



***ANTECEDENTS AND OUTCOMES OF EMOTIONS AND SATISFACTION
OF GUESTS IN THE MALAYSIAN PEER-TO-PEER ACCOMMODATION
SECTOR***

LAIBA ALI

FEP 2018 39



**ANTECEDENTS AND OUTCOMES OF EMOTIONS AND SATISFACTION
OF GUESTS IN THE MALAYSIAN PEER-TO-PEER ACCOMMODATION
SECTOR**

By

LAIBA ALI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra
Malaysia, in Fulfilment of the Requirements for the Degree of Master of
Science**

November 2018

COPYRIGHT

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of degree of Master of Science

ANTECEDENTS AND OUTCOMES OF EMOTIONS AND SATISFACTION OF GUESTS IN THE MALAYSIAN PEER-TO-PEER ACCOMMODATION SECTOR

By

LAIBA ALI

November 2018

Chairman : Wong Foong Yee
Faculty : Economics and Management

The main aim of this study is to investigate antecedents of guests' behavioral intentions in Peer to Peer (P2P) accommodation sector of Malaysia. This study has three specific objectives that are: 1) to determine the effect of physical environment, social environment and price fairness on guest emotions within P2P accommodation sector in Malaysia; 2) to determine the effect of physical environment, social environment and price fairness on guest satisfaction within P2P accommodation sector in Malaysia; and 3) to determine the effect of guest emotions and guest satisfaction on guest's behavioral intentions within P2P accommodation sector in Malaysia.

A quantitative analysis of these antecedents is provided in this study in the context of Malaysia, and questionnaires were used to collect data as a principal data collection method. Data was collected online from tourists/guests (local and international), who have stayed at P2P accommodation in Malaysia during the last 24 months. This study used the purposive sampling and multiple sampling approaches in order to make the sample more generalized.

Based on Stimulus-Organism-Response model theory, hypothesized theoretical models for the present study was developed and analyzed. Firstly, descriptive statistics were used to determine the demographic characteristics of the sample among other P2P accommodation practices in Malaysia. Partial Least Square (PLS) Structural Equation Modeling (SEM) was used to test the eight hypotheses of this study under three objectives.

The findings showed that three dimensions of the physical environment had a significant positive impact on guest emotions and satisfaction, social environment had a significant positive impact on guest satisfaction only and price fairness had a significant positive impact on guest emotions only. Both guest emotions and satisfaction had a significant positive impact on guest behavioral intentions.

This study had made contributions in theoretical, practical, policy and methodology. The findings suggested that government should educate all the working bodies and stakeholders of P2P accommodation about the services and importance of this sector. This study has tested few antecedents of behavioral intentions in Malaysian P2P accommodation sector. Future studies can test other antecedents in different sectors and contexts.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Master Sains

ANTESEDEN DAN HASIL EMOSI DAN KEPUASAN PENGUNJUNG DALAM SEKTOR PENGINAPAN RAKAN KE RAKAN DI MALAYSIA

Oleh

LAIBA ALI

November 2018

Pengerusi : Wong Foong Yee
Fakulti : Ekonomi dan Pengurusan

Matlamat utama kajian ini adalah untuk menyelidik anteseden niat tingkah laku pengunjung dalam sektor penginapan Rakan Ke Rakan (P2P) di Malaysia. Kajian ini mempunyai tiga objektif spesifik iaitu: 1) untuk menentukan kesan persekitaran fizikal, persekitaran sosial dan keadilan harga ke atas emosi pengunjung dalam sektor penginapan P2P di Malaysia; 2) untuk menentukan kesan persekitaran fizikal, persekitaran sosial dan keadilan harga ke atas kepuasan pengunjung dalam sektor penginapan P2P di Malaysia; dan 3) untuk menentukan kesan emosi pengunjung dan kepuasan pengunjung ke atas niat tingkah laku pengunjung dalam sektor penginapan P2P di Malaysia.

Satu analisis kuantitatif terhadap anteseden tersebut disediakan dalam kajian ini untuk konteks Malaysia, dan borang soal selidik digunakan sebagai satu kaedah pengumpulan data utama untuk mengumpul data. Data dikumpulkan secara atas talian daripada pelawat/pengunjung (tempatan dan antarabangsa), yang mana pernah menginap di penginapan rakan ke rakan di Malaysia untuk tempoh 24 bulan yang lepas. Kajian ini menggunakan pendekatan persampelan bertujuan dan persampelan pelbagai bagi memastikan sampel adalah lebih bermakna.

Berdasarkan kepada teori model Stimulus-Organisme-Respons, model hipotesis teoritis untuk kajian ini telah dibentuk dan dianalisa. Pertama, statistik deskriptif digunakan untuk menentukan ciri demografi sampel di antara amalan penginapan P2P di Malaysia. *Partial Least Square (PLS) Structural Equation Modeling (SEM)* digunakan untuk menguji lapan hipotesis kajian ini hasil daripada tiga objektif.

Hasil kajian menunjukkan bahawa tiga dimensi persekitaran fizikal mempunyai kesan positif yang signifikan terhadap emosi dan kepuasan pengunjung, persekitaran sosial mempunyai kesan positif yang signifikan terhadap kepuasan pengunjung sahaja dan keadilan harga mempunyai kesan positif yang signifikan ke atas kepuasan pengunjung sahaja. Kedua-dua emosi dan kepuasan pengunjung mempunyai kesan positif yang signifikan terhadap niat tingkah laku pengunjung.

Kajian ini memberi sumbangan dari segi teori, praktikal, dasar dan metodologi. Hasil kajian menunjukkan bahawa kerajaan harus mendidik semua pihak yang terlibat dan pemegang taruh penginapan P2P mengenai perkhidmatan dan kepentingan sektor ini. Kajian ini telah mengkaji beberapa anteseden niat tingkah laku dalam sektor penginapan P2P di Malaysia. Kajian akan datang boleh mengkaji anteseden yang lain dalam sektor dan konteks yang berbeza.

ACKNOWLEDGEMENTS

In the name of Allah, the most Merciful and Beneficent. All praises to Allah who give me opportunity to complete this work. The stages in this study has been very challenging for completing. However, through hard work and continuous support from different people has made this thesis work become a reality.

Firstly, I would like to thank Ministry of Higher Education (MOHE), Malaysia for sponsoring my Master of Science, and Universiti Putra Malaysia for giving me the opportunity to pursue my Master of Science degree. Also, I would like to thank my supervisors, Madam. Wong Foong Yee and Assoc. Prof. Dr. Serene Ng Siew Imm for their constant supervision, support and encouragement throughout my studies at Universiti Putra Malaysia. Their comments have made this research become a success. They have always encouraged me to attend seminars in and outside Universiti Putra Malaysia and motivated me at every stage of my life. My special thanks also go to my parents, brother, sisters and family members who always encouraged me throughout my studies.

I also thank to all the organizations and other working bodies which participated in this study, without which this study had not became a success. Lastly, I would like to thank my friends, who have always advised me in conducting this study.

This thesis submitted to the Senate of Universiti Putra Malaysia has been submitted as fulfilment of the requirement for the degree of the Master of Science. The members of the Supervisory Committee were as follows:

Wong Foong Yee

Senior Lecturer
Faculty of Economics and Management
Universiti Putra Malaysia
(Chairman)

Serene Ng Siew Imm, PhD

Associate Professor
Faculty of Economics and Management
Universiti Putra Malaysia
(Member)

ROBIAH BINTI YUNUS, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature : _____

Date : _____

Name and Matric No : Laiba Ali, GS47658

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: _____

Name of Chairman
of Supervisory
Committee:

Wong Foong Yee

Signature: _____

Name of Member
of Supervisory
Committee:

Associate Professor
Dr. Serene Ng Siew Imm

TABLE OF CONTENTS

| | Page |
|---|---------------|
| ABSTRACT | i |
| ABSTRAK | iii |
| ACKNOWLEDGEMENTS | v |
| APPROVAL | vi |
| DECLARATION | viii |
| LIST OF TABLES | xiii |
| LIST OF FIGURES | xv |
| LIST OF ABBREVIATIONS | xvi |
| CHAPTER | |
| 1 INTRODUCTION | 1 |
| 1.1 Overview of Hospitality and Tourism | 1 |
| 1.2 Background of the Study | 3 |
| 1.3 Problem Statement | 5 |
| 1.4 Research Questions and Objectives | 7 |
| 1.5 Scope of the Study | 8 |
| 1.6 Significance of Research | 8 |
| 1.6.1 Theoretical Contributions | 9 |
| 1.6.2 Practical Contributions | 9 |
| 1.6.3 Methodological Contributions | 10 |
| 1.7 Definition of Terms | 10 |
| 1.7.1 Guests | 10 |
| 1.7.2 Behavioral Intention | 10 |
| 1.7.3 Physical Environment | 11 |
| 1.7.4 Social Environment | 11 |
| 1.7.5 Price Fairness | 11 |
| 1.7.6 Emotions | 11 |
| 1.7.7 Satisfaction | 11 |
| 1.8 Structure of the Thesis | 11 |
| 1.9 Conclusion | 12 |
| 2 LITERATURE REVIEW | 13 |
| 2.1 The Tourism Industry | 13 |
| 2.2 History of Hospitality | 14 |
| 2.3 Peer-to-Peer Accommodation | 15 |
| 2.4 Behavioral Intention | 18 |
| 2.5 Stimulus-Organism-Response Paradigm (S-O-R) | 19 |
| 2.6 Physical Environment | 21 |
| 2.7 Social environment | 23 |
| 2.8 Price Fairness | 24 |
| 2.9 Guest Emotions | 26 |
| 2.10 Guest Satisfaction | 27 |
| 2.11 Gaps in the Literature Review | 28 |
| 2.12 Hypothetical Model | 30 |
| 2.13 Hypotheses Development | 31 |

| | | |
|----------|---|-----------|
| 2.13.1 | Effect of Physical Environment on Emotions | 31 |
| 2.13.2 | Effect of Physical Environment on Satisfaction | 32 |
| 2.13.3 | Effect of Social Environment on Emotions | 34 |
| 2.13.4 | Effect of Social Environment on Satisfaction | 34 |
| 2.13.5 | Effect of Price Fairness on Emotions | 35 |
| 2.13.6 | Effect of Price Fairness on Satisfaction | 36 |
| 2.13.7 | Emotions and Behavior Intention | 37 |
| 2.13.8 | Satisfaction and Behavior Intention | 38 |
| 2.14 | Summary | 38 |
| 3 | METHODOLOGY | 40 |
| 3.1 | Research Design | 40 |
| 3.2 | Research Framework | 42 |
| 3.3 | Measurement and Instrumentation | 43 |
| 3.3.1 | Behavioral Intention | 43 |
| 3.3.2 | Guest Emotions | 44 |
| 3.3.3 | Guest Satisfaction | 44 |
| 3.3.4 | Physical Environment | 45 |
| 3.3.5 | Social Environment | 46 |
| 3.3.6 | Price Fairness | 46 |
| 3.4 | Demographic Information | 46 |
| 3.5 | Reliability of the Survey Instruments | 47 |
| 3.6 | Validity of the Survey Instrument | 47 |
| 3.7 | Data Collection Procedures | 47 |
| 3.8 | Sampling Technique | 49 |
| 3.9 | Data Analysis | 49 |
| 3.10 | Approval for the Data Collection | 50 |
| 3.11 | Pilot Study | 51 |
| 3.12 | Summary | 52 |
| 4 | RESULTS AND DISCUSSION | 53 |
| 4.1 | Data Screening and Number of Responses | 53 |
| 4.2 | Demographic Characteristics of Survey Respondents | 54 |
| 4.2.1 | Number of Times Stayed at a P2P Accommodation | 57 |
| 4.2.2 | Respondents Purpose of Traveling | 58 |
| 4.2.3 | P2P Accommodation Platform | 59 |
| 4.3 | Descriptive Statistics of the Main Constructs | 60 |
| 4.4 | Correlations between Constructs | 60 |
| 4.5 | Data Analysis Technique | 61 |
| 4.6 | Primary Survey Analysis | 62 |
| 4.6.1 | Assessment of Measurement Model | 62 |
| 4.6.1.1 | Convergent Validity and Reliability | 62 |
| 4.6.1.2 | Discriminant Validity | 64 |
| 4.6.1.3 | First Order Constructs | 67 |
| 4.6.2 | Assessment of Structural Model | 67 |
| 4.6.3 | Tests of Hypotheses and their Results | 68 |
| 4.6.4 | Predictive Relevance | 70 |
| 4.7 | Discussion of the Main Findings | 71 |

| | | |
|----------|--|------------|
| 4.7.1 | Discussion of the Results of First Objective | 71 |
| 4.7.2 | Discussion of the Results of Second Objective | 72 |
| 4.7.3 | Discussion of the Results of Third Objective | 74 |
| 4.8 | Chapter Summary | 74 |
| 5 | SUMMARY, CONCLUSION AND RECOMMENDATIONS FOR FUTURE RESEARCH | 75 |
| 5.1 | Summary of the Results | 75 |
| 5.2 | Implications of the Study | 75 |
| 5.3 | Limitations of the Study and Suggestions for Future Research | 77 |
| 5.4 | Conclusion | 78 |
| | REFERENCES | 81 |
| | APPENDICES | 106 |
| | BIODATA OF STUDENT | 110 |
| | LIST OF PUBLICATIONS | 111 |

LIST OF TABLES

| Table | Page |
|--|------|
| 3.1 Measurement Source and Scales | 43 |
| 3.2 Behavioral Intention Scale Items | 44 |
| 3.3 Guest Emotions Scale Items | 44 |
| 3.4 Guest Satisfaction Scale Items | 45 |
| 3.5 Physical Environment Scale Items | 45 |
| 3.6 Social Environment Scale Items | 46 |
| 3.7 Price Fairness Scale Items | 46 |
| 3.8 Reliability of the Survey Instruments | 47 |
| 3.9 Construct Reliability of Pilot Test | 52 |
| 4.1 Demographics Characteristics of the Respondents | 54 |
| 4.2 Number of Times Stayed at a P2P Accommodation | 57 |
| 4.3 Respondents' Purpose of Traveling | 58 |
| 4.4 P2P Accommodation Platform | 59 |
| 4.5 Descriptive Statistics of the Main Constructs | 60 |
| 4.6 Correlations between Constructs | 61 |
| 4.7 Validity and Reliability of Constructs | 63 |
| 4.8 Loadings and Cross Loadings | 65 |
| 4.9 AVE and Correlations between Constructs | 66 |
| 4.10 Heterotrait-Monotrait (HTMT) Criteria | 67 |
| 4.11 First Order Constructs | 67 |
| 4.12 Summary of Construct's R square, Beta Coefficient, T-value and Significance level | 68 |
| 4.13 Results of the Hypotheses Testing | 70 |

| | | |
|------|--|----|
| 4.14 | Predictive Relevance of the Endogenous Variables | 71 |
| 4.15 | Results Pertaining to Objective 1 | 72 |
| 4.16 | Results Relating to Objective 2 | 73 |
| 4.17 | Results Concerning Objective 3 | 74 |



LIST OF FIGURES

| Figure | Page |
|--|------|
| 1.1 Inbound tourism 1995-2017 | 2 |
| 1.2 Entry Point Projects (Source: ETP) | 3 |
| 2.1 MR Model | 19 |
| 2.2 Hypothetical Model | 30 |
| 4.1 Respondents' Gender | 55 |
| 4.2 Respondents' Age | 55 |
| 4.3 Respondents' Level of Education | 56 |
| 4.4 Respondents' Monthly Income | 56 |
| 4.5 Respondents' Nationality | 57 |
| 4.6 Respondents' Number of Times Stayed at a P2P Accommodation | 58 |
| 4.7 Respondents' Purpose of Traveling | 59 |
| 4.8 P2P Accommodation Platform | 60 |
| 4.9 Results of PLS Analysis | 69 |

LIST OF ABBREVIATIONS

| | |
|--------|---|
| AMOS | Analysis of Moment Structure |
| AVE | Average Variance Extracted |
| B&B | Bed-and-breakfast |
| CR | Composite Reliability |
| DSG | Doctoral Support Group |
| EPPs | Entry Point Projects |
| ETP | Economic Transformation Program |
| FEP | Faculty of Economics and Management |
| GDP | Gross Domestic Product |
| GNI | Gross National Income |
| HTMT | Hetero Trait-Mono Trait |
| LISREL | Linear Structural Relations |
| MOTAC | Ministry of Tourism and Culture |
| MR | Mehrabian and Russell |
| NGOs | Non-Governmental Organizations |
| NKEA | National Key Economic Areas |
| NTP | National Transformation Program |
| P2P | Peer to Peer |
| PLS | Partial Least Square |
| SEM | Structural Equation Modeling |
| SOR | Stimulus Organism Response |
| SPSS | Statistical Package for Social Sciences |
| UNWTO | United Nations World Tourism Organization |
| UPM | Universiti Putra Malaysia |
| USA | United States of America |
| WTTC | World Travel and Tourism Council |

CHAPTER 1

INTRODUCTION

The first chapter of this thesis provides an overview of hospitality and tourism as well as the background of this study, which mainly focuses on the antecedents of the Malaysian P2P accommodation sector. After presenting some basic introduction about the topic of the study, a declaration of the problem statement will be given. Then, based on the problem statement, the research objectives and questions will be presented. Finally, the significance of this research and the definitions of the key terminologies used in this study are presented at the end of this chapter.

1.1 Overview of Hospitality and Tourism

Today, the hospitality and tourism industry play an important role in the world economy. According to the World Travel and Tourism Council (WTTC, 2018), the hospitality and tourism industry in 2017 accounted for 10.4% of the global gross domestic product (GDP), US\$1.5 trillion (6.5% and 28.8% of the global services exports) of global exports, and US\$882 billion (4.5%) of the total quantity of the global investment. The United Nations World Tourism Organization (UNWTO, 2018) reported that the tourism industry is a vital contributor to job formulation, poverty diminution, protection of the environment and multicultural peace across the world. In 2017, travel and tourism provided nearly 119 million jobs worldwide and directly contributed US\$2.6 trillion (WTTC, 2018). The total international tourists' arrivals reached 1,322 million in the year 2017; whereas, the total international tourism receipts surged to US\$1.392 trillion worldwide (UNWTO, 2018; World Bank, 2017). The organization further reported that the year 2017 sustained the growth in both international tourist arrivals and international tourist receipts for the eighth consecutive year, as shown in Figure 1.1. Furthermore, Asia-Pacific was the strongest growing region in international tourist arrivals in 2016 and has enjoyed the fastest growth in tourism worldwide; whereas, in 2017, Asia-Pacific experienced a growth of 6% with 324 million international tourist arrivals (UNWTO, 2017/2018).



Figure 1.1 : Inbound tourism 1995-2017 (Source: UNWTO 2018)

The World Travel Awards (2016) named Malaysia as Asia's leading destination and was ranked at the top position by the Mastercard-Crescent rating (2016) in terms of being a Muslim-friendly destination (NTP, 2016). The country has made continuous efforts to improve its tourist offerings and attractions. As such, Malaysia has been regarded as one of the 17 must-visit destinations. According to a CNN Travel report, Ipoh and Perak were among Lonely Planet's top 10 cities for travel in 2017 (NTP, 2017). Moreover, Kuala Lumpur was ranked among the world's top 10 cities based on tourism growth (WTTC, 2017). Therefore, tourism has turned out to be the third major source of Malaysia's foreign exchange income and the sixth largest funder in the Malaysian economy (ETP, 2014). Additionally, Malaysia was the 5th best country in Asia and the 25th out of 141 countries worldwide in tourism competitiveness (Travel and Tourism Competitiveness Report, 2017). By knowing that Malaysia enjoys a strong worldwide competitive position, the government has standardized tourism as one of the 12 National Key Economic Areas (NKEA) to expand the sector's benefits nationwide. Malaysia's tourism industry until 2020 is expected to contribute RM104 billion to the gross national income (GNI). To achieve this target, the Tourism NKEA has identified 12 entry point projects (EPPs) into five themes, as demonstrated in Figure 1.2. These will generate a rise of RM168 billion in GNI, 37,900 jobs and an estimate of 36 million tourist arrivals by the year 2020. Based on the National Transformation Program (NTP, 2017), the country is on its track towards achieving this target with 25.7 million tourist arrivals, making RM81.4 billion tourism receipts recorded in 2017. Moreover, the NKEAs accounted for the largest share of GDP, representing RM865.3 billion (70%) of the country's GDP amounting to RM1.23 trillion in 2016 (NTP, 2016).

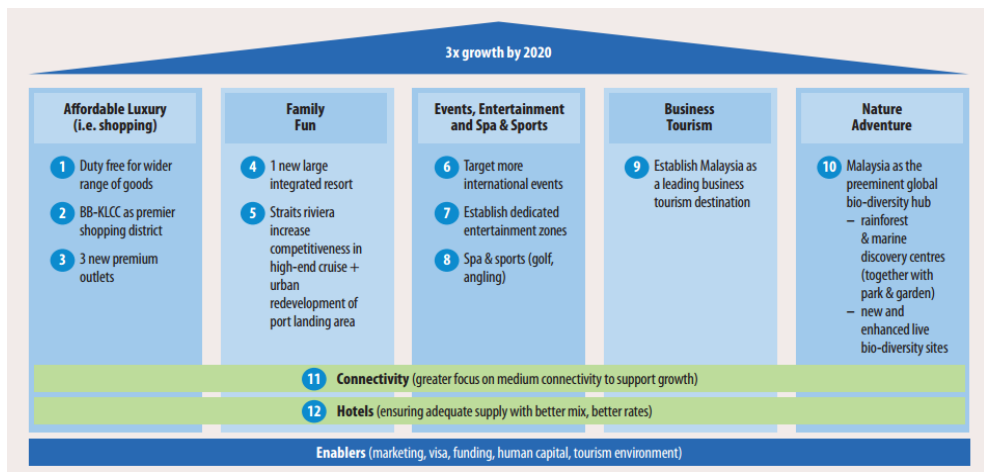


Figure 1.2 : Entry Point Projects (Source: ETP)

1.2 Background of the Study

“Malaysia Truly Asia” was created as a tagline by the Tourism Malaysia to promote the country to international and local tourists (Shariff, 2015). While Malaysia’s tourism industry showed some signs of decline by about -6.3% of international tourist arrivals during 2015, it exhibited a slight recovery of 4.0% in 2016 (UNWTO, 2016). But, the other competing destinations such as China, Japan, Thailand and Indonesia showed continuous growth in both years. As noted by Barrows, Powers and Reynolds (2012), the growth in the tourism industry can be sustained by understanding the needs of the end customers. Indeed, the Malaysian tourism sector needs to recognize the needs, demands, and preferences of incoming tourists. In this context, Donnelly (2009) suggested that service providers in the hospitality and tourism industry must “*create authentic, diverse, and changing experiences to attract visitors, make them want to return, and make them give strong recommendations to their families, friends, and colleagues*” (p.11). Diversified tourism products and services must be made available to meet the tourists’ needs. Among the main services needed by tourists are accommodation facilities. The peer-to-peer (P2P) accommodation sector is an innovative and rising accommodation type which has recognized its demand in the conservative accommodation systems. It has become a very popular form of accommodation nowadays (Elizaveta, 2016). It is a mixture of tourism and recreation in which tourists experience the daily life of local people by living with them in their residence. Two of the key players in P2P accommodation services are Airbnb and Homestays, which are peer-to-peer online marketplaces and homestay networks that provide short-term lodging to tourists in residential properties of local people, with accommodation costs set by the local property owners. The Airbnb was founded in 2008. The platform describes itself as a trusted community to list, discover and book exceptional accommodation for people globally (Razli, Jamal & Zahari, 2017). Tsotsis (2015)

pointed out that, in one night, more than 500,000 tourists have stayed globally in the residence of local people arranged online through the company Airbnb compared to billeting in a hotel, hostel, or bed and breakfast (B&B). Airbnb has become incredibly popular and it continues to grow rapidly (Guttentag, 2016). It has over 1 million listed properties and has experienced over 10 million nights of collective booking worldwide (Horton, 2014; Razli et al., 2017; Salter, 2012). Despite being a new arrival in the hospitality industry as compared to hotels, the Airbnb has become a strong competitor to hotels (Freitag & Haywood, 2015). Airbnb is said to be the most successful P2P tool in the hospitality industry due to its popularity worldwide (Liu & Matilla, 2017). It served more than 200 million guests worldwide in the year 2017 (Airbnb Fast Facts, 2017) since the company was founded in 2008. Apparently, 4 million listings are available in the platform of Airbnb, which is more than the list of any registered chain hotels (Airbnb Fast Facts, 2017; Freitag & Haywood, 2015). The top ten places which have active listings are Amsterdam, Barcelona, Copenhagen, London, New York, Los Angeles, Paris, Rio de Janeiro, Rome, and Sydney (Wallsten, 2015). In Malaysia, Airbnb grew over 500% in the year 2013 (Airbnb, 2015). In 2015, the P2P accommodation, mainly Airbnb, gained more attention in Malaysia (Euromonitor International, 2016). Guests from 78 different countries around the world traveled to Malaysia through Airbnb (Razli et al., 2017).

On the other hand, Malaysia's homestay program is growing its popularity day by day among other accommodation products (Balasingam, Bojei, Awang & Radzi, 2017). Malaysia's homestay is the place where tourists experience the daily life of the host family by living with them in both direct and indirect manner (Ibrahim & Razzaq, 2009). The homestays in Malaysia have generated tourist receipts of RM27.7 million in 2016, that were divided into 193 clusters with 3800 homestay operators involved (Ministry of Tourism and Culture, MOTAC 2017). From the year 2007 to 2016, the homestays grew at an average of 6% with a contribution of 0.03% of the total tourism receipts in 2016 (Ahmad, Jabeen & Khan, 2014; Balasingam et al., 2017; Department of Statistic Malaysia, 2013; MOTAC, 2015, 2016; The Star Online, 2013; The Sun Daily, 2015; Tourism Malaysia, 2015; WTTC, 2015). P2P accommodation is therefore known as a powerful instrument for economic development.

Nowadays, the focus of all accommodation industries is centered mainly on the behavioral intentions of their customers. Customers' positive behavioral intention is a fundamental concept in management and services marketing (Westbrook & Oliver, 1991). Organizations mainly focus on providing such type of services to customers that lead to their return intentions. Previous studies have agreed that companies increase their income and decrease their marketing cost by mounting their customers' revisit intentions (Bowen & Chen, 2001; Ryu, Lee & Kim, 2012). Customers with positive behavioral intentions participate in positive word-of-mouth behaviors and spend more money in particular service operations. Chang (2013) added that one of the main critical tasks for tourism managers is to fully understand the purchasing behaviors of tourists and predict their future purchasing intentions. Tussyadiah, (2016) also recognized that the

services which lead to tourists' behavioral intentions are a major element of success and a source of competitive advantage for various accommodation industries in hospitality, specifically in the P2P accommodation sector. Identifying the way tourists evaluate accommodation services and understanding guest behavioral intentions can benefit the owners of accommodation businesses particularly in terms of implementing strategies and increasing tenancy. In this respect, a large number of studies have discussed the antecedents of customer behavioral intentions. For instance, satisfaction and emotions have been studied as strong predictors of customer behavioral intentions in resort hotels and other accommodation industries (Ali & Amin, 2014; Ali & Omar, 2014; Chen & Chen, 2010; Jani & Han, 2013; Kang, Okamoto & Donovan, 2004; Prayag, Hosany & Odeh, 2013; Ryu et al., 2012; Sherman, Mathur & Smith, 1997). Similarly, in services marketing, a huge body of research has also focused on recognizing the aspects that increase the level of customer emotions and satisfaction. Researchers have suggested that, ultimately, customer satisfaction (Ali & Omar, 2014; Bassey, 2014; Cetin & Dincer, 2014; He, 2008; Kim & Choi, 2013; Ryu & Jang, 2009) and emotions (Borondo, Oliva & Pascual, 2016; Kim & Moon, 2009; Ryu & Jang, 2008; Sherman et al., 1997) are strongly influenced by the physical environment, social surroundings and price fairness. Additionally, these factors have all been found to play a significant role in customer behavioral intentions. Besides, the impact of physical environment on behavioral intentions has also been observed in the services industries in a way when consumption object is service, so that there will be no other physical evidence to evaluate (Hightower & Shariat, 2009). Also, various researchers have observed the importance of social surroundings and price fairness on customers' behavioral intentions in the services and hotel industries (Kim & Choi, 2013; Haddad, Hallak & Assaker, 2015). Thus, based on the above literature, it can be said that physical environment, social environment, price fairness, emotions and satisfaction are potential determinants of behavioral intentions.

1.3 Problem Statement

P2P accommodation is a new and innovative tourism product in Malaysia. The popularity of P2P accommodation's short-term rentals in Malaysia has grown significantly (Euromonitor International, 2016). The sector does not only provide accommodation, but also showcases Malaysia's iconic culture, heritage and lifestyle in an exceptional way. From the report of the Ministry of Tourism in Malaysia, Datuk Seri Dr Ng Yen Yen (2012) stated that the homestay is one of the most successful and effective programs by the ministry which has exceeded its target rate of occupation from 23% to 32% since the year 2000, when homestays were first introduced. According to MOTAC (2016), over 50,000 international tourists stayed in homestays in Malaysia in the year 2016. Among those international tourists, a majority originated from Australia, China, Europe, Indonesia, Japan, Korea, Singapore, Taiwan and the USA (Bhuiyan, Siwar & Ismail, 2013; MOTAC, 2015/2016). Moreover, Malaysia has about 306 Airbnb listings as of January 2017 and is the top three country after Japan and Thailand

to have the highest progress in bookings (Razli et al., 2017). Indeed, tourists are now choosing P2P accommodations over the traditional ones (Guttentag, 2016). However, a few studies have focused on the P2P accommodation sector of Malaysia, particularly on Airbnb (Razli et al., 2017). The behavioral intentions of tourists are imperative in Malaysia for increasing its tourism industry revenues (Jayaraman et al., 2010; Som, Marzuki, Yousefi & AbuKhalifeh, 2012). Consequently, the success of this sector raises a question regarding the elements that potentially influence tourists' behavioral intentions to use P2P accommodation in Malaysia. Although some scholars have conducted studies in this sector (e.g., Buczynski, 2013; Elizaveta, 2016; Tussyadiah, 2016), most of them have mainly examined the rise of collaborative consumption (e.g., Botsman & Rogers, 2010), factors that motivate individuals to use and participate in P2P accommodation (e.g., Buczynski, 2013; Kim, Yoon & Zo, 2015), P2P as a travel accommodation option (e.g., Elizaveta, 2016), factors that influence the decision to choose Airbnb (e.g., Guttentag, 2016), hotels vs P2P accommodation and factors contributing to guest satisfaction in P2P accommodation (e.g., Tussyadiah, 2016). Apparently, the behavioral intentions of guests in P2P accommodation remain understudied.

Moreover, tourists have now become more concerned about their expenditures and try to save more money. P2P accommodation is a substitute for a hotel type of accommodation in the travel industry that fulfills different consumer needs such as the need for lower prices, more authentic and social experiences, and more sustainable travel. Therefore, factors that influence guests' intentions to use P2P accommodations are different from those associated with a hotel stay. The determinants of customers' behavioral intentions related with hotel stay have been well-researched (Ren, Qiu, Wang & Lin, 2016; Torres & Kline, 2006). However, P2P accommodation has not been addressed holistically and not much is known about the factors influencing guests' behavioral intentions in the P2P sector.

The customers of the hospitality industry are not willing to sacrifice the physical environment and the poor services in the social environment of the accommodation sectors (Ali & Amin, 2014; Ali & Omar, 2014). An attractive physical and social environment needs to be created in order to satisfy guests, make them emotionally happy and increase their re-visitations. Similarly, as P2P accommodation has been used by more tourists around the globe, scholars have emphasized the need to identify how the behavioral intention of guests in P2P accommodation changes based on their level of satisfaction (Tussyadiah, 2016), emotions and their perceptions about the physical environment (Ali et al., 2016; Ryu & Jang, 2007) and social environment (Ali, 2015; Ali & Omar, 2014; Mari & Poggesi, 2013).

Finally, tourists use Airbnb, homestays and other online reservation websites via the internet to stay at P2P accommodations that easily enable them to alter prices. Customers have diverse perceptions of prices, , as a result, scholars

concluded that perceived price fairness evokes different emotions among tourists and affects their level of satisfaction and behavioral intentions (Bassey, 2014). Regardless of the importance of price fairness, surprisingly, very limited studies in the hospitality literature have focused on the roles of customer emotions and customer satisfaction in the formation of behavioral intentions (e.g., Bassey, 2014; Cristo, Saerang & Worang 2017, Xia, Monroe & Cox, 2004; Zielke, 2017). A few scholars have studied the influence of price fairness on satisfaction, emotions and behavioral intentions separately in their research of different sectors (e.g., Bassey, 2014; Cristo et al., 2017; Gunmmesson, 2002; Ledoux, 1998; Srikanjanarak & Ramayah, 2009; Zajonc, 1980; Zielke, 2017). Also, various studies have found that price is a motivator behind choosing P2P accommodation (e.g., Guttentag, Smith, Potwarka & Havitz, 2017; Tussyadiah & Pesonen, 2016). Nonetheless, some studies have regarded price as a strong motivator, while others found that it is not an effective driving force (Eckhardt & Bardhi 2015; Guttentag et al., 2017; Quinby & Gasdia, 2014; Tussyadiah, 2015). Therefore, the collective impact of price fairness, guest emotions and guest satisfaction to bring about guests' behavioral intentions in the P2P accommodation sector needs to be studied empirically.

In conclusion, to fill in all the above-mentioned gaps, the current study sought to examine quantitatively the effect of the three dimensions of physical environment (ambient component, design component and spatial layout), social environment, price fairness, guest emotions and guest satisfaction on guest behavioral intentions associated with the use of the P2P accommodation sector in Malaysia based on the stimulus-organism-response (SOR) theory. The SOR paradigm which was proposed by Mehrabian and Russel (1974) stipulates that stimuli (stimulus) have direct effects on people's internal states (organism), further resulting in either approach or avoidance behavioral intentions (response). In this study, stimuli include the physical environment, social environment and price fairness. On the other hand, organism denotes guest emotions and guest satisfaction, while response refers to guests' behavioral intentions. The sample for the current study comprised tourists or guests (local and international) who have stayed at a P2P accommodation in Malaysia in the last 24 months. Purposive and multiple sampling approaches were used in order to make the sample generalizable to the population. Essentially, findings from this study may help P2P providers with some ideas on how to attract and retain guests. This research may also provide information about the competitive advantages and service characteristics of the P2P accommodation sector over hotels.

1.4 Research Questions and Objectives

The main question of this research was, "What is the effect of physical environment, social environment, price fairness, guest emotions and guest satisfaction on guest behavioral intentions in the Malaysian P2P accommodation

sector?” Specifically, this research sought to answer the following specific questions:

- 1) What are the effects of physical environment, social environment and price fairness on guest emotions within the P2P accommodation sector in Malaysia?
- 2) What are the effects of physical environment, social environment and price fairness on guest satisfaction within the P2P accommodation sector in Malaysia?
- 3) What are the effects of guest emotions and guest satisfaction on guest behavioral intentions within the P2P accommodation sector in Malaysia?

The general objective of this research was to examine the effects of physical environment, social environment, price fairness, guest emotions and guest satisfaction on guest behavioral intentions in the Malaysian P2P accommodation sector. Based on the primary research aim and questions, the specific objectives are as follows:

- 1) To determine the effects of physical environment, social environment and price fairness on guest emotions within the P2P accommodation sector in Malaysia.
- 2) To determine the effects of physical environment, social environment and price fairness on guest satisfaction within the P2P accommodation sector in Malaysia.
- 3) To determine the effects of guest emotions and guest satisfaction on guests' behavioral intentions within the P2P accommodation sector in Malaysia.

1.5 Scope of the Study

This study identified the determinants of guest emotions, guest satisfaction and behavioral intentions in the peer-to-peer accommodation sector based on the S-O-R theory. This study investigated international and local tourists who have stayed in a P2P accommodation sector in Malaysia in the last 24 months. Specifically, this study focused on the users of P2P accommodation platforms, such as Airbnb and homestays, as these are most commonly used platforms of P2P accommodation in Malaysia.

1.6 Significance of Research

The current study may increase the understanding of P2P accommodation in the hospitality and tourism industry from the theoretical, practical, and

methodological perspectives by fulfilling the research objectives. This study will be significant in the following ways:

1.6.1 Theoretical Contributions

Little empirical studies have focused on the behavioral intentions of tourists in the P2P accommodation sector of developing countries. Even in some established nations, most studies in extant literature have not provided a comprehensive discussion on the antecedents of behavioral intentions in the P2P accommodation sector. Therefore, from the theoretical perspective, this study may contribute to the services marketing literature and P2P accommodation sector by conducting a quantitative analysis of the antecedents of guests' behavioral intentions in Malaysia. The present study may be able to provide a creditable source of information on physical environment, social environment, price fairness, emotions, satisfaction and behavioral intention of guests in the P2P accommodation sector and provide opportunities to conduct future research in this area.

This study may contribute to a better understanding of the SOR theory in relation to the P2P accommodation sector. The said theory has been tested in many sectors including shopping malls, hotels, restaurants and resorts. However, to date, it has not been examined in relation to the P2P accommodation sector. Also, the present study investigated two new variables under the SOR theory, namely, social environment and price fairness. This study also developed a behavioral intention based on a hypothetical model in the context of the P2P accommodation sector; henceforth creating a more robust model in existing literature. The present study further showed that the antecedent that does not increase guest emotions is social environment; whereas, price fairness does not affect guest satisfaction in the P2P accommodation sector of Malaysia.

1.6.2 Practical Contributions

This study may likewise provide practical and managerial contributions. It may elicit a better understanding of why tourists and guests choose to stay with the local people in P2P accommodations. Additionally, it may enlighten practitioners about various motivation-based antecedents. It may further provide benefits for marketers, tourists and local people who are working in, or are planning to work in the P2P accommodation sector by identifying its major competitive advantages. Knowing tourists' reasons behind choosing P2P accommodation over other types of accommodation can help other accommodation sectors to promote their products in the market over users of P2P accommodations. Indeed, the current study has shown that guests at P2P accommodations are attracted to physical amenities while staying in a property.

Moreover, tourism firms and destination marketing organizations can also benefit from the findings of this study as the overall characteristics of the preferences of their consumers are highlighted by providing P2P accommodation guests' antecedents for using the service, such as knowing locals closely. Furthermore, the study highlighted the strengths and weaknesses of the P2P accommodation sector in Malaysia. The findings showed that physical environment positively affected guest emotions, guest satisfaction and behavioral intentions. Similarly, social environment positively influenced guest satisfaction and behavioral intentions. By the same token, price fairness positively impacted guest emotions and behavioral intentions in the Malaysian P2P accommodation sector. These results can help these accommodation types to design and apply effective services marketing policies and strategies in the industry. The findings for both product advancement and marketing have indeed vital practical implications.

1.6.3 Methodological Contributions

Lastly, the current study may also have methodological contributions. Considering the challenges of recruiting respondents who are spread geographically and globally, the use of the internet to reach anyone from any place and the usage of online multiple sampling frames are indeed valuable. Also, the mechanical Turk was used as one of the sampling frames, which has increasingly become popular in social sciences (Berinsky, Huber & Lens, 2012). However, very few studies have employed it (Guttentag, 2016; Shim, Vargas & Santos, 2014; Tussyadiah, 2015).

1.7 Definition of Terms

This study investigated behavioral intention, physical environment, social environment, price fairness, guest emotions and guest satisfaction. Their definitions as used in this study are given in the ensuing subsections.

1.7.1 Guests

Guests pertain to tourists or local people who have stayed at a P2P accommodation in Malaysia.

1.7.2 Behavioral Intention

Behavioral intention is defined as the likelihood that a person will carry out a specific behavior after using a P2P accommodation.

1.7.3 Physical Environment

The physical environment refers to all tangible and intangible materials, objects and conditions that surround a business or an individual.

1.7.4 Social Environment

The social environment represents the sum of society's beliefs, customs, practices and behaviors associated with the natural environment in which an individual lives.

1.7.5 Price Fairness

Price fairness is a consumer's evaluation and related feelings of whether the variation or lack of difference between one seller's price is reasonable, acceptable, satisfactory or defensible from the other party or seller's comparative price.

1.7.6 Emotions

Emotions are human inner changes with psychological changes together, prompting one's decisions, sometimes out of the normal pattern for the individual, used particularly in the reference for buying a product or using a service.

1.7.7 Satisfaction

Satisfaction is the fulfillment of an individual's expectations, hopes, pleasure or gladness derived from a particular place, person, object or a service.

1.8 Structure of the Thesis

This thesis is divided in to five chapters. Chapter one consists of the overview of hospitality and tourism, background of the study, problem statement, research objectives and questions, significance of the research, and definitions of the terms.

Chapter 2 discusses literature related to key concepts and terms of the study. This chapter discusses introduction, history of hospitality, Peer to Peer accommodation, Stimulus Organism Response theory and behavioral intention, followed by its detailed information of antecedents that influences guests to stay at the P2P accommodation. This chapter will discuss all the studied variables and their relationship and impact with each other by providing analysis and findings of the previous studies. Also, the chapter will propose hypothesis and summary of the chapter at the end.

Chapter 3 describes the methodology which is used to carry out the study. This chapter involves research design, research framework, measurement and instrument, the reliability of the survey instrument and validity of the survey instrument. This chapter also discussed data collection procedures, sampling technique and data analysis followed by approval for data collection and pilot study.

Chapter 4 is generally known as the most important chapter of the thesis. This chapter will provide characteristics of survey respondents and the results of descriptive and inferential statistics. It will also answer research questions and fulfills research objectives by testing and analyzing hypothesis.

Chapter 5 is usually the conclusion of the thesis and is the last chapter. It consists of summary and discussion of results and their future implications, as well as limitations of the study.

1.9 Conclusion

Chapter 1 was about the introduction of the current study. This chapter has summarized an overview of the tourism and hospitality, background of the study and problem statement. Then the chapter has highlighted three specific objective and research questions of the study. The three objectives and research questions of this study will subsidize the body of knowledge in consumer behavioral studies. Followed by the contributions and definitions of the key constructs are also given in this study.

REFERENCES

- Adanan, A., Radzi, S.M. Hanifah, M.H.M. and Hamid, Z. A. (2010). Tourism development and its impact on residence quality of life: *The case of Tioman Island. In proceedings of 4th tourism outlook & 3rd ITSA Conference, Malaysia*, Nov. 30th- Dec 3rd, 2010.
- Agarwal, A., and Singh, M. R. P. (2018). The Relationship between Retail Experience, Customer Satisfaction, and Behavioral Intention: Exploring the Consumer Shopping Behavior in Unorganized Retail Settings, *Indian Journal of Marketing* 48: 9-27.
- Airbnb, (2014). New study: Airbnb community generates \$312 million in economic impact in LA. Airbnb. Retrieved from [https:// www. airbnb.ca/ press/ news/newstudy-airbnb-community-generates-312-million-in-economic-impact-in-la](https://www.airbnb.ca/press/news/newstudy-airbnb-community-generates-312-million-in-economic-impact-in-la).
- Airbnb, (2015). Airbnb Summer Travel Report (accessed 10/01/2015) [http://blog. Airbnb.com/wp- content /uploads/2015/09/Airbnb-Summer-Travel-Report-1.pdf](http://blog.airbnb.com/wp-content/uploads/2015/09/Airbnb-Summer-Travel-Report-1.pdf).
- Airbnb. (2016a). About us. Airbnb. Retrieved on March 24, 2016 from <https://www.airbnb.ca/about/about-us>.
- Airbnb. (2016b, February). Discover greater London: The impact of sharing an authentic London. Airbnb. Retrieved from [https:// www. airbnb action .com /wpcontent /uploads /2016/02/ Discover GreaterLondon_Report_HIGH_RES.pdf](https://www.airbnbaction.com/wpcontent/uploads/2016/02/Discover GreaterLondon_Report_HIGH_RES.pdf).
- Airbnb. (2017). Airbnb, Inc (US). Retrieved from <https://www.airbnb.com/about/about-us>.
- Airbnb Fast Facts (2017). Press at airbnb, retrieved from <https://press.atairbnb.com/app/uploads/2017/08/4-Million-Listings Announcement-1.pdf>.
- Ajzen, L., and Driver, B.L. (1992). Application of the Theory of Planned Behavior to Leisure Choice. *Journal of Leisure Research* 24(3):207-224.
- Albert., P. and Dirk., S. (2017) "Understanding and overcoming negative impacts of tourism in city destinations: conceptual model and strategic framework", *Journal of Tourism Futures* 3(2): 144-156.
- Albinsson., P.A. and Perera, Y. (2012). Alternative marketplaces in the 21st century: building community through sharing events. *J. Consum. Behav.* 11: 303–315.

- Albrecht., A. K. Walsh, G. Brach, S. Gremler, D. D and Herpen, E. V. (2017). The influence of service employees and other customers on customer unfriendliness: a social norms perspective, *Academy of Marketing Science*, 45(6): 827-847.
- Ali. F. and Amin, M. (2014). The influence of physical environment on emotions, customer satisfaction and behavioral intentions in Chinese resort hotel industry. *Journal for Global. Business Advancement*, 7(3): 249–266.
- Ali. F. Amin, M. and Cobanoglu, C. (2016). An integrated model of service experience, emotions, satisfaction, and price acceptance: an empirical analysis in the Chinese hospitality industry. *Journal of Hospitality Marketing & Management* 25(4): 449-475.
- Ali., F. Amin, M. and Ryu, K. (2016) The Role of Physical Environment, Price Perceptions, and Consumption Emotions in Developing Customer Satisfaction in Chinese Resort Hotels, *Journal of Quality Assurance in Hospitality & Tourism* 17(1): 45-70.
- Ali, F., Hussain, K. and Ragavan, N. A. (2014). Memorable customer experience: Examining the effects of customers experience on memories and loyalty in Malaysian resort hotels. *Procedia - Social and Behavioral Sciences*, 144: 273–279.
- Ali. F. Omar, R. and Amin, M. (2013). An examination of the relationships between physical environment, perceived value, image & behavioural intentions: A SEM approach towards Malaysian resort hotels. *Journal of Hotel & Tourism Management*, 27(2): 9–26.
- Ali. F. and Omar, R. (2014). Determinants of customer experience and resulting satisfaction and revisit intentions: PLS-SEM approach towards Malaysian resort hotels. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 3(2): 175-193.
- Ali, F. Rasoolimanesh, M. S. Sarstedt, M. Ringle, C. M. Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research, *International Journal of Contemporary Hospitality Management*, 30(1): 514-538.
- Ariffin., A. A. M. and Yahaya, M. F. (2013). The relationship between airport image, national identity and passengers delight: A case study of the Malaysian low cost carrier terminal (LCCT). *Journal of Air Transport Management*, 31: 33-36.
- Augustin, R. (2016). Hotel association wants Putrajaya to regulate Airbnb. Retrieved from: <https://www.freemalaysiatoday.com/category/nation/2016/10/31/hotel-association-wants-putrajaya-to-regulate-airbnb/>.

- Bagozzi., R.P. (1975). Marketing as exchange. *J. Mark.* 39 (4): 32–39.
- Bagozzi., R.P. Gopinath, M. and Nyer, P.U. (1999). The role of emotions in marketing. *J. Acad. Mark. Sci.* 27(2): 184–206.
- Baker J., (1987). The role of environment in marketing services: the consumer perspective. In: *Czepiel AJ, Congram C, Shanahan J, editors. The service challenge: integrating for competitive advantage. Chicago, IL: American Marketing Association, 79–84.*
- Baker., J. Grewal, D. and Levy, M. (1992). An experimental approach to making retail store environment decisions. *J Retail*, 68: 445–60.
- Baker., J. (1987). The Influence of multiple store environment cues on perceived merchandise value and patron age intentions. *Journal of Marketing*. 66: 120–141.
- Baker., J. (2002). Market timing and capital structure. *The journal of finance*, 57(1): 1–32.
- Baker., J. Grewal, D. and Parasuraman, A. (1994). The influence of store environment on quality inferences and store image. *Journal of the Academy of Marketing Science*, 22(4): 328-339.
- Bakori., K. A. (2012). Assessment of the environmental management practices in hotel industry towards sustainable tourism in Malaysia. *Journal of Tourism Futures*, 3(2): 144-156.
- Barclay., D. Thompson, R. and Higgins, C. (1992). The Partial Least Squares Approach to Causal Modeling: Personal Computer Adoption and Use as an Illustration, *Technology Studies: Special Issue on Research Methodology* 2: 285-324.
- Bardhi, F. & Erckhardt, G. (2012). Access based consumption: the case of car sharing. *Journal of Consumer Research*, 39: 882.
- Bassey., F. O. (2014). The Effect of Perceived Price Fairness on Customer Satisfaction and Loyalty. *Master of Science thesis*, Eastern Mediterranean University, North Cyprus.
- Bergenwall., M. (1998), An Overview of Emotion Theory: Incorporating the Concept of Emotion into Service Quality Research, *Meddelanden Working Papers*, No. 367, Swedish School of Economics and Business Administration.
- Belk, R. (2014). You are what you can access: Sharing and Collaborative Consumption Online. *Journal of Business Research*, 67: 1595-1600.

- Bellotti., V. Ambard, A. Turner, D. Gossmann, C. Demkova, K. and Carroll., J.M. (2015). A muddle of models of motivation for using peer-to-peer economy systems. In *Proceedings of CHI 2015Conference, Crossings*, South Korea.
- Berman., B. Evans, R.J. and Lowry, J R. (1995). *Retail Management: A Strategic Approach*. NY. Prentice-Hall International London Press.
- Bhatiah, A. K. (2001). *Tourism development: Principles and practice: New Delhi: Sterling*.
- Bhuian., S.N (1997). Marketing Cues and Perceived Quality: Perceptions of Saudi Consumers Toward Products of the US, Japan, Germany, Italy, UK and France, *Journal of Quality Management* 2(2): 217-235.
- Bitner., M. J. (1992). Service scapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2): 57–71.
- Bagozzi., R. Gopinath, M. and Nyer, P. (1999). The role of emotions in marketing. *J Acad Mark Sci*, 27(2):184–206.
- Bolton., L.E. Warlop, L. and Alba., J.W. (2003). Consumer Perspective of Price (Un) Fairness. *Journal of Consumer Research*. 29(4): 47-49.
- Borondo., J. P. Oliva, M. A. and Pascual, C. O. (2016). Emotions, Price and quality expectations hotel services, [sagepub.co.uk/ journals Permission.nav](http://sagepub.co.uk/journals/Permission.nav).
- Botsman., R., and Rogers, R. (2010). *What's Mine is Yours: The Rise of Collaborative Consumption*. *Harper Business*, New York.
- Bowen., J. and Chen, S. (2001) The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5): 213-217.
- Bowen., J.T. and Shoemaker, S. (1998a). Loyalty: A strategic commitment. *Cornell Hotel and Restaurant Administration Quarterly*. 39(1): 12-25.
- Bowen, J.K. & Shoemaker, S. (1998b). The Antecedents and Consequences of Customer Loyalty. *Cornell Hotel Restaurant and Administration Quarterly*. 38(2), 12-25.
- Barrows., C.W. Powers, T. and Reynolds, D. (2012) *Introduction to Management in the hospitality Industry*, 10th ed., *John Willey and Sons*, New Jersey.
- Belarmino., A. Whalen, E. Koh, Y. and Bowen, J. T. (2017). Comparing guests' key attributes of peer-to-peer accommodations and hotels: mixed-methods approach, *Current Issues in Tourism*.

- Berinsky., A. J. Huber, G. A. and Lenz, G. S. (2012). Evaluating online labor markets for experimental research: Amazon.com Mechanical Turk. *Political Analysis*, 20(3): 351- 368.
- Bernama., (2016). Local homestays get online boost by Airbnb. Retrieved from: <http://mrem.bernama.com/v2/viewpress?idm=25953>.
- Bhuiyan, M. A. H. Siwar, C. and Ismail, S. M. (2013). Socio-economic Impacts of Home Stay Accommodations in Malaysia: A Study on Home Stay Operators in Terengganu State. *Asian Social Science*, 9(3): 42–49.
- Boo., H. V. (2017). Service Environment of Restaurants: Findings from the youth customers. *Journal of ASIAN Behavioral Studies*, 2(2): 67-77.
- Borondo., J. P. Oliva, M. A. and Pascual, C. O. (2016). Emotions, price and quality expectations in hotel services, *Journal of Vocation Marketing*, 23(4) :322-338.
- Breiter., D. and Milman, A. (2006), Attendees' needs and service priorities in a large convention center: application of the importance-performance theory, *Tourism Management*, 27(6):1364-1370.
- Buczynski., B. (2013). Sharing Is Good: How to Save Money, Time and Resources P.M., Through Collaborative Consumption. *New Society Publishers*, Gabriola Island.
- Buhrmester, M. D. Kwang, T. & Gosling, S. D. (2011). Amazon's Mechanical Turk: A new source of inexpensive, yet high-quality, data? *Perspectives on Psychological Science*, 6:3–5.
- Bukart., A. J. and Medlik, S. (1987). Tourism, Past, Present and Future. *London Heinaman*.
- Burns., D. and Neisner, L. (2006). Customer satisfaction in a retail setting: the contribution of emotion, *International Journal of Retail & Distribution Management*, 34 (1): 49–66.
- Carrier., JG. (2004). Introduction in Confronting Environments: Local Environmental Understanding in a Globalizing World, ed. JG Carrier. Walnut Creek, CA: *Altamira Press*, 1–29.
- Carbone., P. L. and Haeckel, S. H. (1994). Engineering customer experiences. *Marketing Management*, 3: 8–19.
- Certin., G. and Dincer, F. I. (2014). Influence of customer experience on loyalty and word- of-mouth in hospitality operations. *Anatolia: An International Journal of Tourism and Hospitality Research*, 25(2): 181–194.

- Chang., K. C. (2015). Effect of servicescape on customer behavioral intentions: Moderating roles of service climate and employee engagement. *International Journal of Hospitality Management*, 53: 116–128.
- Chang., L. (2013). *Influencing factors on creative tourists' revisiting intentions: the roles of motivation, experience and perceived value*, Doctoral Dissertation. Clemson University, South Carolina.
- Chen., C. M. Chen, S. H. and Lee, H.T. (2013). Interrelationships between physical environment quality, personal interaction quality, satisfaction and behavioral intentions in relation to customer loyalty: The case of Kinmen's bed and breakfast industry. *Asia Pacific Journal of Tourism Research*, 18(3): 262–287.
- Chen., I. Gupta, A. and Rom, W. (1994). A study of price and quality in service operations. *International Journal of Service Industry Management*, 5(2): 23–33.
- Chen., C. F. and Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism management*, 28(4): 1115-1122.
- Chesky, B. (2014, July 16). Belong anywhere. *Airbnb blog*. Retrieved from <http://blog.airbnb.com/belong-anywhere/>.
- Chin., W.W. (1998). Issues and opinions on structural equation modeling. *MIS Quarterly*, 22(1): 7–16.
- Chin., W.W. Peterson, R.A. and Brown, P.S. (2008). Structural equation modeling in marketing: Some practical reminders. *Journal of Marketing Theory and Practice*, 16(4): 287–98.
- Chin., W. W. and Newsted, P. R. (1999). Structural equation modeling analysis with small samples using partial least squares. In R. H. Hoyle (Ed.), *Statistical strategies for small sample research*. Thousand Oaks: CA: Sage Publications, 307-341.
- Chin., W. W. and Todd. P. A (1995). On the Use, Usefulness, and Ease of Use of Structural Equation Modeling in MIS Research: A Note of Caution," *MIS Quarterly*, 19(2): 237-246.
- Choi., T.Y. and Chu, R., (2001). Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry. *Int. J. Hospitality Manage.* 20:277–297.
- Choi., S. and Mattila, A.S. (2005). Impact of Information on Customer Fairness Perception of Hotel Revenue Management. *Cornell Hotel and Restaurant Administration Quarterly*. 46(4): 444-451.

- Choi., S. Lehto, X.Y. and Morrison, A.M. (2007). Destination image presentation on the web content analysis of Macau travel related websites. *Tourism management*. 28: 118-129.
- Chou., S.C. Bouldy, D.P. and Lee, A.H. (2002). Measuring job satisfaction in residential aged care. *Int J Qual Health Care*.14(1): 49-54.
- Chow., I. H. S. Lau, V. P. Lo, T. W.C. Sha, Z. and Yun, H. (2007). Service quality in restaurant operations in China: Decision and experiential oriented perspectives. *International Journal of Hospitality Management*, 26(3): 698–710.
- Christmas., T.H. (2005). *Using partial least squares approach to predict factors that contribute to the impact of e-folios on pre-service teachers' learning*. Doctoral dissertation. Louisiana State University, USA.
- Clampet., J. (2014, February 13). Airbnb in NYC: The real numbers behind the sharing story. *Skift*. Retrieved from <https://skift.com/2014/02/13/airbnb-in-nyc-the-real-numbers-behind-the-sharing-story/>.
- Cohen., J. (1988). Statistical power analysis for the behavioral sciences (2nd ed.). Hillsdale, NJ: *Lawrence Erlbaum Associates, Inc.*
- Cohen, M. and Sundararajan, A. (2015). Self-regulation and innovation in the peer to peer sharing economy. *Univ. Chic. Law Rev. Online*, 82, 116–133.
- Cristo., M. Saerang, D. P. E. and Worang, F. G. (2017). The influence of price, service quality, and physical environment on customer satisfaction. case study Markobar Cafe Mando, *Jurnal EMBA*, 5(2): 678-686.
- Cronin., J.J. Brady, M. K. and Hult, G.T.M. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*. 76(2): 193-218.
- Cronin., J. and Taylor, S. (1992). Measuring service quality: A reexamination and extension. *Journal of Marketing*, 56(3): 55–68.
- Curran., P. G. (2015). Methods for the detection of carelessly invalid responses in survey data. *Journal of Experimental Social Psychology*. Published online August 1, 2015.
- Dai., B. (2010). *The Impact of Perceived Price Fairness of Dynamic Pricing on Customer Satisfaction and Behavioral Intentions: The Moderating Role of Customer Loyalty*. Doctor of Philosophy Dissertation, Auburn, Alabama.
- Day., R. (1984). Modeling choices among alternative responses to dissatisfaction, *Advances I Consumer Research*, 11: 496–499.

- Dedeoglu., B. B. Bilgihan, A. Ye, B. H. Buoincontri, P. and Okumus, F. (2018). The impact of servicescape on hedonic value and behavioral intentions: The importance of previous experience, *International Journal of Hospitality Management*, 72: 10-20.
- Delcourt., C. Gremler, D. D. Vanriel, A. C. R., & VanBirgelen, M. (2013). Effects of perceived employee emotional competence on customer satisfaction and loyalty: The mediating role of rapport. *Journal of Service Management*, 24(1): 5–24.
- Derbaix., C. and Pham,M.T. (1991). Affective reactions to consumption situations: a pilot investigation. *Journal of Economic Psychology*, 12: 325–355.
- Donnelly., M. (2009). *Building customer loyalty: A customer experience-based approach in a tourism context*. Master's thesis, Waterford Institute of Technology.
- Donovan., R. and Rossiter, J. (1982). Store atmosphere: an environmental psychology approach, *Journal of Retailing*, 58: 34-57.
- Donovan., R. Rossiter, J. and Nesdale, A. (1994). Store atmosphere and purchasing behavior. *Journal of retailing*, 70(3): 283-294.
- Eckhardt., G. M. and Bardhi, F. (2015). The Sharing Economy Isn't About Sharing at All. *Harvard Business Review*.
- Ekman., P. and Oster, H. (1979). Facial expressions of emotion. *Annual review of psychology*, 30: 527-554.
- Elizaveta, R. (2016). *Peer-to-peer as a travel accommodation option and the customer value*. Master Thesis, Saimaa University of Applied Sciences, Imatra.
- Ennion, J. (2013, November 23). Airbnb: The new black. *Stuff*. Retrieved from <http://www.stuff.co.nz/travel/themes/budget/9431454/Airbnb-The-new-black>.
- ETP, (2012). Economic Transformation Programme review. [http:// etp. Pemandu. gov. my / / annualr eport 2011/12 _National _Key _Economic_Areas -@-Tourism.aspx](http://etp.pemandu.gov.my/annualreport2011/12_National_Key_Economic_Areas-@-Tourism.aspx).
- Euromonitor International, (2016). Lodging in Malaysia: Category Briefing, November, Retrieved from <http://www.portal.euromonitor.com>.
- Fishbein., MA. and Ajzen, L. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. *MA: Addison-Wesley Publisher*.

- Falk., R. F. and Miller, N. B. (1992). A primer for soft modeling. Akron, OH: *University of Akron Press*.
- Fornell., C. and Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1): 39–50.
- Fornell., C. and Larcker, D. (1987). A second generation of multivariate analysis: Classification of methods and implications for marketing research. *Review of marketing*, 51: 407-450.
- Freitag., J.D. and Haywood, J. (2015). Digging the core of airbnb's big apple data Hotel News Now (accessed 10/01/2015), retrieved from [http://www.Hotelnewsnow.com/Article/Sheth, 16395/Digging-to-the-core-of-Airbnbs-Big-Apple-data](http://www.Hotelnewsnow.com/Article/Sheth,16395/Digging-to-the-core-of-Airbnbs-Big-Apple-data).
- Gansky., A. L. (2010). The Mesh: Why the Future of Business is sharing. *Portfolio Trade*, London.
- Gefen., D. and Straub, D.W (1997). Gender differences in the perception and use of E-mail: An extension to the technology acceptance model. *MIS Quarterly*, 21(4): 389-400.
- Getty., J.M. and Thompson, K.N. (1994). The relationship between quality, satisfaction and recommending behavior in lodging decision. *Journal of Hospitality and Leisure Marketing*, 2(3): 3-22.
- Gilligan., C. Kyri, K. and Bourke, J. (2014). Social networking versus Facebook advertising to recruit survey respondents: A quasi-experimental study. *JMIR Research Protocols*, 3(3): 48.
- Githiri., M. N. (2017). Influence of Physical Environment on Customer Satisfaction and Return Intention in Kenyan Rated Restaurants, *Asian Journal of Social Science Studies*, 2(1): 2017.
- Goodman., J. K. Cryder, C. E. and Cheema, A. (2013). Data collection in a flat world: The strengths and weaknesses of Mechanical Turk samples. *Journal of Behavioral Decision Making*, 26(3): 213-224.
- Grandey, A. and Brauburger, A. (2002). The emotion regulation behind the customer service smile. In R. Lord & R. Klimoski & R. Kanfer. (Eds.), *Emotions in the workplace, understanding the structure and role of emotions in organizational behavior*. San Francisco, CA: Jossey-Bass: 260-294.
- Gansky., L. (2010). The Mesh: Why the Future of Business is Sharing. *Portfolio Trade*, London.

- Grove., S. Fisk, R. and Dorsch, M. (1998). Assessing the theatrical components of the service encounter: A cluster analysis examination. *The Service Industries Journal*, 18(3): 116–134.
- Gummesson., E. (2002). Total Relationship Marketing. *Butterworth-Heinemann*.
- Gundersen., M. G. Heide, M. and Olsson, U. H. (1996). Hotel Guest satisfaction among Business Travellers: What Are the Important Factors? *The Cornell Hotel and Restaurant Administration Quarterly*, 37(2): 72-81.
- Guttentag, D. (2015). Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), 1192-1217.
- Guttentag, A D., (2016). Why tourists choose Airbnb: A motivation-based segmentation study underpinned by innovation concepts. *Doctoral Dissertation*. University of Waterloo, Ontario, Canada.
- Guttentag., D. Smith, S. Potwarka, L. and Havitz, M. (2017). Why tourists choose Airbnb: A motivation-based segmentation study underpinned by innovation concepts, *Journal of Travel Research*, 57(3): 1-18.
- Haddad., R. E., Hallak, R. and Assaker, G. (2015). Price fairness perceptions and hotel customers' behavioral intentions. *Journal of Vocation Marketing*, 21(3): 262-276.
- Hair., J. F. Anderson, R. E. Tatham, R. L. and Black, W. C (1998). "Multivariate Data Analysis (5th ed.)," *Prentice Hall, Englewood Cliffs, NJ*.
- Hair., J. F. Hult, G. T. M., Ringle, C. and Sarstedt, M. (2013). A primer on partial least squares structural equation modelling (PLS-SEM). Los Angeles: *Sage Publications*.
- Halstead., D. and Page, T.J. (1992). The effects of satisfaction and complaining behavior on consumer repurchase intention. *J. Consum. Satisf. Dissatisfaction Complain Behav.* 5: 1–11.
- Han., H. and Back, K. J. (2007). Investigating the effects of consumption emotions on customer satisfaction and repeat visit intentions in the lodging industry. *Journal of Hospitality & Leisure Marketing*, 15(3): 5-30.
- Han., H. and Kim, W. (2009). Outcomes of relational benefits: restaurant customers' perspective, *Journal of Travel & Tourism Marketing*, 26(8): 820–835.
- Han., H. and Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the family restaurant industry. *Journal of Hospitality and Tourism Research*, 33(4): 487–510.

- Han, Q. Wen, H. Feng, G. Wu, B. Ren, M. (2016). Self-nominating trust model based on hierarchical fuzzy systems for peer-to-peer networks. *Peer Peer Netw. Appl*, 9, 1020–1030.
- Hansen., T. (2005). Understanding consumer perception of food quality: the cases of shrimps and cheese. *British Food Journal* 107(7): 500–525.
- Harwell, D. (2014, June 28). Tampa Bay's explosive vacation-rental growth sparks battles in neighborhoods. *Tampa Bay Times*. Retrieved from <http://www.tampabay.com/news/business/realestate/vacation-wars-tampa-bays-explosive-vacation-rental-growth-sparks-battles/2186403>.
- Hen. M., Weinstein, M. and Foard, N. (2006). A short introduction to social research. *Sage Publications*, London.
- Henseler., J. Ringle, C. M. and Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1): 115-135.
- Hightower., R. Brady, M. and Baker, T. (2002). Investigating the role of the physical environment in hedonic service consumption: an exploratory study of sporting events. *Journal of Retailing* 55 (9): 697–707.
- Hightower., R. Jr. Brand, R. and Bourdeau, B. (2006). Managing the Servicescape In the Funeral Home Industry, *Forum Empresarial Journal*, 11 (1): 43-58.
- Hightower., R. Jr. and Shariat, M. (2009). Servicescape 's Hierarchical Factor Structure Model, *Global Review of Business and Economic Research Journal*, 5(2): 375-398.
- Homans., G.C. (1961). Social Behavior: It's Elementary Forms, New York: *Harcourt, Brace & World*.
- Horton., J. J (2014). The Tragedy of Your Upstairs Neighbors: Is the Airbnb Negative Externality Internalized? Available at SSRN: <https://ssrn.com/abstract=2443343> or <http://dx.doi.org/10.2139/ssrn.2443343>.
- Huang., Y. Scott, N. Ding, P. and Cheng, D. (2012). Impression of Luisanjie: Effect of mood on experience and satisfaction. *International Journal of Tourism Research*, 14(1): 91–102.
- Huang., J. L. Curran, P. G. Keeney, J. Poposki, E. M. and DeShon, R. P. (2012). Detecting and deterring insufficient effort responding to surveys. *Journal of Business and Psychology*, 27(1), 99-114.
- Hui., M., Dube, L. Chebat, J.C. (1997). The impact of music on consumers' reaction to waiting for services. *J Retail*, 73(1): 87–104.

- Hunt., K. H. (1977). Customers Satisfaction /Dissatisfaction- Overview and Future Directions, in Hunt, K. H. Conceptualization and Measurement of Customer Satisfaction and Dissatisfaction, Marketing Science Institute, Cambridge, MA: 71-109.
- Huppertz., J. W. Arenson, S. J. and Evans, R. H. (1978). An application of equity theory to buyer-seller exchange situations, *Journal of Marketing Research*, 15 (2): 250-260.
- Izard, C. E. (1977). Human emotions. New York: *Plenum. Emotions, Personality, and Psychotherapy*.
- Izard, Carroll E. (1981), Die Emotionen des Menschen – Eine Einführung in die Grundlagen der Emotionspsychologie, *Weinheim*.
- Jaccard, J. and King, G.W. (1977). The relation between behavioral intentions and beliefs: a probabilistic model. *Journal of Human Communication research* 3(4): 326-334.
- Jang, S.S. Liu, Y. and Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian Russell model to restaurants. *Journal of business research*, 62(4): 451-460.
- Jang, S.S. Liu, Y. and Namkung, Y. (2011). Effects of authentic atmospherics in ethnic restaurants: investigating Chinese restaurants. *International Journal of Contemporary Hospitality Management*, 23(5): 662–680.
- Jani, D. and Han, H. (2013). Personality, social comparison, consumption emotions, satisfaction, and behavioral intentions: How do these and other factors relate in a hotel setting? *International Journal of Contemporary Hospitality Management*, 25(7): 970-993.
- Jani, D. and Han, H. (2015). Influence of environmental stimuli on hotel customer emotional loyalty response: testing the moderating effect of to the big five personality factors. *Int. J. Hosp. Manage.* 44: 48–57.
- Jeong, J. H. and Lee, K. H. (2006). The physical environment in museums and its effects on visitor's satisfaction. *Building and Environment*, 41(7): 963-969.
- Jeon, S. and Kim, M. (2012). The effect of the servicescape on customers' behavioral intentions in an international airport service environment. *Service Business*, 6(3): 279-295.
- Jin, Q (2015). *A Research Proposal: The Effects of Restaurant Environment on Consumer Behavior*. MBA Thesis, Johnson and Wales University, USA.

- Johnson, J. A. (2005). Ascertaining the validity of individual protocols from web-based personality inventories. *Journal of Research in Personality*, 39(1): 103-129.
- Johnson, B. and Christensen, L. (2008). *Educational Research. Quantitative, Qualitative and Mixed Approaches (3rd edn)*. USA: SAGE Publications.
- Kaltcheva, V. D. and Weitz, B. A. (2006). When should a retailer create an exciting store environment? *Journal of Marketing*, 70(1): 107–118.
- Kalapurakal, R. Diclison, P. R. and Urbany, J. E. (1991). Perceived Price Fairness and Dual Entitlement. *Advances in Consumer Research*. 18: 788-793.
- Kang, S.S. Okamoto, N. and Donovan, A.H, (2004) Service quality and its effect on customer satisfaction and customer behavioral intentions: hotel and ryokan guests in Japan. *Asia Pacific Journal of Tourism Research*, 9(2): 189-202.
- Kim, W.G. Han, J.S. and Lee, E. (2001). Effect of Relationship Marketing on Re Purchase and Word of Mouth. *Journal of Hospitality & Tourism Research*. 25(3): 272-288.
- Kim, H. and Choi, B. (2013). The influence of customer experience quality on customers' behavioral intentions, *Services Marketing Quarterly*, 34(4): 322–338.
- Kim, K.J. Jeong, I. J. Park, J. C. Park, Y. j. Kim, C. G. and Kim, T. H. (2007). The Impact of Network Performance on Customer Satisfaction and Loyalty: High Speed Internet Service Case in Korea. *Expert Systems with Applications*. 32: 822–831.
- Kim, M. K. Park, M. C. and Jeong, D.H. (2004). The Effect of Customer Satisfaction and Switching Barrier on Customer Loyalty in Korean Mobile Telecommunication Service. *Telecommunications Policy*. 28(2): 145-159.
- Kim, H. S. K. & Shim, J. H. (2017). The Effects of Service Qualities on Customer Satisfaction and Behavioral Intention in Coffee Shops, *The International Journal of Industrial Distribution & Business*, 8(5): 95-109.
- Kim, J. Yoon, Y. and Zo, H. (2015). Why people participate in the sharing economy: a social exchange perspective. *Proceedings of Pacific Asia Conference on Information Systems (PACIS)*, 2015 (accessed 10/01/2015).
- Kimes, S.E. (2005). Restaurant Revenue Management: Could it Work? *Journal of Revenue and Pricing Management*. 4(1): 95-97.

- Kimes, S.E. and Wirtz, J. (2002). Perceived Fairness of Demand based Pricing for Restaurant. *Cornell Hotel and Restaurant Administration Quarterly*. 43(1): 31-37.
- Kimes, S.E. and Wirtz, J. (2003a). Has Revenue Management Become Acceptable? *Journal of Service Research*. 6(2): 125-135.
- Kimes, S.E. and Wirtz, J. (2003b). Perceived Fairness of Revenue Management in the US Golf Industry. *Journal of Revenue and Pricing Management*. 4(1): 332.
- Kimes, S.E. and Wirtz, J. (2007). The Moderating Role of Familiarity in Fairness Perception of Revenue Management Pricing. *Journal of Service Research*. 9(3): 229-240.
- Kimes, S.E. (2002). Perceive Fairness of Yield Management. *Cornell Hotel and Restaurant Administration Quarterly*. 43(1): 21-30.
- Kline, R. B. (2011). Principles and practice of structural equation modeling. New York: Guilford Press.
- Knutson, B. and Patton, M. (1995). Dineserv: A tool for measuring service quality in restaurants. *Cornell Hotel and Restaurant Administration Quarterly*, 36(2): 56-60.
- Kohler, W. (1929). Gestalt psychology. *Liveright*, New York.
- Koo, D. M. and Ju, S. H., (2010). The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention. *Computers in Human Behavior*, 26(3): 377–388.
- Kotler, P. (1973). Atmospherics as a marketing tool. Marketing intangible products and product intangibles. J Retail Levitt T. *Harvard Bus Rev*, 59(3): 94–102.
- Kumar, K. (2010) The Effect of Store Environment on Consumer Evaluations and Behavior towards Single-Brand Apparel Retailers, Available at: http://trace.tennessee.edu/utk_graddiss/816 (Accessed on 16-03-2013).
- Kuo, N.T. Chang, K.C. Chen, M.C. Hsu, C.L. (2012). Investigating the effect of service quality on customer post-purchasing behaviors in the hotel sector: the moderating role of service convenience. *J. Qual. Assur. Hosp. Tour*. 13 (3): 212–234.
- Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioral intentions: a study in the hotel industry, *Managing Service Quality*, 19(3): 308–331.

- Ladhari., R. Souiden, N. and Dufour, B. (2017). The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions, *Journal of Retailing and Consumer Services*, 34: 10-18.
- Lamb, Z. (2011). Rethinking authenticity in tourist experience: Analyzing the motivations of travelers in person-to-person hospitality networks. Master's thesis, The University of Chicago, Chicago, IL.
- Lamberton, C.P. and Rose, R.L. (2012). When is ours better than mine? A framework for understanding and altering participation in commercial sharing systems. *J. Market.* 76: 109–125.
- Lee, Y.K. Back, K. and Kim, J. (2009). Family restaurant brand personality and its impact on customer's emotion, satisfaction, and brand loyalty. *Journal of Hospitality & Tourism Research*, 33(3): 305–328.
- Lee, J. Graefe, A. R. and Burns, R. C. (2004). Service quality, satisfaction, and behavioral intention among forest visitors. *Journal of Travel & Tourism Marketing*, 17(1): 73-82.
- Lee, S. and Jeong, M. (2012). Effects of e-service scape on consumers' flow experiences", *Journal of Hospitality and Tourism Technology*, 3 (1): 47 – 59.
- Lee, Y. K., Lee, C. K. Lee, S. K. and Babin, B. J. (2008). Festivalscapes and patrons' emotions, satisfaction, and loyalty. *Journal of Business Research*, 61(1): 56-64.
- LeDoux, J. E. (1998), *Das Netz der Gefühle -Wie Emotionen entstehen*, Munich.
- Lew, A. A., Hall, C.M. and Williams, A. M. (2004). A companion to Tourism. UK: *Blackwell Publishing Ltd.*
- Lin, J. and Liang, H. (2011) 'The influence of service environments on customer emotion and service outcomes', *Managing Service Quality*, 21(4): .350–372.
- Liu, S. Q. and Matilla, A. S. (2017). Airbnb: online targeted advertising, sense of power, and consumer decisions *Int. J. Hospitality Management*. 60: 33-41.
- Lobo, A. Maritz, A. and Mehta, S. (2007). Enhancing Singapore travel agencies' customer loyalty: an empirical investigation of customers' behavioral intentions and zones of tolerance. *International Journal of Tourism research* 9(6): 485-495.
- Lucas, A. F. (2003). The determinants and effects of slot servicescape satisfaction in a Las Vegas hotel casino. *UNLV Gaming Research and Review Journal*, 7(1): 1-19.

- Machleit, A. and Mantel, P. (2001). Emotional response and shopping satisfaction: Moderating effects of shopper attributions. *Journal of business research*. 54(2): 97-106.
- Mano, H. and Oliver, R.L. (1993). Assessing the Dimensionality and Structure of Consumption Experience: Evaluation, Feeling, and Satisfaction, *Journal of Consumer Research*, 20(3): 451-466.
- Martin, C.L. (1996). Consumer-to-consumer relationships: Satisfaction with other consumers' public behavior. *Journal of Consumer Affairs*, 30(1): 146–169.
- Martin, D. O'Neill, M. Hubbard, S. and Palmer, A. (2008). The role of emotion in explaining consumer satisfaction and future behavioral intentions, *Journal of Services Marketing*, 22(3): 224–236.
- Martins, M. & Monroe, K.B. (1994). An Integrated Model of Price, Satisfaction, and Loyalty: An Empirical Analysis in the Service Sector, *Journal of Product and Brand Management*, 16(7): 459-468.
- Mattila, A. S. and Wirtz, J. (2001). Congruency of scent and music as a driver of in-store evaluations and behavior. *Journal of Retailing*, 77: 273–289.
- Mehrabian, A. and Russell, J.A. (1974). An Approach to Environmental Psychology. *MIT Press*, Cambridge.
- Menkedick, S. (2009, December 1). How to make money off your apartment or house when you're abroad. *Matador Network*. Retrieved from 256 <http://matador-network.com/abroad/how-to-make-money-off-your-apartment-or-house-when-youre-abroad/>.
- Menon, K. and Dubé, L. (2000). Ensuring greater satisfaction by engineering salesperson response to customer emotions. *Journal of Retailing*, 76 (3): 285-307.
- Miao L. and Mattila A. S. (2013). The impact of other customers on customer experiences: A psychological perspective. *Journal of Hospitality & Tourism Research* 37 (1): 77-99.
- Milliman, R. E. (1986). The influence of background music on the behavior of restaurant patrons. *Journal of Consumer Research*, 13(2): 286–289.
- Ministry of Tourism and Culture Malaysia. (2015) Official Portal: Ministry of Tourism and Culture Malaysia. Retrieved from <http://www.motac.gov.my/en/>.
- Ministry of Tourism and Culture Malaysia. (2016). Official Portal: Ministry of Tourism and Culture Malaysia. Retrieved from: <http://www.motac.gov.my/en/download/category/11-homestay>.

- Mittal, B. and Lassar, W.M. (1996). The role of personalization in service encounters. *Journal of Retailing*, 72: 95-109.
- Moon, H. Yoon, H. and Han, H. (2015). Role of airport physical environments in the satisfaction generation process: mediating the impact of traveler emotion. *Asia pacific journal of tourism research*, 21(2): 193-211.
- Möhlmann, M. (2015). Collaborative consumption: determinants of satisfaction and the likelihood of using a sharing economy option again. *J. Consum. Behav.* 14(3): 193-207.
- Morrison, A. (2001). Entrepreneurs transcend time: a biographic analysis. *Management decision*, 39(9): 784-791.
- Neill, R. and Lambert, D.R. (2001). The emotional side of price. *Psychology and Marketing* 18(3): 217-237.
- Nordin, (2012). Homestay Tourism. Retrieved from: <http://www.Theborneopost.com/2012/09/23/homestay-tourism-a-burgeoning-sector-in-attracting-more-tourists/>.
- North, A. C. and Hargreaves, D. J. (1996). The Effects of Music on Responses to a Dining Area. *Journal of Environmental Psychology*, 16: 55-64.
- Nowak, B., Allen, T., Rollo, J., Lewis, V., He, L., Chen, A., Wilson, W. N., Costantini, M., Hyde, O., Liu, K., Savino, M., Chaudhry, B. A., Grube, A. M., Young, E. (2015). Global insight: Who will Airbnb hurt more - hotels or OTAs?. *Morgan Stanley Research*. Retrieved from [http://link back.morganstanley.com/web/sendlink/webapp/f/9f3j168-3pcc-g01h-b8bf-005056013100?store=0&d=UwBSZXNIYXJjaF9NUwBiNjVjYzAyNi04NGQ2LTExZTUyYjFIMi03YzhmYTAzZWU4ZjQ%3D&user=bdvpwh9kcvqs49&__gda__=1573813969_cf5a3761794d8651f8618fc7a544cb82](http://link.back.morganstanley.com/web/sendlink/webapp/f/9f3j168-3pcc-g01h-b8bf-005056013100?store=0&d=UwBSZXNIYXJjaF9NUwBiNjVjYzAyNi04NGQ2LTExZTUyYjFIMi03YzhmYTAzZWU4ZjQ%3D&user=bdvpwh9kcvqs49&__gda__=1573813969_cf5a3761794d8651f8618fc7a544cb82).
- NTP, (2016). National Transformation Program, Annual Report (2016). Tourism Highlights retrieved from: https://www.pemandu.gov.my/assets/publications/annualreports/NTP_AR2016_ENG.pdf.
- NTP, (2017). National Transformation Program, Annual Report (2017). Tourism Highlights retrieved from: http://www.mampu.gov.my/images/pengumuman/NTP_AR2017_ENG.pdf.
- Nunnally, J.C. and Bernstein, I.H. (1994). The Assessment of Reliability. *Psychometric Theory*, 3, 248-292.
- O'Gorman, K. (2010). The Origins of Hospitality and Tourism. Oxford: Goodfellow Publishers Ltd.

- Obermiller, C. and Bitner, M. J. (1984). Store Atmosphere: A Peripheral Cue for Product Evaluation, in *American Psychological Association Annual Conference Proceedings, Consumer Psychology Division*, David C. Stewart, ed. American Psychological Association, 52-3.
- Oliver R.L. (1997). Satisfaction: A Behavioral Perspective on the Consumer. *Boston: McGraw-Hill*.
- Olorunniwo, F. Hsu, M. K. and Udo, G. J. (2006). Service quality, customer satisfaction and behavioral intentions in the service factory. *Journal of Services Marketing*, 20(1): 59-72.
- Pallant, J. (2005). SPSS Survival Manual. A step by step guide to data analysis using SPSS for Windows (version 12). UK: *Open University Press*.
- Parasuraman., A. Zeithaml, V.A. and Berry. L.L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Customer Perceptions of Service Quality, *Journal of Retailing*, Spring, 64(1): 12- 40.
- Peng., D.X. and Lai, F. (2012). Using partial least squares in operations management research: A practical guideline and summary of past research. *Journal of Operations Management*, 30(6): 467–480.
- Pareigis, J. Edvardsson, B. and Enquist, B. (2011). “Exploring the role of the service environment in forming customer’s service experience”, *International Journal of Quality and Service Sciences*, 3(1): 110–124.
- Petrick., J.F. (2004). The Roles of Quality, Value, and Satisfaction in Predicting Cruise Passengers' Behavioral Intentions, *Journal of Travel Research*, 42 (4): 397-407.
- Pizam. A. and Ellis, T. (1999). Customer satisfaction and its measurement in hospitality enterprises. *Int. J. Contemp. Hospitality Manage.* 11 (7): 326–339.
- Podsakoff. P.M. MacKenzie, S.B. Lee, J.Y. and Podsakoff, N.P. (2003). Common method Biases in behavioral research: a critical review of the literature and recommended remedies. *J. Appl. Psychol.* 88 (5): 879–903.
- Poon., W. C. and Low, K. I. (2005). Are travelers satisfied with Malaysian hotels? *International Journal of Contemporary Hospitality Management*, 17(3): 217 – 227.
- Prayag., G. Hosany, S. and Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing and Management*, 2(2): 118-127.

- Quinby, D. and Gasdia, M. (2014). Share This! Private Accommodation & the Rise of the New Gen Renter. Retrieved from Phocus wright. <http://www.phocuswright.com/Travel-Research/Consumer-Trends/ShareThis-Private-Accommodation-the-Rise-of-the-New-Gen-Renter>.
- Rafaeli, A. and Sutton, R.I. (1989). The expression of emotion in organizational life. *Research in organizational behavior*, 11: 1-42.
- Ramayah, T. Ling, C.Y. Mohd-Suki, N. and Ibrahim, A. (2005). Determinants of Intention to Use an Online Bill Payment System among MBA Students, *E-Business*, 9: 80-91.
- Ramayah, T. Yeap, J.A.L. and Igatius, J. (2013). An empirical inquiry on knowledge sharing among academicians in higher learning institutions. *Minerva*, 51(2): 131–154.
- Ramo, D. E. and Prochaska, J. J. (2012). Broad reach and targeted recruitment using Facebook for an online survey of young adult substance use. *Journal of Medical Internet Research*, 14(1): 28.
- Razli, I. A. Jamal, S. A. and Zahari, M. S. M. (2017). Airbnb: An overview of a new platform for peer to peer accommodation in Malaysia. *Advanced Science Letters, American Scientific Publishers*, 23: 7829-7832.
- Rojas, A. O. Herrera, F. and Blanco, F. C. (2015), "What may lead you to recommend and revisit a hotel after a service failure instead of complaining", *International Journal of Contemporary Hospitality Management*, 27(2): 214.
- Ren, L. Qiu, H. Wang, P. and Lin, P.M.C. (2016). Exploring customer experience with budget hotels: dimensionality and satisfaction. *International Journal of Hospitality Management*, 52: 13–23.
- Roe, D. and Urquhart, (2001). Pro-Poor Tourism. Harnessing the world's largest industry for the world's poor. *International Institute for Employment and Development*.
- Rose, S.P. Clark, M. Samouel, P. and Hair, N. (2012). Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes. *Journal of Retailing* 88(2): 308–322.
- Rosenbaum. M. S. (2005). The Symbolic Servicescape: Your Kind is Welcomed Here, *Journal of Consumer Behaviour*, 4 (4): 257-267.
- Rosenberg, A. (2014, May 13). The best reason to Airbnb while traveling abroad. *Washington Post*. Retrieved from <http://www.washingtonpost.com/news/act-four/wp/2014/05/13/the-best-reason-to-airbnb-while-traveling-abroad/>.

- Ruiz, D., Castro, B. and Diaz, I. (2012). Creating customer value through service experiences: an empirical study in the hotel industry, *Tourism and Hospitality Management*, 18(1): 37–53.
- Russell, J.A. and Snodgrass, J. (1987). Emotion and the environment. In: Stokols, D. Alt-man, I. (Eds.), *Handbook of Environmental Psychology*. Wiley, New York, 245–280.
- Rust, R. and Zahorik, A. (1993). Customer satisfaction, customer retention, and market share, *Journal of Retailing*, 69(2): 193–215.
- Ryu, K. and Han, H. (2010). Influence of the quality of food, service, & physical environment on customer satisfaction in quick-casual restaurants: Moderating role of perceived price. *Journal of Hospitality & Tourism Research*, 34(4): 310–329.
- Ryu, K. and Jang, S. (2007). The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants. *Journal of Hospitality & Tourism Research*, 31(1): 56-72.
- Ryu, K. and Jang, S. (2008). Retracted article: Influence of restaurants' physical environments on emotion and behavioral intention, *The Service Industries Journal*. 28(8): 1151-1165.
- Ryu, K. Lee, H. and Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2): 200–223.
- Salter, J. (2012, September 7). Airbnb: The story behind the \$1.3bn room-letting website. The Telegraph. Retrieved from <http://www.Telegraph.co.uk/technology/news/9525267/Airbnb-The-story-behind-the-1.3bn-room-letting-website.html>.
- Schmitt, B. (2003). Customer experience management: A revolutionary approach to connecting with your customer. Hoboken, NJ: Wiley.
- Schoettle, A. (2015, February 7). Airbnb gets foothold in Indianapolis. *Indianapolis Business Journal*. Retrieved from <http://www.ibj.com/articles/51651-airbnb-gets-foothold-in-indianapolis>.
- Sekaran, U. (2003). Research methods for business (4th ed.). Hoboken, NJ: John Wiley & Sons.
- Shariff., N.A., (2015). *The cognitive and affective evaluation to determining intention to revisit tourist destination*. Master Dissertation, University Technical Malaysia, Malaysia.

- Sherman, E. Mathur, A. and Smith, R.B. (1997). Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions. *Journal of Psychology and Marketing*, 14(4): 362-378.
- Shim, C. Vargas, P. T. and Santos, C. A. (2015). Oriental imagery and American attitudes toward Asia: An exploratory tourism study. *Journal of Tourism and Cultural Change*, 13(2): 165-181.
- Simpeh, K. Simpeh, M. Nasiru, I. and Tawiah, K. (2011). Servicescape and customer patronage of three-star hotels in Ghana's metropolitan city of Accra, *European Journal of Business and Management*, 3(4): 119-131.
- Simons, D. J. and Chabris, C. F. (2012). Common (mis)beliefs about memory: A replication and comparison of telephone and Mechanical Turk survey methods. *PLOS ONE*, 7(12): 51876.
- Smith, S. L. J. (1988). *Tourism Analysis. A handbook*, Essex: Longman Scientific & Technical.
- Smith, N. A. Sabat, I. E. Martinez, L. R., Weaver, K. and Xu, S. (2015). A convenient solution: Using MTurk to sample from hard-to-reach populations. *Industrial and Organizational Psychology*, 8(2): 220-228.
- Sperdin, B. Peters, A. and Strobl, A. (2012). It is all about emotional state: managing tourists' experiences. *International Journal of Hospitality Management*, 31 (1): 23-30.
- Sperdin, B. and Peters, A. (2009). What influences guests' emotions? The case of high-quality hotels. *International journal of tourism research*, 11(2): 171-183.
- Spies, K. Hesse, F. and Loesch, K., (1997). Store Atmosphere, mood and purchasing behavior. *International Journal of Research in Marketing*, 14 (1): 1-17.
- Srikanjanarak, S. Omar, A. and Ramayah, T. (2009). The Conceptualization and Operational Measurement of Price Fairness Perception in Mass Service Context. *Asian Academy of Management Journal*. 14: 79-93.
- Stone. M. (1974). Cross-validatory choice and assessment of statistical predictions. *Journal of the Royal Statistical Society - Series B (Methodological)*, 36(2): 111-147.
- Street, D. Burge, S. Quadagno, J. and Barrett, A. (2006). The salience of social relationships for resident well-being in assisted living. *J Gerontol B Psychol Sci Soc Sci*. 62(2): 29-34.
- Su, A.Y.L. (2004). Customer satisfaction measurement practice in Taiwan hotels. *International Journal of Hospitality Management*, 23: 397-408.

- Suls, J. M. (1977). Social comparison theory and research: An overview from 1954. In J. M. Suls & R. L. Miller (Eds.), *Social comparison processes: Theoretical and empirical perspectives*, 1-20.
- Sundararajan, A. (2016). *The sharing economy: The end of employment and the rise of crowd-based capitalism*. New York, NY: MIT Press.
- Tantanatewin, W. and Inkarojrit, I. (2018). The influence of emotional response to interior color on restaurant entry decision. *International Journal of Hospitality Management*, 69: 124-131.
- Teixeira, P J. Carraca, E V. Markland, D. Silva, M. N. and Ryan R. M. (2012). Exercise, physical activity, and self-determination theory: A systematic review. *International Journal of Behavioral Nutrition and Physical Activity*, 9:78.
- Torres, E. and Kline, S.F. (2006), from customer satisfaction to delight: a model for the hotel industry, *International Journal of Contemporary Hospitality Management*, 18(4): 290-301.
- Tombs, A. and McColl-Kennedy, J. R. (2003). Social-services cape conceptual model. *Marketing Theory*, 3(4): 447–475.
- Timothy, D.J. & Teye, V.B. (2009). *Tourism and the Lodging Sector*. Burlington: Elsevier Ltd.
- Travel and Tourism Competitiveness Report, (2017). Retrieved from: [http:// ev.Am/sites/default/files/WEF_TTCR_2017.pdf](http://ev.Am/sites/default/files/WEF_TTCR_2017.pdf).
- Tsotsis, A. (2015, May 27). Airbnb hopes to have almost a million stays a night by summer. TechCrunch. Retrieved from <http://techcrunch.com/2015/05/27/airbnb-hopes-to-havealmost-a-million-stays-a-night-by-summer>.
- Tussyadiah, I. (2015). An exploratory study on drivers and deterrents of collaborative consumption in travel. In Tussyadiah, I. & Inversini, A. (Eds.), *Information & Communication Technologies in Tourism 2015* (pp. 817-830). Switzerland: Springer International Publishing.
- Tussyadiah, I.P. (2016). Factors of satisfaction and intention to use peer-to-peer accommodation. *International Journal of Hospitality Management*, 55(2016): 70-80.
- Tussyadiah, I.P. and Pesonen, J., (2015). Impacts of peer-to-peer accommodation use on travel patterns. *J. Travel Res*, 55(8), 1022-1040.
- UNWTO (2016). United nation world tourism organization, *Tourism Highlights 2016*. Pdf. Retrieved from <http://mkt.unwto.org/publication/unwto-tourism-highlights-2016-edition>.

- UNWTO (2017). United nation world tourism organization, World Tourism Barometer, 2017. http://www.virtualfieldtrips.edu.au/wpcontent/uploads/2016/07/UNWTO_Barom17_02_Mar.pdf.
- UNWTO (2018). United nation world tourism organization, World tourism barometer, January2018. http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_barom18_01_january_excerpt_hr.pdf.
- Vinzi V. E. (2010). Handbook of Partial Least Squares: Concepts, Methods and Applications. *Heidelberg: Springer*.
- Wakefield, K.L. and Baker, J. (1998). Excitement at the mall: determinants and effects on shopping response. *J Retail*, 74: 515–39.
- Wakefield, K.L. and Blodgett, J.G. (1996). The effect of the service scape on customers 'behavioral intentions in leisure service settings. *Journal of Services Marketing* 10 (6): 45–61.
- Wakefield, K.L. and Blodgett, J.G. (1994). The importance of services cape in leisure service settings. *Journal of Services Marketing* 8 (3): 66–76.
- Wakefield, K.L. and Blodgett, J.G. (1999). Customer response to intangible and tangible service factors. *Psychology & marketing* 16 (1): 51–68.
- Walls, A. (2009). *An examination of consumer experience and relative effects on consumer values*. Unpublished doctoral dissertation, University of Central Florida, Orlando.
- Walls, A. Okumus, F. Wang, Y. and Kwun, D. J. W. (2011). Understanding the consumer experience: An exploratory study of luxury hotels. *Journal of Hospitality Marketing & Management*, 20(2): 166–197.
- Wallsten, S. (2015) The Competitive Effects of the Sharing Economy: How is Uber Changing Taxis? *Technology Policy Institute*.
- Wang, C. K. and Ang, B. L. (2004). Determinants of Venture Performance in Singapore. *Journal of Small Business Management*, 42: 347–363.
- Wang, Z. Singh, S. N. Li, Y. J. Mishra, S. Ambrose, M. and Biernat, M. (2017). Effects of Employees' Positive Affective Displays on Customer Loyalty Intentions: An Emotions-As-Social Information Perspective, *Academy of Management Journal*, 60(1): 109-129.
- Warshaw, P.R. and Davis, F.D. (1985). Disentangling behavioral intentions and behavioral expectations. *J. Exp. Soc. Psychol.* 21 (3): 213–228.

- Wen, J. Hu, Y. and Kim, H. J. (2017). Impact of individual cultural values on hotel guests' positive emotions and positive eWOM intention: extending the cognitive appraisal framework, *International Journal of Contemporary Hospitality Management*, 30(3): 1769-1787.
- Westbrook, R. and Oliver, R.L. (1991). The dimensionality of consumption emotion pattern and consumer satisfaction. *Journal of Consumer Research*, 18(1): 84–91.
- Wong, I. (2013). Exploring customer equity and the role of service experience in the casino service encounter. *International Journal of Hospitality Management*, 31(1): 91–101.
- Wood, R. C. (1994). Some Theoretical Perspectives on Hospitality. *Tourism the State of Art*. Wiley: Chichester: 737-742.
- Word Bank (2017). World Bank Group US, International tourism receipts. Retrieved from: <https://data.worldbank.org/indicator/ST.INT.RCPT.CD>.
- WTO, (1981). World Tourism Organization. Tourism Multipliers explained. *Madrid World Tourism Organization*.
- WTTC, (2016). The World Travel and Tourism Council. Retrieved from <https://www.wttc.org//media/files/reports/economic%20impact%20research/regions%202016/world2016.pdf> Pdf.
- WTTC, (2017). World Travel and Tourism Council. Travel and Tourism Economic Impact 2017, Malaysia. <https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2017/malaysia2017.pdf>.
- WTTC, (2018). World Travel and Tourism Council. Tourism Global Economic Impact and Issues, 2018. <https://www.wttc.org/-/media/files/reports/economic-impact-research/documents-2018/global-economic-impact-and-issues-2018-eng.pdf>.
- Wu, C. H. J. and Liang, R. D. (2009). Effect of experiential value on customer satisfaction with service encounters in luxury hotels. *International Journal of Hospitality Management*, 28(4): 586–593.
- Xia, L. and Monroe, K.B. (2004). Comparative Others, Trust, and Perceived Price Fairness, paper presented at the *Annual Conference of Society of Consumer Psychology*, San Francisco, 2(20).
- Xia, L. Monroe, K.B. and Cox, J.L. (2004). The Price is Unfair! A Conceptual Framework of Price Fairness Perception. *Journal of Marketing*. 68(4): 1-15.

- Yavetz, I. and Gilboa, S. (2010). The Effect of Servicescape Cleanliness on Customer Reactions. *Journal of service marketing quarterly*, 31(2): 213-234.
- Yen. (2012). Homestay Tourism report. Retrieved from [http://www. The Borneo posts .com/2012/09/23/homestay-tourism-a-burgeoning-sector-in-attracting-more-tourists/](http://www.TheBorneoposts.com/2012/09/23/homestay-tourism-a-burgeoning-sector-in-attracting-more-tourists/).
- Yi, Y. (1990). The Determinants of Consumer Satisfaction: The Moderating Role of Ambiguity. *Association for consumer research*, 4: 502-506.
- Yin, R.K., (2003). Case study research, Design and methods, Sage, Retrieved from: [https:// books. Google .com. my/ books?id=BWea_9ZGQMwC&redir_esc=y](https://books.google.com.my/books?id=BWea_9ZGQMwC&redir_esc=y).
- Yuan, Y. E. and Wu, C. K. (2008). Relationships among experiential marketing, experiential value and customer satisfaction. *Journal of Hospitality and Tourism Research*, 32(3): 387– 410.
- Zainuddin, A. and Bakar, K.A. (2008). Service quality in homestay tourism a case of Malaysia, *International Journal of Management Cases*. 114: 455-468.
- Zajonc, R.B. (1980). Feeling and thinking: preferences need no inferences. *American Psychologist*, 35: 151–175.
- Zeithaml, V.A. Parasuraman, A. Leonard, L. and Berry, L.L. (1996). The behavioral consequences of service quality. *Journal of Marketing* 60: 31–46.
- Zeithaml, Valerie A. & Bitner, Mary J. (1996). Services Marketing, *McGraw-Hill*, New York, N.Y.
- Zeithaml, V. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52: 2–22.
- Zeitlin, David. M. and Richard, A. Westwood (1986), Measuring Emotional Response, *Journal of Advertising Research*, 26 (5): 34-44.
- Zielke S. (2017). The Impact of Price-Related Incidents on Store Loyalty. In: Campbell C.L. (eds) *The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham.