Customer Satisfaction and Level of Motivation Among Airbnb Consumers in Makati City, Philippines

Ryan Joseph Calinao, Andrea M. Alcantara, and Lyre Iris L. Bermejo
ryanjoseph.calinao@lpulaguna.edu.ph
Lyceum of the Philippines – Laguna

ABSTRACT

Travelling, which does not involve costly arrangements and accommodation, has become a frequent mission of travelers. As a result, there has been a rise of online platforms that enables them to do so, one of them is Airbnb. It is an intermediary online marketplace facilitating bookings of accommodation between guests, the travelers who book the accommodation, and hosts—room providers posting pictures of vacant accommodations on the Airbnb website. Online hospitality services provider, Airbnb, currently has a network of around 32,000 homes in the Philippines located in Makati City, Cebu, Palawan, and Boracay. This study was conducted to gain a better understanding of the satisfaction and level of motivation of consumers towards Airbnb's accommodation in Makati City through assessing the significant relationship when measured in terms of demographic profile of the respondents and different factors such as pricing, location, authentic experience, uniqueness of unit, ease of booking, and size of accommodation. This research utilized a descriptive method and a quantitative approach. Based on the findings, there is a high level of motivation and customer satisfaction among consumers of Airbnb. The results showed that demographic profile does not affect customer satisfaction and level of motivation. However, a significant relationship was found between the latter two. This research helps broaden the vision of the students, professionals, and officers under the hospitality industry to have a better understanding of Airbnb. It may also offer valuable marketing insights for Airbnb, its hosts, and competing accommodation firms through highlighting more general characteristics of consumer preferences and behavior.

Keywords: *Airbnb, customer satisfaction, Makati City*

INTRODUCTION

Creating their own itineraries and tour plans which do not involve high cost accommodations and booking arrangements, has now become the goal of travelers. As a result, there has been a rise of online services that enable them to do so. A multitude of online services based on the sharing economy have emerged over the last few years. These businesses are involved in renting or sharing accommodation, different facilities, and activities. Through the use of these online services, a traveler can choose from a variety of options and book their desired accommodation type in their chosen destination, with the price value that they can afford. One of the most prominent online platforms to emerge from the sharing economy is Airbnb.

Airbnb, founded in 2008, is an intermediary online marketplace that facilitates bookings of accommodation between the guests, the travelers who book the accommodation, and the hosts who post pictures of vacant accommodations on the Airbnb website (Euromonitor International, 2015). Airbnb has gained immediate popularity across the world. In 2014, Stephany (2015) indicated that Airbnb became the world's leading and biggest lodging provider in terms of the number of beds. A large percentage of travelers started taking notice of the website. Since then, the amount of registered properties on Airbnb globally has dramatically increased. There are now three million plus listings, in sixty-five thousand cities, and a hundred and ninety-one countries around the world. Over a hundred and fifty million guests have booked in Airbnb since it was established (Airbnb, 2017).

A report made by Airbnb Southeast Asia revealed that the Philippines is the fastest growing consumer market across Asia (Pillas, 2015). Filipinos are very willing to list their properties in Airbnb

and are willing to host guests at their own houses. Majority of these listings mentioned were from Manila, Tagaytay, Baguio, Boracay, Cebu, and Davao, which are usually the places that are popular to tourists. Kicker Daily News (2015) stated that the number of Airbnb users in the Philippines is projected to increase by 300 percent every year. In the Philippines, Airbnb currently has a network of around 32,000 homes located in Makati City, Cebu, Palawan, and Boracay (Francia, 2018).

Makati City is the Philippines' premier business district. It is one of the top highly urbanized areas in the country which demands a high cost of living with its large concentration of commercial and residential areas. Makati City has the highest cost of living in the Philippines based on a survey conducted by Numbeo, an international research group. As of April 2018, Makati City's cost of living index was 53.24 points (Badilla, 2018). The high cost of living (due to hikes in transportation, commercial, and housing fees), and low wages have urged many Filipinos to avail shared services in order to cut costs (Xentral Hub, 2017). According to Airdna (2019), Makati City has a large number of Airbnb rentals in the country posted on the website.

The number of people who have joined Airbnb has been significantly increasing over the years; it is quite interesting to understand the consumers' motivation and satisfaction pertaining to Airbnb. The researchers conducted this study to gain a better understanding of the satisfaction and levels of motivation of consumers towards Airbnb accommodation. This study focused on travelers who chose Airbnb as their accommodation during their stay in Makati City, Philippines.

This research was designed for the benefit of providing information as well as broadening the vision of students, professionals, and officers under the hospitality industry to have a better understanding towards Airbnb. As there are limited studies about Airbnb in the Philippines, this research may help the government gain information and better understanding of the motivations of travelers in choosing Airbnb accommodation in terms of developing local policies and regulations regarding the online platform in the future. Moreover, this research may also propose valuable marketing perceptions for Airbnb, its hosts, and competing lodging, and may also focus other general characteristics of consumer preferences and behavior.
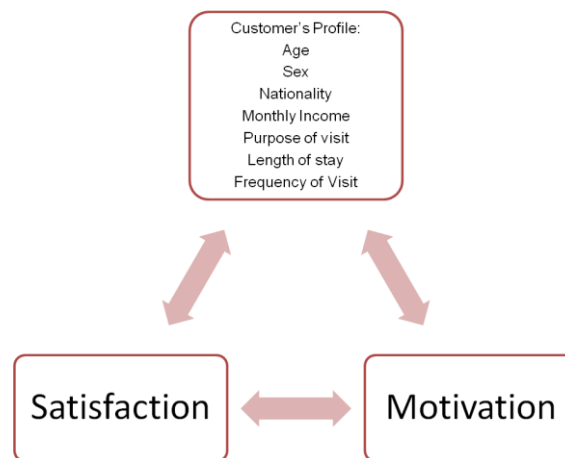
Conceptual framework

Figure 1. Conceptual framework

This figure illustrates the three variables of the study which are the costumers' profile, their satisfaction, and the motivational factors that influenced them to be satisfied towards Airbnb accommodation. The costumers' profile, which is the independent variable, consists of age, sex, nationality, monthly income, purpose of visit, length of stay, and frequency of visit. The other two variables, which are

the dependent variables, are the level of satisfaction and the motivational factors that influenced customers' behavior which consists of pricing, location, authentic experience, uniqueness of unit, ease of booking, and size of accommodation. The relationship between the costumers' profile, customer satisfaction, and level of motivation is symbolized by the arrows connecting the three given variables.

Objectives of the study

The purpose of this study is to assess customer satisfaction which affects levels of motivation towards Airbnb. Specifically, it aims, to: (1) exhibit the demographic profile of the respondents in terms of age, sex, nationality, monthly income, purpose of visit, length of stay, and frequency of visit; (2) understand customers' satisfaction in terms of pricing, location, authentic experience, uniqueness of unit, ease of booking, size accommodation; (3) identify the motivational factors that influenced customers' satisfaction towards Airbnb accommodation by pricing, location, authentic experience, uniqueness of unit, ease of booking, size accommodation; and (4) determine if there is a significant relationship between customer satisfaction and level of motivation when respondents are grouped according to their profiles.

METHODOLOGY

The researchers used a descriptive method to evaluate the respondents' demographic profile—age, sex, nationality, monthly income, purpose of visit, length of stay, and frequency of visit. Descriptive method is a scientific method that includes observing and describing the behavior of a subject without influencing it in any way. It is useful when measuring a large number of samples because it provides accurate results. The quantitative research strategy has been applied to the survey questionnaire to evaluate the motivational factors and consumers' satisfaction towards Airbnb in Makati City, Philippines.

Airbnb users in Makati City, Philippines, for the last 12 months, were the respondents of this study. Bounded by limitations, the researchers applied non-random sampling technique. Non-probability sampling is not a result of a randomized selection processes. A non-probability sample usually includes subjects that are selected based on the accessibility or by the purposive personal judgment of the researchers. The researchers utilized G-Power method to determine the sample size. The resulted sample size was 150 respondents from the Airbnb users in Makati City with effect size of 0.30, alpha error of 10 percent, and power of 0.90.

The researchers used an adapted survey questionnaire, from the study: *Factors influencing satisfaction on Airbnb* by Ramirez and Songcaya (2018) as the primary data gathering instrument. The survey questionnaire is composed of two parts. The first part of the questionnaire contains the demographic profile of the respondents, which includes age, sex, nationality, monthly income, purpose of visit, length of stay, and frequency of visit. The second part is composed of the survey proper, the customers' satisfaction and level of motivation towards Airbnb accommodation. The survey questionnaire that the researchers adapted has been subjected to validation and has ensured its consistency and validity in which the Cronbach's alpha result is 0.975. The general rule of thumb is that a Cronbach's alpha of 0.90 and above is excellent or strong indicating a greater internal consistency and ultimately reliability.

A Google form was used in order to make an online survey questionnaire. Individuals, who had used Airbnb in Makati City, Philippines during the past 12 months, were asked to answer the online survey. Respondents should have been significantly involved in the decision to pick Airbnb accommodation to be able to participate in the survey. Since the Airbnb industry has just started, it is still not known by many, and has not been broadly studied. The preferred respondents displayed several characteristics of a "hard-to-reach" population. An online non-random sampling approach, therefore, was believed necessary.

The researchers provided the respondents an informed consent which explains the nature and purpose of research as well as the guidelines in conducting the study in order for the respondents to be well-informed that their information and expressed opinions would be kept confidential and this study

would not harm them. The researchers need to conform with ethical standards so the community would support and believe the study. The public needs to be secured that the researchers will follow the correct rules and guidelines for matters such as compliance with the law, human rights, conflicts of interest, animal welfare, health standards, security, and so on.

Different statistical methods were utilized to analyze the gathered data. The demographic profile according to the respondents' age, sex, nationality, monthly income, purpose of visit, length of stay, and frequency of visit were classified using frequency and percentage. Weighted mean was used in Likert Scale to determine the consumers' satisfaction and level of motivation towards Airbnb accommodation. The Likert Scale is a four-point scale which is used to allow the respondents to express satisfaction or dissatisfaction towards a particular statement. Furthermore, Pearson's Correlation was used to understand whether there is an association between the respondents' satisfaction and levels of motivation when grouped according to their profiles. The Pearson Product-Moment Correlation Coefficient, or simply Pearson Correlation or Pearson's Correlation, is the most widely used correlation statistic which measures the strong point and direction of relationship that is present between two constant variables.

RESULTS AND DISCUSSION

Overall, respondents were satisfied with pricing. Consumers are most satisfied with the price of accommodation. Airbnb offers bed space, a single room, a whole unit, and even a whole house. This allows guests to choose accommodations that best suit their budget. In this study, the demographic profiles of the respondents showed that majority of them are 25 to 34 years old, known as the millennials. They cover a huge segment of the working class, which makes them the most financially capable generation. Millennials, however, do not just spend their money; they spend it wisely by personalizing or overlooking their travel itineraries. On the other hand, the respondents were least satisfied by the discounts offered in Airbnb. Discounts are often given by Airbnb during the first purchase, but for the following bookings, discounts are not guaranteed anymore. Millennials always look for discounts and coupons as they seek the best value for their money.

Table 1.   Satisfaction in terms of price

Price	Weighted Mean	Verbal Interpretation
Price of the accommodation	3.34	Satisfied
Reasonability of the price	3.27	Satisfied
Inclusions of the price	3.24	Satisfied
Negotiability of the price	3.09	Satisfied
Discounts	3.05	Satisfied
Composite Mean	3.20	Satisfied

Legend: 3.50 – 4.00 = Very Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Dissatisfied; 1.00 – 1.49 = Very Dissatisfied

Results show that respondents were overall satisfied with location. They were most satisfied with Airbnb's cleanliness. Like situations in hotels, one cannot sell a room that is not clean. It is very surprising that Airbnb hosts managed to achieve a high level of satisfaction for this factor even without having a housekeeping department like other lodging establishments. The respondents were also satisfied by the accessibility of the location, the lowest out of all the indicators. A number of reports indicated that approximately 80 percent of guests use Airbnb, for it is more convenient than traditional places. The second most strongly agreed motivation to choose Airbnb was location. Airbnb accommodations are mostly located near city centers or tourist destinations. In Makati City's case, where most of the Airbnb accommodations are located at condominium buildings, what make it accessible are the parking slots, elevators, and the very short distance to the malls and the business district.

Table 2.   Satisfaction in terms of location

Location	Weighted Mean	Verbal Interpretation
Cleanliness	3.43	Satisfied
Safety	3.42	Satisfied
Space of the room	3.32	Satisfied
Strict Ordinance	3.29	Satisfied
Accessible	3.28	Satisfied
Composite Mean	3.35	Satisfied

Legend: 3.50 – 4.00 = Very Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Dissatisfied; 1.00 – 1.49 = Very Dissatisfied

Overall, the respondents' need for authentic experience was satisfied. Most of them were satisfied with the home experience they had during their stay. Airbnb makes tourists feel that they are not away from home. The most comfortable place for everyone is their own homes. Given the chance to live in a "home" away from their real homes gives guests a different kind of experience. Airbnb has exceptionally used this simple yet powerful idea of using the power of travel to help people break barriers through the platform. Even so, the respondents were also satisfied in terms of the experience of living like a local. By staying at an Airbnb accommodation guest room, people were able to interact with the local community and live according to their patterns of living. Airbnb users seek unique experiences in their destination, at the same time, they appreciate doing things that locals do. This is more applicable to foreign visitors than Filipino visitors. Local guests may not be seeking for cultural experiences while staying at Airbnb, unlike foreign guests.

Table 3.   Satisfaction in terms of authentic experience

Authentic Experience	Weighted Mean	Verbal Interpretation
Home experience	3.47	Satisfied
Hospitality of the owner/ attendant	3.42	Satisfied
The ambiance	3.41	Satisfied
The environment	3.36	Satisfied
Experience of living like a local	3.32	Satisfied
Composite Mean	3.40	Satisfied

Legend: 3.50 – 4.00 = Very Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Dissatisfied; 1.00 – 1.49 = Very Dissatisfied

As shown in the results, the respondents were overall satisfied with the uniqueness of units. Most of the respondents were satisfied with the interior design of Airbnb accommodations, the highest among all the indicators. Since most of the respondents are females who are 25 to 34 years old, everything right now should be *Instagrammable* or in other words, worth posting in social media. Airbnb owners might have caught up with the trend, so they were able to fully enhance their accommodation in terms of interior design for business purposes. This impression created by multimedia gives guests high expectations. The respondents are least satisfied with the Wi-Fi connection. Millennials have a more positive view regarding the effect of technology on their lives than any other generation.

Table 4.   Satisfaction in terms of uniqueness of unit

Uniqueness of Unit	Weighted Mean	Verbal Interpretation
Interior design	3.31	Satisfied
Wall decoration	3.26	Satisfied
Exterior design	3.17	Satisfied
Washing area	3.13	Satisfied
Wi-Fi	3.11	Satisfied
Composite Mean	3.20	Satisfied

Legend: 3.50 – 4.00 = Very Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Dissatisfied; 1.00 – 1.49 = Very Dissatisfied

The respondents were overall satisfied with the booking process. The respondents were satisfied with the accuracy of reservation in Airbnb. Peer-to-peer marketplaces like Airbnb implement many features, including payment processing, messaging, reputation, and search. Airbnb users can choose their ideal places to stay depending on their needs by managing filters and sorting various amenities. This helps the guest find the accurate room that suits their taste and lifestyle. Nevertheless, the respondents are also satisfied by the completeness of the information from the owner, the lowest among the indicators. Hosts to guests are totally unidentified, and vice versa. In order to increase the level of trust, Airbnb deals with information and social interaction. This interpersonal relationship that users unconsciously enter into with Airbnb hosts while transacting, helps to use intention through psychological attachment to both sides, resulting in optimistic belief in the object. In relation to this, for millennial sharing economy consumers, an efficient review system enables both companies to make an informed assessment about a single provider and trust the operation of a complete platform.

Table 5. Satisfaction in terms of ease of booking

Ease of booking	Weighted Mean	Verbal Interpretation
Accuracy of your reservation	3.49	Satisfied
Response of the owner	3.47	Satisfied
Listings of accommodations	3.43	Satisfied
Payment mode	3.41	Satisfied
Completeness of the information from the owner	3.37	Satisfied
Composite Mean	3.43	Satisfied

Legend: 3.50 – 4.00 = Very Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Dissatisfied; 1.00 – 1.49 = Very Dissatisfied

Overall, the respondents' need for space of accommodation was satisfied. Most of the respondents were satisfied with the bedrooms, as well as the space of the room which both ranked the highest out of all the indicators. In the decision making of Airbnb guests, physical attributes may play a decisive role. Airbnb guests showed a greater focus on space, according to the results of their study. Then again, the respondents were also satisfied by the parking lot, the lowest out of all the indicators.

Table 6. Satisfaction in terms of size of accommodation

Size of Accommodation	Weighted Mean	Verbal Interpretation
Bedrooms	3.29	Satisfied
Space of the room	3.29	Satisfied
Bathroom	3.20	Satisfied
Dining area	3.20	Satisfied
Parking lot	3.06	Satisfied
Composite Mean	3.21	Satisfied

Legend: 3.50 – 4.00 = Very Satisfied; 2.50 – 3.49 = Satisfied; 1.50 – 2.49 = Dissatisfied; 1.00 – 1.49 = Very Dissatisfied

Motivational factors that influence customer satisfaction
The data indicates that customers *agree* that price is one of the factors that has influenced their satisfaction towards Airbnb. It is clear that majority of the guests *agree* that the price offered by hosts of Airbnb suits their budget. As mentioned, most of the respondents are millennials who have above average paying jobs. Through saving money or learning something new, millennials want to achieve value from their trips. The respondents least *agree* with the statement that the price offered by Airbnb makes them want to book an accommodation. Price is one of the main factors in the choice of accommodation; many articles insist that Airbnb's low price seem to be an important attraction in consumer purchasing decision. Leisure tourists, like most respondents, might have decided to spend less on accommodation and more on travel and food expenses through booking on Airbnb. In comparison with hotels, competitive pricing is

offered by Airbnb hosts since fixed rent and electricity costs are already covered for private residences due to minimal cost of labor; the fact that income from Airbnb is usually extra revenue and that stays are usually not taxed.

Table 7. Motivational factors in terms of price

Price	Weighted Mean	Verbal Interpretation
The price offered by the host of Airbnb suits my budget.	3.39	Agree
The price meets the standard of services and facilities.	3.38	Agree
I first consider the price if it is cheap before booking an accommodation in Airbnb.	3.36	Agree
Accommodation in Airbnb is cheaper than in a hotel.	3.35	Agree
The price they offer makes me book an accommodation in Airbnb.	3.32	Agree
Composite Mean	3.36	Agree

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

The composite mean indicates that customers *agree* to location as one of the factors that has influenced their satisfaction towards Airbnb. The findings reveal that most of the respondents *agree* that the location offered by Airbnb is safe, and at the same time, accessible to tourist destinations. Being the business center of the country, Makati has the best hangout places for both locals and foreigners. This led to naming Airbnb as the best choice of accommodation for leisure travelers. The Airbnb accommodations that they booked are mostly condominium units, where regulations and policies are strictly implied. This might have assured guests that they will enjoy a nice and safe stay at their rented place. Interestingly, there are two indicators which got the lowest weighted mean. These indicators state that Airbnb gives enough information about the location and that the given location suits their preferences.

Table 8. Motivational factors in terms of location

Location	Weighted Mean	Verbal Interpretation
The location offered by Airbnb is safe.	3.33	Agree
The location that Airbnb offers is accessible to tourist destinations.	3.33	Agree
The location that Airbnb offers is near convenience stores, clinics, and other establishments.	3.32	Agree
Airbnb gives enough information about the location.	3.31	Agree
The location offered by Airbnb suits my preferences.	3.31	Agree
Composite Mean	3.32	Agree

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

As shown by the results, the customers *agree* to authentic experience as one of the factors that has influenced their satisfaction towards Airbnb. As interpreted in the data, a large number of respondents *agree* that the host or house attendant is very hospitable and accommodating. The results of this study show that most of those who booked Airbnb accommodation in Makati are Filipinos. These respondents are comfortable staying in fellow Filipinos' houses because they are all known to be hospitable. This trait increases visitor's probability of choosing Airbnb, for there would be lack of uncertainty with the host's service and personality. A large number of respondents also *agree* that they selected Airbnb to gain a local experience that they could share with their family or friends, being the least out of all the indicators. The hospitality of Filipinos is exceptional; majority of the Filipino respondents know this. Choosing Filipino as their host is a very wise decision.

Table 9.   Motivational factors in terms of authentic experience

Authentic Experience	Weighted Mean	Verbal Interpretation
Host/house attendant is very hospitable and accommodating.	3.39	Agree
The place is clean and organized.	3.37	Agree
The price is appropriate to unwind and bond with my friends/family.	3.29	Agree
The place provides enough amenities to everyone.	3.27	Agree
I chose Airbnb to have a local experience that I could share with my friends/family.	3.23	Agree
Composite Mean	3.31	Agree

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

The result indicates that customers *agree* with uniqueness of unit as one of the factors that has influenced their satisfaction towards Airbnb. The findings demonstrate that most of the respondents *agree* that the house is complete with amenities like TV, Wi-Fi, cooking utensils, grill, stove, refrigerator, microwave, knives, chopping board, and others, the indicator with the highest weighted mean. This factor was proven to be important to most of the female respondents. Females are more inclined to stay at home and Airbnb also offers entire homes that guests can rent out. It basically has everything, even a home. A great number of respondents also *agree* that the place has a spacious garden, this received the lowest weighted mean out of all the indicators. Millennial leisure travelers greatly appreciate additional amenities such as garden, gym, swimming pool, and others. A lot of Airbnb accommodations has a unique preposition related to this.

Table 10. Motivational Factors in terms of uniqueness of unit

Uniqueness of Unit	Weighted Mean	Verbal Interpretation
Complete amenities like TV, Wi-Fi, cooking utensils, grill, stove, refrigerator, microwave, knives, chopping board, etc. are available.	3.25	Agree
The place is stylish and equipped with complete amenities.	3.24	Agree
The place has earth colors that make it attractive.	3.11	Agree
The place has a lot of storage.	3.10	Agree
The place has a spacious garden.	2.57	Agree
Composite Mean	3.05	Agree

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

The composite mean indicates that the customers *agree* with ease of booking as one of the factors that has influenced their satisfaction towards Airbnb. It suggests that the respondents *strongly agree* that the online mobile application and website made their booking process easier. The millennial generation, who composed most of the respondents of this study, is too familiar with technology and online buying. Most respondents also *agree* with the statement that the information and details about the accommodation were given and presented well. From the demographic results of the study, it could be interpreted that females are the ones in charge of booking accommodations for their travel. In terms of information search behavior, women are more sensitive to information and message details, and they are more likely to handle information fully and thoroughly.

Table 11. Motivational factors in terms of ease of booking

Ease of Booking	Weighted Mean	Verbal Interpretation
Online mobile application and website make booking easier.	3.51	Strongly Agree
The process of reservation is made easy just by clicking and choosing my preferences on the given choices.	3.48	Agree
The step-by-step procedure on how to book in Airbnb through mobile application is clear and easily understandable.	3.47	Agree
Personal account is safe and secured in Airbnb.	3.45	Agree
The information and details about the accommodation are given and presented well in the application and website.	3.43	Agree
Composite Mean	3.47	Agree

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Results show that the customers *agree* to size of accommodation as one of the factors that has influenced their satisfaction towards Airbnb. The respondents *agree* that the accommodation has enough space for everyone, which ranked the highest among other indicators. Leisure travelers usually travel in large groups. Airbnb has given them the opportunity to book an entire house or an entire apartment for a trip on a very low price. This kind of deal is hard to find especially in traditional lodging accommodations like hotel. The respondents also *agree* that the place has an extra bathroom, which ranked the lowest among other indicators. Majority of the respondents may have booked an entire apartment or an entire house, and the results show that they have fully enjoyed their time using the different facilities and amenities.

Table 12. Motivational factors in terms of size of accommodation

Size of Accommodation	Weighted Mean	Verbal Interpretation
Accommodation has enough space for everyone.	3.31	Agree
There is the availability of all the essentials needed for a barkada/family getaway.	3.26	Agree
Facilities have enough space for a perfect getaway for a barkada/family.	3.19	Agree
The place has an oversized couch or sofa fit for anyone.	2.94	Agree
The place has extra bathroom.	2.67	Agree
Composite Mean	3.07	Agree

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree

Significant relationship between demographic profile and satisfaction

Data reveals that there is a significant relationship between the respondents' sex and their satisfaction in terms of the price of Airbnb accommodation. This implies that the satisfaction of Airbnb guests concerning the price of an Airbnb unit depends on their sex. From the demographic results of the study, it could be interpreted that females are in charge of booking accommodations for their travel. They tend to be very sensitive to details, whenever someone purchases a product or service. Aside from that, they have this nature of planning and putting things in order, so they tend to be observant of factors affecting their decisions. When searching accommodation online, females set price as their top priority which puts Airbnb at an advantage, for it offers a lower price than traditional lodging businesses. This provides evidence that satisfaction of guests towards the price is connected to their sex. However, there is no significant relationship between the other demographic profile of the respondents and their satisfaction in terms of the price of Airbnb accommodation. This denotes that the satisfaction of Airbnb guests, when it comes to price, does not have a direct relationship with their demographic profile in terms of the age, nationality, monthly income, purpose of visit, length of stay, and frequency of visit.

Table 13. Significant relationship between demographic profile and satisfaction in terms of price

Demographic Profile	Correlation Coefficient	p-value	Verbal Interpretation
Age	0.04	0.61	Not Significant
Sex	-0.17	0.03	Significant
Nationality	0.11	0.18	Not Significant
Monthly Income	-0.11	0.18	Not Significant
Purpose of Visit	-0.02	0.85	Not Significant
Length of Stay	0.15	0.06	Not Significant
Frequency of Visit	0.00	1.00	Not Significant

Legend: Significant at p-value < 0.05

Moreover, the results indicate that there is no significant relationship between the respondents' demographic profile and their satisfaction with regard to Airbnb accommodation's location, authentic experience, uniqueness of unit, ease of booking, and size of accommodation. This conveys that the satisfaction of Airbnb guests concerning location, authentic experience, uniqueness of unit, ease of booking, and size of accommodation is not influenced by their demographic profile.

Significant relationship between demographic profile and motivational factors

There is a significant relationship between the respondents' length of stay and their motivational factors towards Airbnb in terms of uniqueness of unit. This implies that the motivational factors of Airbnb guests, regarding uniqueness of unit, have influenced their length of stay. Results revealed that Airbnb guests tend to stay for two to three nights. Home attributes contribute to the unique preposition of an Airbnb unit, and because of this, guests tend to stay longer than usual compared to when they stay at a hotel. Aside from that, Airbnb has unconventional and unique accommodations which are sometimes the sole reason for guests' booking decision. An example of uniqueness is the Harry Potter themed Airbnb unit in Tagaytay and a small private island in Cavinti, Laguna. These provide evidence that satisfaction of guests towards the uniqueness of unit of Airbnb is connected to their length of stay. Nevertheless, there is no significant relationship between the other demographic profile of the respondents and the motivational factors in terms of uniqueness of unit. This implies that the demographic profile which includes age, sex, nationality, monthly income, purpose of visit, and frequency of visit do not have an effect on the motivational factors of guests towards Airbnb.

Table 14. Significant relationship between demographic profile and motivational factors in terms of uniqueness of unit

Demographic Profile	Correlation Coefficient	p-value	Verbal Interpretation
Age	-0.08	0.31	Not Significant
Sex	0.03	0.71	Not Significant
Nationality	-0.04	0.61	Not Significant
Monthly Income	-0.14	0.08	Not Significant
Purpose of Visit	0.14	0.10	Not Significant
Length of Stay	-0.19	0.02	Significant
Frequency of Visit	0.05	0.55	Not Significant

Legend: Significant at p-value < 0.05

Additionally, there is no significant relationship between the respondents' demographic profile and the motivational factors in terms of the Airbnb accommodation's price, location, authentic

experience, uniqueness of unit, ease of booking, and size of accommodation. This implicates that the demographic profile of Airbnb guests does not influence their motivational factors towards Airbnb.

Significant relationship between satisfaction and motivational factors

The result signifies that there is a significant relationship between the respondents' satisfaction in terms of the Airbnb accommodation's price and the motivational factors towards Airbnb concerning price, location, authentic experience, uniqueness of unit, ease of booking, and size of accommodation. This signals that the satisfaction of Airbnb guests regarding the price of the accommodation is influenced by their motivational factors toward Airbnb. The low cost that Airbnb hosts offer encourages guests to book in Airbnb, for it allows them to save money. With a cheap price, they can stay in an Airbnb listing in a neighborhood or a condominium building, wherein they allow themselves to meet new people and immerse in a different culture. Also, for a budget friendly price, one can have an entire home, apartment, or even an island all for himself without having to go to a travel agency because they can easily find a unique accommodation on the Airbnb website.

Table 15. Significant relationship between satisfaction in price and motivational factors

Satisfaction in Price vs	Correlation Coefficient	p-value	Verbal Interpretation
Price	0.56	0.00	Significant
Location	0.45	0.00	Significant
Authentic Experience	0.53	0.00	Significant
Uniqueness of Unit	0.40	0.00	Significant
Ease of Booking	0.53	0.00	Significant
Size of Accommodation	0.36	0.00	Significant

Legend: Significant at p-value < 0.01

Data indicates there is a significant relationship between the respondents' satisfaction in terms of the Airbnb accommodation's location and their motivational factors towards Airbnb concerning price, location, authentic experience, uniqueness of unit, ease of booking, and size of accommodation. This shows that the satisfaction of Airbnb guests, with regard to the location of the Airbnb accommodation, is affected by their motivational factors toward Airbnb. Guests can stay at Airbnb listings located at city centers or near tourist destinations for an economical price unlike traditional lodging businesses. They can fulfill their need for authentic experience when staying in non-touristy destinations. Unique units and unimaginable places can only be found and booked through Airbnb. Guests will pay when desired location for their accommodation is met.

Table 16. Significant relationship between satisfaction in location and motivational factors

Satisfaction in Location vs	Correlation Coefficient	p-value	Verbal Interpretation
Price	0.51	0.00	Significant
Location	0.52	0.00	Significant
Authentic Experience	0.55	0.00	Significant
Uniqueness of Unit	0.40	0.00	Significant
Ease of Booking	0.55	0.00	Significant
Size of Accommodation	0.36	0.00	Significant

Legend: Significant at p-value < 0.01

The study denotes that there is a significant relationship between the respondents' satisfaction in terms of the Airbnb accommodation's authentic experience and the motivational factors of the respondents towards Airbnb concerning price, location, authentic experience, uniqueness of unit, ease of booking, and size of accommodation. This indicates that the satisfaction of Airbnb guests, relating to the authentic experience offered in Airbnb, has a direct relationship with their motivational factors toward

Airbnb. The price that someone pays in a hotel does not include interacting with locals and exploring local neighborhoods.

Table 17. Significant relationship between satisfaction in authentic experience and motivational factors

Satisfaction in Authentic Experience vs	Correlation Coefficient	p-value	Verbal Interpretation
Price	0.55	0.00	Significant
Location	0.57	0.00	Significant
Authentic Experience	0.70	0.00	Significant
Uniqueness of Unit	0.57	0.00	Significant
Ease of Booking	0.59	0.00	Significant
Size of Accommodation	0.55	0.00	Significant

Legend: Significant at p-value < 0.01

Results indicate that there is a significant relationship between the respondents' satisfaction in terms of the Airbnb accommodation's uniqueness of unit and their motivational factors towards Airbnb concerning price, location, authentic experience, uniqueness of unit, ease of booking, and size of accommodation. This implies that the satisfaction of Airbnb guests concerning the uniqueness of the Airbnb unit depends on their motivational factors towards Airbnb. It has over two million unique lodges which reflect the lifestyle, character, and culture of the local host. It has defied the standards of traditional lodging accommodations by not just selling rooms, but also offering tree houses, aluminum pods, caves, castles, islands, and many more.

Table 18. Significant relationship between satisfaction in uniqueness of unit and motivational factors

Satisfaction in Uniqueness of Unit vs	Correlation Coefficient	p-value	Verbal Interpretation
Price	0.52	0.00	Significant
Location	0.51	0.00	Significant
Authentic Experience	0.60	0.00	Significant
Uniqueness of Unit	0.54	0.00	Significant
Ease of Booking	0.58	0.00	Significant
Size of Accommodation	0.52	0.00	Significant

Legend: Significant at p-value < 0.01

There is a significant relationship between the respondents' satisfaction in terms of the Airbnb accommodation's ease of booking and their motivational factors towards Airbnb concerning price, location, authentic experience, uniqueness of unit, ease of booking, and size of accommodation. This signifies that the satisfaction of Airbnb guests in connection with ease of booking in Airbnb is influenced by their motivational factors towards Airbnb. It prioritizes great user experience by giving guests a wide range of accommodation choices and by facilitating bookings of accommodation as convenient as possible.

Table 19. Significant relationship between satisfaction in ease of booking and motivational factors

Satisfaction in Ease of Booking vs	Correlation Coefficient	p-value	Verbal Interpretation
Price	0.59	0.00	Significant
Location	0.55	0.00	Significant
Authentic Experience	0.61	0.00	Significant
Uniqueness of Unit	0.47	0.00	Significant
Ease of Booking	0.69	0.00	Significant
Size of Accommodation	0.46	0.00	Significant

Legend: Significant at p-value < 0.01

Data indicates there is a significant relationship between the respondents' satisfaction in terms of the size of Airbnb accommodation and the motivational factors of the respondents towards Airbnb. This signals that the satisfaction of Airbnb guests, as regards Airbnb accommodation's size, has a direct relationship with their motivational factors towards Airbnb. Large party of leisure travelers usually prefer to book an accommodation that has enough space for a great number of people. Airbnb caters this type of need by offering entire homes and apartments for the guests.

Table 20. Significant relationship between satisfaction in size of accommodation and motivational factors

Satisfaction in Size of Accommodation vs	Correlation Coefficient	p-value	Verbal Interpretation
Price	0.53	0.00	Significant
Location	0.49	0.00	Significant
Authentic Experience	0.63	0.00	Significant
Uniqueness of Unit	0.59	0.00	Significant
Ease of Booking	0.62	0.00	Significant
Size of Accommodation	0.59	0.00	Significant

Legend: Significant at p-value < 0.01

CONCLUSIONS AND RECOMMENDATION

The researchers conclude that majority of respondents were female belonging to the age bracket of 25 to 34 years old, classified as the millennials, having Filipino nationality, and with an above average monthly income of more than Php 35,000. The respondents' purpose in booking an Airbnb accommodation is for leisure or vacation purposes, wherein they only stayed for a length of two to three nights, for about three times already.

Regarding the respondents' satisfaction towards Airbnb, the results indicated that they were satisfied in connection with the price of the accommodation offered in Airbnb, the cleanliness of the accommodation's location, the home experience they had during their stay, the interior design of the Airbnb unit, the accuracy of reservation when booking on the Airbnb platform, and the number of bedrooms pertaining to the size of accommodation.

In terms of the respondents' motivational factors that influenced their satisfaction towards Airbnb, the results exhibited that the guests *strongly agree* with the statements concerning the price offered by the host of Airbnb suits their budget, the location offered by Airbnb is safe, the host or house attendant is very hospitable and accommodating, the accommodation is complete with amenities like TV, Wi-Fi, cooking utensils, grill, stove, refrigerator, microwave, knives, chopping board, and others. The online mobile application and website made their booking process easier and the accommodation has enough space for everyone.

The researchers, however, determined that only the respondents' sex has a significant relationship with their satisfaction in terms of price. This revealed that it has an effect wherein either male or female guests have a great concern regarding the price of the Airbnb accommodation which affects their satisfaction.

Nevertheless, the researchers determined that only the respondents' motivational factors in terms of uniqueness of unit have a significant relationship with their length of stay. This revealed that the guest's motivation to stay longer in an Airbnb accommodation depends on the uniqueness of the Airbnb unit. Overall, the results indicated that there is a significant relationship between the respondents' satisfaction in terms of the Airbnb accommodation's price, location, authentic experience, uniqueness of unit, ease of booking, size of accommodation, and their motivational factors in choosing Airbnb. This conveyed that the motivational factors of the Airbnb guests influence their customer satisfaction towards Airbnb.

Recommendations

For the Airbnb hosts, the results implied that their accommodation and services have not reached the fullest potential because the guests are not fully satisfied. Airbnb hosts should take into consideration the following in order to improve and increase the satisfaction of guests towards Airbnb.

To increase overall customer satisfaction of guests, Airbnb hosts should consider offering discounts as well as the accessibility of the location of their Airbnb unit. To fulfill the desire of guests to live like a local, Airbnb hosts should consider giving guests the chance to gain a more authentic experiences by mingling with the host or neighbors, and by staying in a non-touristy area. They should give attention to the uniqueness of their unit, having a stable Wi-Fi connection, having an extra bathroom, as well as having parking space for their potential guests who own a vehicle wherein these would drive guests to extend their stay and choose their listing instead of other accommodations.

Airbnb hosts should improve their trustworthiness to the guests by means of providing their complete information, as well as gaining and maintaining positive reviews. They should also consider to present information and details well about their accommodation on the Airbnb website.

For accommodation platforms like Airbnb, the outcome of the study just proved how important it is to inform their hosts concerning effective pricing, marketing tactics, and hospitality standards. For the local government, this study is one of the evidences that Airbnb's online accommodation platform is indeed gaining popularity and targeting new markets. Due to this, sooner or later they would need to investigate about the advantages and disadvantages of this type of accommodation, especially its impact to the country's tourism sector.

Since this study is limited to those Airbnb guests who booked their accommodation within the city of Makati in the Philippines, future researchers may conduct a similar study in a different locale and with different variables to further test the validity of the instrument. This could identify if the consumer behavior is similar to the findings of this study.

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