



**COLLEGE OF BUILT ENVIRONMENT  
UNIVERSITI TEKNOLOGI MARA**

**HOST SATISFACTION TOWARDS SHORT TERM RENTAL  
ACCOMMODATION (STRA) REGULATION IN STRATIFIED PROPERTY:  
A CASE STUDY OF AIRBNB IN I-CITY, SHAH ALAM**

**Academic Project Submitted in Partial Fulfilment of the Requirements  
for the award of the Degree  
Bachelor of Estate Management (Hons)**

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## ABSTRACT

Short Term Rental Accommodation (STRA) activity is where homeowners rent their residential properties for a short term of stay by listing it on digital platforms. However, absence of standardized laws on federal level has created disadvantages on host's sides whenever the building management imposes laws that can minimize or ban STRA operation. Hence, this research aimed to measure the level of host satisfaction towards Airbnb at i-City, Shah Alam as the case study. A mixed method research design was adopted which involved qualitative and quantitative approach. Data collection was done through a semi-structured interview with Facility Manger of i-City JMB and questionnaire survey to Airbnb host who have listing in i-City, Shah Alam. Both qualitative and quantitative data collected was analysed using descriptive analysis to identify the rules imposed on Airbnb activities there and measure the level of host satisfaction towards it. Findings from this research shows Airbnb operation in i-City is not subjected to exclusive by-laws pertaining to Airbnb operation but rather. regulated by different set of general house rules that relates with Airbnb operation. As this research found that facility usage rules have the highest satisfaction from Airbnb hosts in i-City, it shows that recreational aspects can attract more guests to stay at i-City. It followed by permission rules in the 2<sup>nd</sup> rank, nuisance control rules at the 3<sup>rd</sup>, and host eligibility rules at the 4<sup>th</sup> rank. Meanwhile, building safety rules show the most dissatisfaction due to one specific rule regarding use of mailbox as self-check in method. Hence, a recommendation was made to JMB as they should provide the service of centralised check in counter in exchange of charges towards Airbnb hosts. It is anticipated that the recommendations would contribute to enhance and smoothen the Airbnb operation in i-City without disregarding any interests of any stakeholders.

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# CHAPTER 1

## RESEARCH BACKGROUND

### 1.1 Research Background

Short Term Rental Accommodation (STRA) activity is where homeowners rent their residential properties for a short term of stay by listing it on digital platforms. It is a booming industry worldwide with various platform offering services of those activities. However, this research only focused on the STRA activities carried out on Airbnb platform. It is a peer-to-peer online platform for people to list, search, and book short term rental accommodation in residential properties around the world. Today, the platform hosts more than six million listings worldwide and it covers over 81,000 cities in more than 191 countries (Airbnb, 2021).

While being relatively late to start in Malaysia, Airbnb has grown significantly and widely adopted in various cities as Kuala Lumpur, Penang, and Kota Kinabalu (Airbnb, 2020). Airbnb describe Malaysia as an exciting growth market. In Malaysia, there are many types of properties involved, varying from a room in a house, a whole unit of apartment with or without facilities, or landed properties such as terrace houses and bungalows but stratified properties such as apartment and condominium with facilities are mainly used for Airbnb.

Despite the escalating figures of listing and revenue, Airbnb or STRA activities in general remain largely unregulated in Malaysia. Absence of regulation contributes to legal issues and confusion especially when the Airbnb is operated within stratified property. Collective attempt towards regulating it received mixed views from various stakeholders. Previous research discussed these issues but mostly focus on the public or community perspective such as by Zafirah et al (2020) and Nor Asiah (2020).