanggan atau cuba memahaminya.

5. Staff is very cooperative to provide customer the request service. 1 2 3 4 5 6 7
Kakitangan sangat bekerjasama untuk menyediakan perkhidmatan permintaan kepada pelanggan

Section C : Customer Satisfaction

Scale

Skala

1. Your overall experience as a guest? 1 2 3 4 5 6 7
Pengalaman keseluruhan anda sebagai tetamu?

2. Customer satisfaction refers to a person's satisfaction with a product, a service, or a supplier. 1 2 3 4 5 6 7
Kepuasan pelanggan merujuk kepada kepuasan seseorang terhadap produk, perkhidmatan atau pembekal.

3. Service quality is an important element of customer satisfaction. 1 2 3 4 5 6 7
Kualiti perkhidmatan adalah elemen penting dalam kepuasan pelanggan.

<p>4. Customer satisfaction is taken as a yardstick for measuring the quality of service and providing excellentCustomer service that decides the effectiveness of service delivery process. Kepuasan pelanggan diambil sebagai kayu ukur untuk mengukur kualiti perkhidmatan dan memberikan perkhidmatan pelanggan yang cemerlang yang menentukan keberkesanan proses penyampaian perkhidmatan</p>	<p>1 2 3 4 5 6 7</p>
<p>5. Customer satisfaction has significant implications for the economic performance of firms. Kepuasan pelanggan mempunyai implikasi yang signifikan terhadap prestasi ekonomi firma.</p>	<p>1 2 3 4 5 6 7</p>