The Influence of Guest Perception in the Selection of Air Bed and Breakfast in Nakuru County

Evah N. Mwangi, Nyabisi Mengo & Louise Ngugi
Karatina University, Kenya

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Abstract
This study was conducted to investigate the influence of guest perception in the selection of Airbnb in Nakuru County, Kenya. This study was anchored on expectancy disconfirmation theory. The study employed a cross-sectional descriptive research design and adopted purposive random sampling to gather data from a sample size and use of 104 respondents, from the questionnaires that were found valid. These respondents were the people who frequently patronize Airbnb. According to the study results, there is a linear relationship between guest perception and choice of Airbnb and it was examined using the regression analysis. The model indicated that guest perception could explain about 38.4 % of the variance in the choice of Airbnb. The correlation results showed that there is the existence of a statistically linear positive relationship between guest perception and choice of Airbnb (r=0.239, p=<0.05). This implies that a significant majority of the respondents were influenced by guest perception to select Airbnb, authentic experience, service quality, and guest satisfaction had a bigger influence on the development of guest perception. Guest perception relevancy in hospitality management evolves from the recognition that, customer sentiments are vital when it comes to expenditures on services rendered. Quality has been used as the critical key determinant that influences hospitality industry performance, but basic elements remained the same or as they were during the traditional times.

Introduction
Over the last decade, technological innovations have resulted in market disruptions in almost every sector of the economy. Disruptive innovation refers to a process or innovations that create new markets or value, and the new markets tend to disrupt the existing traditional markets. Airbnb Concept is a disruptive innovation because it came into the space traditionally occupied by hotels (Satama, 2014). For decades, hotels have been providing accommodation, but Airbnb introduced the concept of home hosting, which completely disrupted the way hotels used to operate, thus increasing competition in accommodation space. Without a doubt, Airbnb has given the hotel industry a challenge that remarkably threatens its future profitability. Airbnb has gained popularity, and more people are now using the platform. Notably, many people opting for Airbnb are actual hotel customers.

The home-sharing concept is gaining popularity around the world, and communities are enjoying the benefits of it. In San Francisco, the people who went to the ballot voted "No" to Proposition F, a measure backed by the hotel industry (Kaplan & Nadler, 2015). The Airbnb concept was introduced to developing countries such as Kenya to support the creation of these home-sharing clubs. The potential impact of Airbnb on African cities is particularly concerning, given the rapid urbanisation

that is taking place across the continent. Many African cities face a housing shortage, and Airbnb could worsen this problem.

Additionally, the economic inequality in many African cities is high, and Airbnb could exacerbate the problem by making it difficult for the poor to find affordable housing. A study by the University of Nairobi found that Airbnb listings in Nairobi increased by 300% between 2016 and 2018. The study also found that the average rent price for a one-bedroom apartment in Nairobi increased by 10% during the same period. The researchers concluded that Airbnb is a major factor in the rising cost of rent in Nairobi (Wanjiku & Wikanzo 2020).

This paper is organised as follows: an introduction and a detailed literature review discussion. The literature review section highlights the linkage between empirical studies, applicable theories, and the study. The third section of the study focuses on providing information related to research methodology, followed by the analysis section, which details the study findings, results, and discussions. The final section of this study provides the conclusion and study recommendations.

The influence of guest perception in the selection of Airbnb
According to Ren et al. (2018), critical success factors are the main elements that provide the business with the greatest competitive leverage. In Kenya, the hospitality industry has achieved remarkable growth. Competition from local and international investors has continued to trigger innovations such as Airbnb, making the country gain international recognition as a top tourist, conference, shows and exhibition destination (Muia, 2020). Guest perception has been identified as one of the greatest critical success factors determining the hospitality sector's performance (Ren et al., 2018). Guest perception relevancy in hospitality management evolves from recognising that customer sentiments are vital regarding service expenditures. Customers have full control over the items and services they want to spend their money on; guests can postpone vacations, lower the frequency of visits or even change their consumption habits. Quality has been used for centuries as the critical key determinant influencing hospitality industry performance, but basic elements remained the same as during ancient times (Chen, 2019). However, consumer perceptions and preferences are changing quickly, creating a vast demand for customised products, services and experiences (Siaw & Siaw, 2021).

According to Ren et al. (2016), the guest experience comprises various components, and existing literature has identified them as functional areas of the hospitality sector. They include marketing, physical property, value for money, general hotel atmosphere, brand name, reputation, hotel staff and personnel, guest room design, amenities and standard of check-in and check-out. According to Rahimi & Kozak (2017), the quality of guest experience is the antecedent that primarily provides the measures of evaluating satisfaction and perceived value. Empirical studies have proved that price and quality are strong indicators or determinants of guest perception. Quality of service is more critical than prices in determining guest perceptions (Rahimi & Kozak, 2017). Quality measures the hotel's service provision performance, while satisfaction measures guest experiences derived from service provision. Therefore, satisfaction is a derivative of quality, ultimately defining guest perception of various hospitality establishments (Rahimi & Kozak, 2017). Quality is not embedded in perceived value but a direct antecedent that can be used to predict guest perceptions. Considering the complexity of measuring service quality and value, hoteliers must rely on guest perceptions to obtain relevant results when evaluating performance.

Expectancy disconfirmation Theory
Richard L. Oliver proposed expectancy disconfirmation theory in 1977-80. Expectancy disconfirmation theory compares service performance against user expectations (Lee, Hung & Chen, 2022). This theory proposes that satisfaction happens if the perceived performance meets the user's expectations. In hospitality management, the primary purpose of Airbnb is to attract guests by

providing customised experiences and quality services. Guests will always have a predetermined predictive expectation, which becomes the baseline for comparing services and products offered by Airbnb. Consumers are known to have preferences and expectations; therefore, expectancy disconfirmation theory will be critical in explaining how guests make choices when selecting Airbnb. There are two disconfirmations: Positive Disconfirmation occurs when the guest's experience surpasses their initial expectations. For instance, if the Airbnb property turns out to be even better than expected in terms of cleanliness, comfort, or amenities, the guest experiences positive disconfirmation, leading to increased satisfaction. Negative disconfirmation occurs when the guest's experience falls short of their initial expectations. If the property does not meet guests' expected cleanliness, comfort, or amenity standards, they experience negative disconfirmation, reducing satisfaction (Zhang et al., 2021).

The level of satisfaction that guests experience plays a crucial role in their post-stay behaviour. Guests who experience positive disconfirmation are more likely to be satisfied and may leave positive reviews, recommend the property to others, or consider using Airbnb again. Conversely, guests who experience negative disconfirmation are more likely to be dissatisfied and may leave negative reviews, seek refunds, or avoid using Airbnb. Airbnb's feedback and review system plays a significant role in creating market appeal for Airbnb listings. Guests can provide reviews and ratings based on their experiences, which can influence the expectations of future guests. Expectancy Disconfirmation Theory helps us understand how guests form expectations, experience their stay at an Airbnb property, and assess their satisfaction based on the alignment or misalignment of their expectations with their experience (Choi, Moon & Kim, 2019). Expectancy disconfirmation theory relates to this study because of the emphasis it places on users' expectations. There is a need to offer remarkable and memorable experiences which create satisfaction. This happens when customers' expectations and experiences align, creating happiness and then giving room for positive publicity of the Airbnb facilities to others who may also be influenced to choose them in future. On the other hand, if the customers' expectations are unmet due to the bad experiences while at the facilities, they will not want to choose them again. They may publicise them negatively, making others fear choosing them, which could lead to a decrease in business, affecting the host negatively.

Methodology
This study employed a cross-sectional descriptive research design, a systematic empirical inquiry in which the researcher does not have direct control of independent variables as their management has already occurred or because the inventory cannot be manipulated (Asenahabi, 2019). The data was collected through the administration of questionnaires and interviews.

Study Population
The target population is synonymous with the target audience or target market. According to the Airbnb website, in Nakuru County, Kenya, Airbnb-listed properties range between 1600 and 1200 properties. For this study, the target population was Airbnb guests in Nakuru County. Listed Airbnb properties within Nakuru County have accumulated more than 6,000 reviews.

Sample design
In this study, the researcher used purposive random sampling to collect data from target Airbnb listings. Purposive random sampling was adopted to help the researcher select Airbnb facilities that would yield the desired information. The justification for using purposive random sampling was that the actual location of Airbnb users was known, but the number of Airbnb users was unknown. The formula applied in the sample size selection was a rule of thumb, which states that the sample size should be at least 10% of the population size.

Sample Size

The researcher adopted the Nassiuma (2008) formula to obtain the sample size.

$$n = \frac{NC^2}{C^2 + (N-1)e^2}$$

Where: n = sample size

N = Population Sample

C = coefficient of variation (0.5)

e = error margin (0.05)

In Nakuru County, Kenya, Airbnb-listed properties ranged from approximately 1600 properties. The Rule of Thumb states that the sample size should be at least 10% of the population (Asenahabi, 2019). The researcher will target to select one hundred and sixty (160) Airbnb-listed properties. From the 160 Airbnb-listed properties, the researcher will select five (5) customers, making the total population 800. Based on the Nassiuma (2008) formula, the study sample size will be

$$n = \frac{800\,(0.5)2}{0.25 + (800-1)0.0025}$$

n = 88.98

According to the above formula, the study's sample size should be at least 88 respondents. For this study, the researcher will target a sample size of 150 respondents.

Data collection instruments and method

In this study, the researcher collected primary data from respondents using structured questionnaires. The researcher self-administered the questionnaires and followed up via email to facilitate easy responses. Interviews were conducted face-to-face based on the convenience of the managers and operators.

Data processing and analysis

The researcher used descriptive and inferential statistics to analyse quantitative questionnaire data. The Statistical Package for Social Sciences (SPSS)and Excel offer extensive data handling capabilities and numerous statistical routines that can analyse small to very large statistical data. This was done through means, standard deviation, correlation, and multiple regressions. The data was then presented in tables and figures.

Findings and Discussions

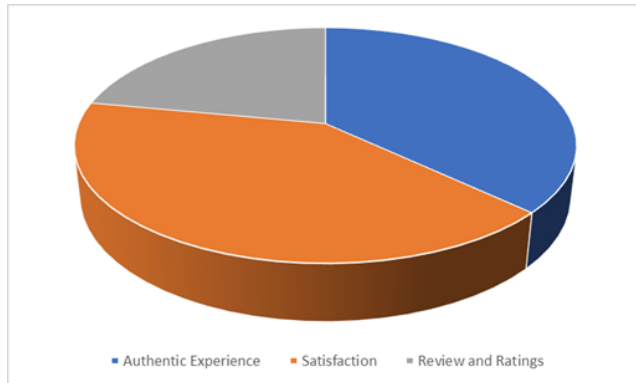*The influence of guest perception in the selection of Airbnb*

Figure 1: Which aspects or factors influence your choice of Airbnb?

According to Figure 1, 41% of the 104 respondents indicated satisfaction as the main factor influencing their choice of Airbnb. 22% indicated reviews and ratings, while 37% indicated authentic experience.

Table 1: Influence of guest perception in the selection of Airbnb

Statements	SA %	A %	UN %	D %	SD %
Reputation of the Airbnb listing influences the Choice of accommodation and stay	22.2	47.9	7.2	9.3	12.4
I thought the experience of staying at Airbnb was unpredictable but authentic	52.5	24.2	2.1	11.3	10.3
I chose Airbnb because I wanted to do something new and different	20.6	56.2	.5	18.6	4.1
I booked Airbnb to have experience I could tell friends/family about	37.6	16.0	4.6	21.6	20.1
The service functionalities are delivered efficiently at Airbnb accommodation facility.	24.2	52.1	2.1	11.3	10.3
Listings offered by the Airbnb website were actually available	37.6	27.3	1.5	17	16.5
I am satisfied with the quality of services provided by Airbnb.	22.2	38.1	1.5	27.8	10.3
I would encourage my friends and relatives to use Airbnb.	55.7	16.5	0	8.8	19.1
I consider Airbnb as my first choice compared to other accommodation facilities.	20.6	56.2	.5	18.6	4.1
Whenever I travel next time, it is most likely that I will use Airbnb.	34.0	39.7	1.5	16.5	8.2

According to Table 1, 47.9% of the respondents agreed with the statement that the reputation of the Airbnb listing influences the Choice of accommodation and stay, 12.4% strongly disagreed with the statement, while 7.2% remained undecided. 52.5% of the respondents strongly agreed that I thought the experience of staying at Airbnb was unpredictable but authentic, 11.3% disagreed with the statement, and 2.1% remained undecided. 37.6% of the respondents strongly agreed with the statement that I booked Airbnb to have the experience I could tell friends/family about, 21.6% of the respondents disagreed with the statement, while 4.6% were undecided. 52.1% of the respondents agreed that the service functionalities are delivered efficiently at the Airbnb accommodation facility. 10.3% strongly disagreed with the statement, while 2.1% remained undecided. 38.1% of the respondents agreed that I am satisfied with the quality of services provided by Airbnb. 27.8% disagreed with the statement, while 1.5% remained undecided. 56.2% of the respondents strongly agreed that Airbnb is my first choice compared to other accommodation facilities. 18.6% of the

respondents disagreed with the statement, while 0.5% remained undecided. 34% of the respondents strongly agreed with the statement that whenever I travel next time, it is most likely that I will use Airbnb. 16.5% disagreed with the statement, while 1.5% remained undecided.

Correlations Analysis for guest perception and choice of Airbnb
The study sought to determine the influence of consumer perception in the selection of Airbnb in Nakuru County, Kenya. Using two-tailed Pearson correlation analysis, correlation coefficients were derived to indicate the strength of the relationships.

H1: Consumer perception has no significant positive relationship with selection in Nakuru County, Kenya

Table 2 Correlations Analysis for guest perception and choice of Airbnb

Variables		Guest Satisfaction	Authentic Experience
Guest satisfaction	Pearson Correlation	1	.239**
	Sig. (2-tailed)		.038
	N	104	104
Authentic Experience	Pearson Correlation	.239*	1
	Sig. (2-tailed)	.038	
	N	104	104

**. Correlation is significant at the 0.05 level (2-tailed).

Table 2 shows a statistically linear positive relationship between guest perception and choice of Airbnb (r=0.239, p=<0.05). Therefore, the researcher rejects the hypothesis that consumer perception has no significant positive relationship with selection in Nakuru County, Kenya. Based on the results findings, there is a linear positive relationship between guest perception and choice of Airbnb.

Table 3 Model Summary for guest perception and choice of Airbnb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df 1	df2	Sig. F Change	
1	.629a	.384	.355	.902	.384	12.772	5	98	.000	2.121

a. Predictors: (Constant), Authentic experience, Guest Satisfaction and Service Quality
b. Dependent Variable: Choice of Airbnb

Table 3 shows a linear relationship between guest perception and choice of Airbnb, which was examined using linear regression analysis. The model indicates that guest perception could explain about 38.4 % of the variance in the choice of Airbnb (R^2 = .355). Durbin-Watson of 2.121 indicated no serial correlation between variables. This shows that the model fits the data significantly.

Discussion of findings
Based on the study findings, the majority (41%) of the respondents indicated satisfaction as the main factor influencing the choice of Airbnb. 22% of the respondents indicated reviews and ratings, while

37% indicated authentic experience. Reputation of the Airbnb listing influences the Choice of accommodation and stay. The study also revealed that the majority (56.2%) preferred Airbnb as a first choice compared to other accommodation facilities. The correlation results showed a statistically linear positive relationship between guest perception and choice of Airbnb ($r=0.239$, $p=<0.05$). This means that a significant majority of the respondents were influenced by guest perception when selecting Airbnb. According to study findings, authentic experience, service quality and guest satisfaction had a bigger influence on the development of guest perception. The results of this study are based on a study conducted by Ren et al. (2018) that identified critical success factors as the main elements responsible for providing Airbnb with the greatest competitive leverage. Guest perception relevancy in hospitality management evolves from comprehending that customer sentiments are vital regarding service expenditures. Quality has been used as the critical key determinant that influences hospitality industry performance, but basic elements remained the same as during ancient times (Chen, 2019).

Conclusion

Several factors incredibly influence the choice of Airbnb. Based on the study results, the linear relationship between the moderating effects of price on factors informing the consumer choice of Airbnb was examined using the linear regression analysis (the regression analysis of variance (ANOVA). The results showed a statistical linear relationship between the moderating effects of price and factors informing the consumer's choice of Airbnb. According to the study results, there is a linear relationship between guest perception and choice of Airbnb, and this relationship was examined using linear regression analysis. The model indicates that guest perception could explain about 38.4 % of the variance in the choice of Airbnb.

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