

EXPLORING THE RELATIONSHIP OF SERVICE QUALITY AND OWNER'S RESIDENT
SATISFACTION OF AIRBNB APPLICATION IN THAILAND: THE MEDIATING ROLE OF
PERCEIVED VALUE AND OWNER ENGAGEMENT

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Abstract

The objective of study is survey factors will affect Airbnb customers' satisfaction and their relationship of the factors that affects to owner satisfaction of Airbnb industry in Thailand. The study explores owner's behavior from service quality to improve the Airbnb service provider in Thailand. The attention of the study is improving the outcome of behavior by mediating variables such as; perceived value, owner engagement, and satisfaction. The consumers' expectation is willing to develop the system through supplement behavior that link to their satisfaction. The research's respondents focused on owners who utilized Airbnb application for their resident owner more than a year. The samples of 422 informants were utilized for data analysis. The result from structural equation model presented; there are effect from Airbnb service quality through all mediating variables except perceived value to owner satisfaction. The outcome claimed the impact to each variable followed; 95.1 percent of perceive value, 87.6 percent of owner engagement, and owner satisfaction at 91.9 percent. The result of the research would provide a reference for the industrial performers with owners who would be interested to develop their Airbnb to manage the resources and applied Airbnb business model could apply to other companies with similar business model to prioritize the tasks and realign the regulations.

Keyword: Service quality, Perceived value, Owner engagement, Satisfaction, Airbnb

Introduction

As a major tourism destination, Thailand offers various accommodation options to match with all kinds of budget, purpose, and demand requirements. Airbnb embraces the digital impact to the industry and to encourage the tourist to travel to further remote area and experience on

local culture environment (Korže, 2019). Airbnb is a share economy community marketplace facilitating vacation rentals ranging from shared rooms to entire homes. Compared to the traditional hotels which require longer circle of researching, planning, financing, and construction circle the replacement, rooms in residence area such as condominium, town house or villas in Thailand are already purchased and owned by owners as their own residence or investment, and ready to be reshaped into accommodation for guests to stay. Airbnb gains significant supply from this sector to encourage the resident's owner who would like to promote their place form this channel. Airbnb also supports to accommodate the owners. The inflow from real estate business to tourism accommodation industry would utilize the idle resources, creating extra income to owners to improve the life quality and support the family (Benítez-Aurioles & Tussyadiah, 2020). Airbnb allows individual to offer accommodation services to travelers (Ratasamimala, 2016). Airbnb challenged the traditional accommodation industry as a disruptive model, which caused other rivalry in the market.

The accuracy aspect is based on the Airbnb listing attributes, which are the discrepancy between visual image and content information. The service quality influences perceived value which could present the value from Airbnb service. Different owners who receive the same service, the perceived service quality could be different (Heinonen, 2004). For the accommodation industry, a user has various kinds of demand. Customers evaluate the service quality of mobile applications based on pricing plans, network quality, and data service characteristics. Information services, billing systems, and customer services. Believing in security awareness and easy to identify, content, diversity, suggestions, experiments, and personal quality prediction. They offer multiple dimensions, including price structure, value-added services, program convenience, and customer support. This is crucial for measuring and evaluating the service quality of application services. This is a combination of service quality to satisfaction evaluations of the business. Some researchers believe that focusing solely on the evaluation of specific transactions will narrow the conceptual scope, and they demand satisfaction (Al-Hubaishi, Ahmad, & Hussain, 2018). According to personal values, concepts, or goals, participation is defined as the level of interest and personal relationships between individuals and objects. Owner engagement refers to the degree to which users or owners are generated and served (Bolton & Saxena Iyer 2009). The main concept of owner engagement does reflect interactive and mutually created experiences.

Moreover, there has been a very limited number of research done in context of Airbnb owner of resident in Thailand despite the relatively abundant endeavors to conduct theoretical and empirical research on service quality and other behaviors of entrepreneurs from the booking application perspective in Thailand study. The ongoing economic reforms following the post Covid-19 Pandemics have encouraged tourism to improve their performance from owners who utilized

Airbnb application for their business. The capacities of Airbnb influence and thus build up the economic result for resident owner. It is therefore necessary to study the factors affecting the owner satisfaction behavior of entrepreneurial in Airbnb business among hospitality business in Thailand.

Research Objective

The purposes of this study are: (1) To understand what factors will affect Airbnb customers' satisfaction, (2) To survey the relationship of the factors that affects to customer satisfaction of Airbnb industry in Thailand.

Literature Review

Service Quality

There are three major definitions that are being believed and practiced in industries. First, service quality is defined as perceived service quality by Parasuraman, Zeithaml & Berry (1988). A customer's feeling towards the service which is being received is the dominant method to evaluate the success of the product. The company customers' judgement about the business's overall distinction or dominance is used to evaluate the perceived service quality. Service quality refers to the difference between users' expectations and perceptions and is the predecessor of service quality. There are two levels of user expectations for service: the required level (the level that customers expect to receive from the service provider) and at a sufficient level. This is to evaluate the functionality of customer service and the expected level of service received by customers. The operator needs to improve the service frequently in order to match the increasing demand of the customer. The service above expectation can get the customer satisfied. The service below the expectation can cause the owner dissatisfaction (Ding et al., 2020).

The perceptions of user to service quality are created during the production process and service consumption. Satisfaction awareness depends on customer experience with delivered services. It is important to recognize the gap between passenger expectations and perceived performance in understanding the perceived quality of service. The perception of efficient delivered service as constructed during the production process and consumption of the service. In addition, service efficiency is known as the main driver of service quality awareness. (Haddad, 2019). The company expects to control the human resources and production process in order to deliver the quality product to achieve service excellency (Gadalla, Keeling, & Abosag, 2013). Further that human being's mind is distinct, the outcome of the quality would be differed. Owner's perception

is based on the mind. Therefore, during the development of human being's mind, there could be different perceived values for the same service.

Perceived Value

Fattahi, Farzin, Sadeghi, and Makvandi (2022) explained that perceived value is benefits in the business that give a result of good service quality, and cost includes time as a resource, physical and process in addition to monetary outlays will be greater. if the consumer or owner perceives a higher service quality. Service companies offering superior services relative to rivals will stand a higher chance to be chosen by consumers or owners. Hsiao, (2022) claimed that the value is comparative, personal, situational and context-based so that a new environment may change what constitutes the value construct. According to perceived value can be fulfilment of needs and can also be the realization of belief or self-image cultivation resulting from the compliance with social norms. perceived value refers to the customers' comparison between what they have received and what they have given. High perceived value will exist when the benefits that they received are more than the cost that they have paid. In other words, perceived values are the perceived advantages or disadvantages that are earned or lost by the customers (Al-Ansi, & Han, 2019).

Owner Engagement

Engagement of owners who work with company is an optimistic, pleasing, and work-related state of mind that is classified by vigor, dedication and absorption. Kahn (1990) originally conceptualized engagement in terms of employees being physically, cognitively, and emotionally involved in their work roles. Owner engagement contain with the key aspects: (a) Vigor, which refers to high levels of energy and mental resilience while working, the willingness to invest effort in one's work, and persistence even in the face of adversities (a high level of energy and mental resilience), (b) Dedication, which refers to being involved in one's work and experiencing a sense of significance, enthusiasm, and challenge (pride in what they do; being enthusiastic about and inspired by their jobs), and (c) Absorption, which refers to being fully concentrated and happily immersed in one's work, whereby time passes quickly (being immersed in and optimistic about their job) (Mitonga-Monga & Hlongwane, 2017; Ok & Lim, 2022).

Owner engagement can be defined as a multidimensional concept that reflects the psychological state that arises from the interaction between the emphasized objects in the customer experience and service relationship. Owner engagement draws on interactive experience theory. In addition, customer participation may have an incentive basis (Hollebeek, 2011). However, its dominant position in culture views participation as an action based behavioral expression, and as the true basis for distinguishing between Airbnb owners and non-users, it is also necessary to distinguish between the concept of engagement.

Owner Satisfaction

Cardozo (1965) had the first study of satisfaction and its related theory. He considers the high level of satisfaction will encourage the owner/customer to repeat purchase the product or service and generate other related activity. Owner/customer satisfaction is the stakeholder's attitude towards the product or the service, to compare the owner's expectation and the post purchase experience. If the post purchase experience matches the stakeholder expectation, the owner/customer is satisfied. If the post purchase experience is worse than the owner/customer expectation the owner is not satisfied. Owner/customer satisfaction is generally defined as an individual's evaluation of a certain purchase. The satisfaction shall be divided into transaction-specific and cumulative. In the model of transaction-specific, owner/customer's expectation will be based on the certain company and compare the post purchase experience (Anderson, Fornell and Lehmann, 1994).

There are two levels of customer satisfaction and researcher usage, including- Specific evaluation of transactions and overall satisfaction evaluation Specific transactions refer to face-to-face evaluations of services over a period of time, while overall evaluations refer to overall satisfaction; or the dissatisfaction with the organization depends on all the experiences of the participants and the organization (Deng, Lu, Wei, & Zhang, 2010). Olsen and Johnson (2003) define the owner evaluation is based on the individual product or services. In the model of cumulative, stakeholder's expectation is based on previous experience and information over the company and forecast the future service of the company. Therefore, owner/customer satisfaction is highly related to the success of business operation. Because of this, the management organization of the service industry is very focused on this component. Owner satisfaction is influenced by owner's perceived value, it is a comparison of the value before the transaction and after the transaction. It is an overall emotional attitude towards a product or service.

The conceptual model was applied from the literature review. The hypotheses and questions were derived from the model mentioned above.

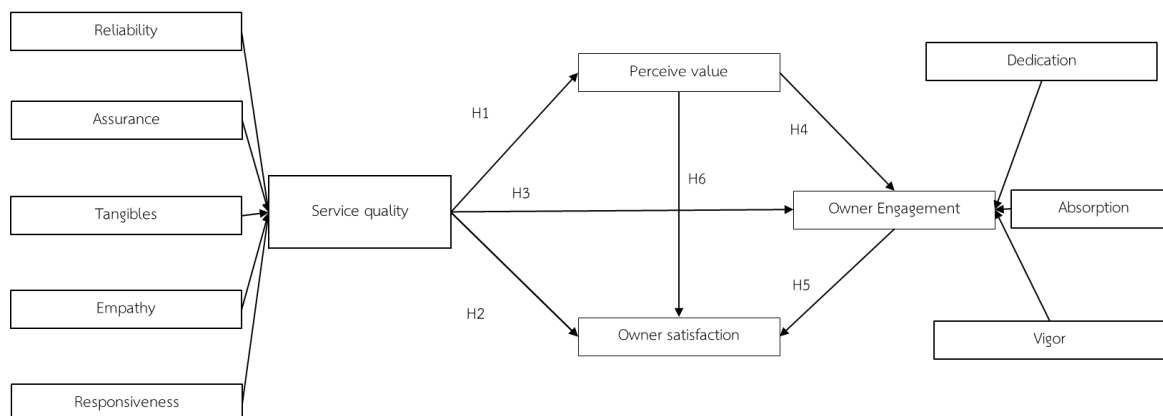


Figure 1 Research Framework

Hypothesis 1: The impact of the Airbnb service quality on perceived value.

Hypothesis 2: The impact of the Airbnb service quality on owner satisfaction

Hypothesis 3: The impact of the Airbnb perceived value on owner engagement.

Hypothesis 4: The impact of the Airbnb Perceived value on owner engagement.

Hypothesis 5: The impact of the Airbnb owner engagement on owner satisfaction

Hypothesis 6: The impact of the Airbnb perceived value on owner satisfaction

The service quality in term of service production and consumption is a striking service characteristic which implies that employees and clients must interact with each other in the service delivery process service quality is further analyzed and defined as how owner's expectation is matched (perceive value of service). For the accommodation industry, owners have various kinds of demand. The operator needs to improve the service frequently in order to match the increasing demand of the owner to meet the emotion that affects their and engaged to the job. The service above the expectation can get the owner satisfied. The service below expectation can cause the owner dissatisfaction.

Methodology

This research applied quantitative as a major methodology by sending out more than 1000 questionnaires from owner of Airbnb's users to collect data as the sufficient number of targets. The appropriate parameter estimation of this study is also sufficient in developing models for the entrepreneurs. This study is a cross sectional study that collects data over a duration of three months (September-October 2023). The target population is the owner residents of Airbnb in Thailand. Samples are International and Thai owners who have registered in Airbnb application. As the overall number of the owners who registrar for Airbnb residents in Thailand which could not be determined, this research has utilized W.G. Cochran (1963) with a 95% confidence level percentage picking a choice or response ($20\% = 0.2$) and the confidence interval ($0.05 = \pm 5$). In overall, a total of must more than 246 responses were expected. This research has employed purposive sampling, to collect data more than 422 informants from the Airbnb owners. A purposive sampling is specified on the resident's entrepreneurs who used Airbnb application service. It is generally less cost and less time consuming when compared with other sampling techniques (Sedgwick, 2013). Therefore, it is particularly suitable for this research given its resource limitation. The sampling may collect data based on popular provinces for Airbnb tourist residents in each region, i.e., Bangkok, Chaing Mai, Phuket, Khon Kaen, and Chonburi. The structural equation model applied for the study with calculated for confirmatory factor analysis in term of construct validity and testing model with fit indices.

The section is service quality scale (SERVQUAL). This independent variable was based on various sources of scale. The origin of scale is based on a 5 item-scale developed by (Parasuraman, Zeithaml, & Berry, 1988) and revised by Akdere, Top, and Tekingündüz (2020). The measurement for evaluate value from users' perspective which was taken from reviews of related literature and theories were translated and designed as the content for the Airbnb entrepreneurs and consumer in Thailand. Perceived value assesses the owner perception formed after service consumption. Five items were adopted from prior studies and used for analysis from Caruana & Ewing (2010). This shows managerial models to support a better service performance in e-commerce and create employees' self-efficacy which nurtures positive emotional adjustment and could maximize firm progress or lead to emotional drive or employees' satisfactions. Five items were adopted from prior studies and used for analysis from Vallières, McAuliffe, Hyland, Galligan, and Ghee (2017). The measurement for owner/customer satisfaction which was taken from reviews of related literature and theories were translated and designed as the content for the Airbnb entrepreneurs in Thailand. Such the measurement involved that of the owner/customer satisfaction as the dependent variable which was revised from the owner Satisfaction scale (Sheng & Liu, 2010).

Finding

The confirmatory factor analysis on measurement model is the first step to modify factor in the structural model. This method eliminated all the factors loading below 0.5 until the model complete standardize of value. Then average variance extracted (AVE) value should equal or more than 0.5 and construct reliability value over 0.7 (Hair, Black, Babin & Anderson, 2010). The results from other indexes shown in Table 1

Table 1 confirmatory factor analysis (CFA) with construct reliability

Variable			Factor	Cronbach		
		No.	loading	Alpha	CR	AVE
Service Quality	Tangible	1	0.847	0.935	0.932	0.733
		2	0.844			
		3	0.840			
		4	0.840			
		5	0.909			
	Reliability	1	0.866	0.942	0.982	0.732
		2	0.772			
		3	0.874			
		4	0.891			

Variable		No.	Factor loading	Cronbach Alpha	CR	AVE
		5	0.866			
		6	0.861			
Responsibility		1	0.851	0.938	0.986	0.753
		2	0.859			
		3	0.870			
		4	0.879			
		5	0.880			
Assurance		1	0.852	0.933	0.935	0.732
		2	0.867			
		3	0.842			
		4	0.887			
		5	0.859			
Empathy		1	0.910	0.948	0.948	0.751
		2	0.920			
		3	0.922			
		4	0.830			
		5	0.830			
		6	0.778			
Perceived Value	Perceived value	1	0.864	0.927	0.931	0.73
		2	0.849			
		3	0.904			
		4	0.849			
		5	0.803			
Owner Engagement	Vigor	1	0.896	0.920	0.921	0.796
		2	0.919			
		3	0.861			
	Dedicate	1	0.898	0.915	0.916	0.784
		2	0.904			
		3	0.854			
	Absorption	1	0.776	0.885	0.891	0.733
		2	0.865			
		3	0.921			

Variable		No.	Factor loading	Cronbach Alpha	CR	AVE
Owner Satisfaction		1	0.846	0.854	0.866	0.622
		2	0.623			
		3	0.857			
		4	0.805			

Table 1 shown standard regression weight which pass the criteria (>0.5). The construct validity with multitrait-multimethod analysis has accepted value including Cronbach alpha. The evaluation for the discriminant validity must higher than the $\sqrt{AVE}$. The estimated latent variable appropriates for discriminant validity method (Fornell & Larcker, 1981)

Table 2 the discriminant validity analysis (Fornell & Larcker criterion)

Variable	$\sqrt{AVE}$	Servqual	Perceived Value	Owner Engagement	Owner Satisfaction
		0.861	0.854	0.878	0.788
Servqual	0.861	1.000			
Perceived Value	0.854	.405	1.000		
Owner Engagement	0.878	.521	.473	1.00	
Owner Satisfaction	0.788	.447	.569	.523	1.000

The results of the structural equation analysis for model fit summary: CMIN/DF should less than 5.00; CFI should be equal or more than 0.9, PNFI and PCFI should close to 1, RMR should less than 0.05, and RMSEA must not over 0.08, which meets the specified criteria (Hair et al., 2010). This represents an appropriate structural model by the result of revealed; CMIN/DF at 3.644; p-value at 0.000; CFI at 0.901, PNFI at 802, PCFI at 833, RMR at 0.041 and RMSEA as equal to 0.079. Thus, it explains the structural equations model of service quality and mediating variable, i.e., perceived value and work engagement. It impacts to owner satisfaction of Airbnb service significantly. Therefore, the structural equation model is at a moderate fit level. All values met the criteria, the finding pass indicated the index of the measurement model.

Table 3 the estimated results

Hypotheses	Estimate (β)	S.E.	t-value	p-value	Result
H1: SERVQUAL-> Perceived value	1.048***	.055	19.108	.000	supported
H2: SERVQUAL-> Owner Satisfaction	.501*	.252	1.985	.047	supported
H3: SERVQUAL -> Owner Engagement	.854*	.370	2.310	.021	supported
H4: Perceived value -> Owner Engagement	1.763***	.353	4.994	.000	supported
H5: Owner Engagement -> Owner Satisfaction	.219*	.103	2.120	.034	supported
H6: Perceived value -> Owner Satisfaction	.220	.320	.686	.492	not supported

* $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

The path coefficient of Airbnb's service quality is estimated value (β) for standard regression in model. The data analysis for Airbnb's service quality model presents the path analysis with relationship of construct. Finding accept hypothesis of H1, H2, H3, H4 and H5. The p-value was between .047 to .000 which has less significance than ***.001, **.01, and *.05. It means there is significance in terms of the correlation between variables. There are influence among SERVQUAL to perceived value (H1), owner satisfaction (H2), and work engagement (H3). Other path effect is perceived value to work engagement (H4) and work engagement to owner satisfaction (H5). Although the relationship between perceived value and owner satisfaction does not support hypothesis H6. The most of effect was perceived value to work Engagement that has the highest value of standard regression weight at 1.763.

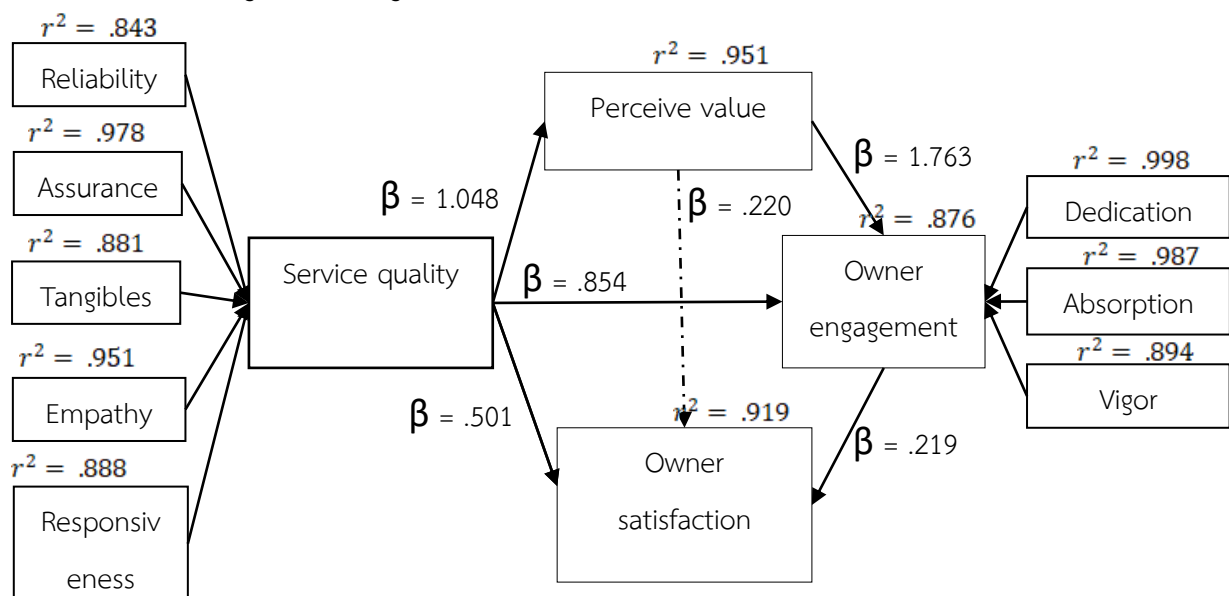


Figure 2 the structural equation

The square multiple correlations analysis (r^2) indicated that the Service Quality model affects perceive value, owner engagement, and owner satisfaction at 95.1%, 87.6%, and 91.9%. The results provided by the model can forecast owner behavior when applied for Airbnb service (Figure 2).

Discussion and Conclusion

Service quality delivery through the service in application, which highlights the owner's role in the service process and how Airbnb can innovate and include human-to-technology interfaces at the company businesses. Hence, conceptualization of tangible in service quality should include the modified of application process as well as the service performances because these indicate the Airbnb's competency to meet the owner needs as well as competitive advantage among other competitors (Peng & Zhang, 2020). This can certify the relationship between service quality to perceived value of application by its service. Service quality is an attribute. owners spend time, financial resources, and energy to obtain the e-service from application. When the feeling of pleasure and comfort is greater than the resources spent, the service could be defined as high quality service.

The development of e-commerce such Airbnb has owned high potential to grow as the new emerging business model to transform the traditional business. The application can convince people to trust their brand related to each other include changes related to qualification to owner residents who gain the benefit from them. This influence on all resident business approaches, it also affects the e-commerce's service firm, owner of residents, and various stakeholder (Hung, 2017). The business advances, owner's behavior and satisfaction are also changed, further influences the society's economical structure. Airbnb extended the new business potential for traditional business to embrace the new technologies, to achieve an improved business performance. The company's ability may fulfill engagements to client. The service and other conditions are to be fulfilled, time limits kept, and the service is to be carried out correctly from the beginning (Edvardsson, 1998). The service will be given as agreed, that gets adapts with what has been engaged and links with owner expectations. Airbnb has both online existence and in person services, it is increasingly chosen by owners to apply for the online services and to provide information with service providers (Misischia, Poecze, and Strauss, 2022). The applications must inspire confidence and give the owner a feeling of reliability and trustworthiness. This must feel that the supplying company has the ability and competence to deliver the service invited which build reliability in term of value to owner engagement to motivate satisfaction through application. Bakker, Schaufeli, Leiter, & Taris (2008) support the meaning in categories of engaged entrepreneurs who are active and enthusiastic about their job and cannot separate them from it. An increase in the user's engagement of application is related to positive outcomes such as perceived value,

owner satisfaction, owner engagement or desirable outcome. Schaufeli, Bakker, & Salanova (2006) also give explanation of work engagement involve with persistent and prevalent affective-cognitive.

To conclude, service quality is attempting communicative value contributed to designed behaviors by stakeholders. The service quality could stimulate the growing of the market. Communicative on application with information technology channel is certainly complex activity in task. The main contribution is providing initial of service that create superior service provider tenure. Service quality and other behavior is an important feature of the resident application market, and beyond that, regarding its impact on the communicative value and their satisfaction assigned by stakeholders.

Research Contribution

Service quality is considered a crucial factor in the relationship between customers and business. This study demonstrates that users' awareness determines the quality level of business relationships. The research results reviewed the service quality to perceived value, owner engagement, and satisfaction relationships which the psychological state of service-related personnel, rather than evaluating them from the services provided. Service quality helps to relax relationships by enhancing user emotions and behavior. This study uses complexity theory to make hypotheses about control relationships. This result is consistent with individual recommendations on how to deal with complex situations. This study extends complexity theory to user studies. Applied research describes views on values, user engagement, and satisfaction. Service quality improvement is a choice to address the issue of user relationship quality. However, high quality service in-app and other service in Airbnb affects user satisfaction and enhances their confidence in room selection. The potential service may be a more effective tool for companies to compete with other applications. Research has shown that it is reliable for diverse applications. Service quality is a confusing indicator for measuring satisfaction and values, as when delivery meets expectations. The service quality is low to user behavior is also affected because service quality can have a negative impact on control. The knowledge gained from the study improves the service quality to meet the needs and takes into account the important values. The company can bring results to successful service. In addition, the way to expand is to bring in customer information and organize the customer relationship management system, it is applied in market management system. The purpose is developing direct marketing in the accommodation industry in the current era, technology is used for efficiency. This study might be a tool to guide the development of accommodation service apps that may be developed to others.

Limitations and future research

This research still lacks an exploration of consumers' perspectives. It is necessary to use the results for further development in order to be aware of all parts of the application users. The study requires supplementing with qualitative research to support understanding of the people's perspectives who use accommodations on Airbnb application. In addition, stakeholders of the Airbnb or the service provider through the center, they should be taken into consideration in order to explain that the direction of business development and service systems is in accordance with the perception and expectations of consumers or creating attitudes to create awareness of the services quality necessary for consumers in the future.

Ethics committee approval

The research article was approved by the research ethic committee of Panyapiwat Institute of Management with approval number PIM-REC 017/2566

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