

**UNIVERSITI TEKNOLOGI MARA**

**AN EXAMINATION OF  
GUEST BEHAVIORAL INTENTIONS  
IN PEER TO PEER  
ACCOMMODATION:  
THE ROLE OF PERCEIVED VALUE,  
SATISFACTION, TRUST, AND  
LEVEL OF CO-CREATION**

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## ABSTRACT

Peer to peer (P2P) accommodation, a concept where ordinary people (the host) rent out their under-utilized property or space to an end-user (the guest), for short period of time, through direct or mediated via online interaction between host and guest, has become one of the fastest-growing trend in the hospitality industry. The popularity of this type of accommodation has significantly transformed the traditional accommodation sector and attracting vast attention from both practitioners and academics worldwide. Given the importance and its popularity, this thesis aims to examine the role of guest perceived value, satisfaction, trust and level of co-creation in peer to peer accommodation in Malaysia. Seven hypotheses and sixteen sub-hypotheses were developed and three theories, namely, Theory of Planned Behavior, Theory of Reasoned Action and Expectancy Disconfirmation Theory were used. The empirical data are drawn using non-probability, convenience sampling method from 420 Malaysians, age 18 and above who have experienced staying in P2P accommodations (Airbnb and HomeAway). Data were collected in a three month period using online self-administered questionnaire via Google Docs application and analysed using SPSS in combination with Partial Least Square (PLS-SEM) two-step approach method. Findings showed that guest perceived value are significant determinant of guest behavioral intentions, especially Novelty Value. Also, guest perceived value, specifically Value for Money has the strongest significant impact on satisfaction. Both mediating variables, satisfaction and trust affects the perceived value- behavioral intentions relationship. The study also reveals that the level of co-creation moderates the effect between guest perceived value in peer to peer accommodation and satisfaction. The findings of this study enable to assist hospitality providers especially P2P accommodation host in gaining comprehensive understanding on how to increase guest satisfaction, develop effective marketing plans and strategies to enhance value of their service offerings. In addition, the contribution of this study can be capitalized as a guidelines to understand value co-creation to aid the growth of P2P accommodation especially in Malaysia.

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