Service quality, experiential and customer-perceived value among guests to Airbnb in MIMAROPA: A proposed framework to enhance Airbnb services

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Abstract

Airbnb has grown to become one of the biggest online lodging companies and become one of the mega players in the hospitality industry. It provides more than 7 million houses, apartments, and rooms for rent in practically every nation around the globe. This study aims to contribute in determining the relationship between the service quality, experiential attributes, and customer-perceived value among Airbnb guests in MIMAROPA region and to proposed a framework that will enhance the Airbnb services provided by the host. Using Descriptive- Correlation in 253 respondents and apply Pearson Correlation Coefficient and Analysis of Variance (ANOVA), the study shows that Gen X travelers placed a higher value on web responsiveness, web efficiency, and facility service, singles females prioritized host service and facility service, while those traveling with family valued all experiential attributes and companionship throughout their stay, and Gen Z, females, singles, and those traveling with friends all showed a strong preference for mobile usability. A significant positive relationship exists between service quality and experiential attributes on Airbnb. This suggests that guests who perceive high-quality service are also more likely to value the unique experiences offered through Airbnb. Furthermore, there is a significant positive relationship between service quality and customer-perceived value of Airbnb. This suggested that the service quality of Airbnb affects the guests who experienced high-quality service and more likely to perceive Airbnb as a valuable accommodation option.

Keywords: service quality, experiential, customer-perceived value, Airbnb, MIMAROPA, Philippines

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1. Introduction

Many guests are drawn to Airbnb for its economic advantages, particularly for extended stays or group travel. By offering entire homes or apartments, Airbnb often provides more space, amenities, and cost-efficiency compared to traditional hotels. Beyond financial considerations, guests also seek authentic and immersive experiences. Airbnb facilitates this by allowing travelers to stay in local neighborhoods, interact with hosts, and gain insights into the everyday life of residents. This departure from the standardized offerings of hotels resonates with a growing segment of travelers who desire more personalized and culturally rich experiences. Airbnb guests generally perceive the platform as a gateway to authentic and immersive travel experiences. Understanding of guest preferences within the Airbnb context, the guests value the platform's diverse accommodation options, the research sheds light on the psychological factors driving booking decisions. By examining consumers' perceptions of Airbnb listings as "home," the study provides insights into how the platform can enhance its offerings. Guests appreciate the variety of accommodations available on Airbnb, it creates personalized experiences, and understanding the emotional connections guests (Zheng et al., 2023). Moreover, service quality is of the reason why guest is satisfied with the accommodation they booked from Airbnb which affects the level of their customer-perceived value towards the brand. Evaluating the attributes of the Airbnb specifically on the service quality and guest experience have not yet gained much attention. This knowledge would be useful for tourism and hospitality businesses, for example, to improve aspects that increase their guests' loyalty (Mody et al., 2019) and perceived value (Jiang et al., 2019).

This study aims to contribute to determining the relationship between the service quality, experiential attributes, and customer-perceived value among Airbnb guests in MIMAROPA region and to proposed a framework that will enhance the Airbnb services provided by the host. The Airbnb guest will benefit in the as proposed framework as it targets to enhance the products and service the Airbnb host is providing to it guest assuring the kind of standard that should be given in relationship to the type of accommodation posted by the host. The framework will also benefit the Airbnb host as it will help in identifying the areas that needs improvement to cultivate exceptional feedback from the Airbnb guest and would attract more bookings in the future. The Local Government Unit where the Airbnb rentals are located will also benefit from the proposed framework as it will bring popularity in the respective locations. The arrival of tourist in a location signifies opportunity of being recognized in the tourism arena that will extend its positive effect into its host community in term of economic growth.

Objectives of the Study - The study aimed to examine the service quality, experiential attributes and customer-perceived value among guests to Airbnb in MIMAROPA Region. Specifically, it described the demographic profile of the respondents in terms of: age, sex, civil status; number of Airbnb used, number of stay, purpose of stay, companions during the stay, and device used for booking Airbnb; assessed the service quality of Airbnb in terms of: host service, web responsiveness, web efficiency and facility service; evaluated the experiential attributes of Airbnb relevant to: authenticity, home benefits and social interaction; determined the customer-perceived value in terms of: functional, economic, emotional, green, and ethical values; tested the significant difference of responses on service quality, experiential and customer-perceived value when grouped according to profile variables; tested the significant relationship among the variables: service quality attributes, experiential attributes and customer-perceived value; and proposed a framework to enhance the customer-perceived value among Airbnb in MIMAROPA.

2. Methods

Research Design - The study used a descriptive-quantitative analysis research design. In this study, the researcher able to identify the relationship of the variables, classify the variables according to its usage in the study and determine the relationship of the variables to one another that will create an impact in the Airbnb business in MIMAROPA region. Descriptive research is an exploratory research method. It enables researchers to describe a population, circumstance, or phenomenon precisely and methodically (Mbanaso et al., 2023). Whereas quantitative methodology is the dominant research framework in the social sciences. It refers to a set of strategies, techniques and assumptions used to study psychological, social, and economic processes through the exploration of numeric patterns (Dominion Dominic et al., 2023).

Participants of the Study - The respondents of the study were guests of Airbnb in the MIMAROPA region, represented by the provinces of Occidental and Oriental Mindoro, Marinduque, Romblon, and Palawan. The researcher asked assistance to the Airbnb host to distribute surveys to their guests also the identified Airbnb hosts are operating more than two years in the business. Hotels and resorts were excluded to obtain more accurate data aligned with the Airbnb concept. Additionally, the researcher applied specific criteria for guest selection, limiting participants to legal-aged individuals who had stayed in Airbnb accommodations at least twice within the MIMAROPA region. The researcher utilized stratified random sampling to determine the number of respondents per province. Hence, stratified random sampling can give the research the desired results, which are meaningful and unbiased. Raosoft to get the minimum number of respondents needed for the survey based on the most recent information on the relevant Airbnb listings in the area. Listings from the Airbnb website was combined. The settings were set to a 50% response distribution, a 5% margin of error, and a 95% confidence level.

Data Gathering Instrument - The researcher used an adapted and modified questionnaire that are used by Ju et al. (2019) in their study about Exploring Airbnb service quality attributes and their asymmetric effects on customer satisfaction, So et al. (2020). While the Effects of Environmental Stimuli on Perceived Enjoyment and Repurchase Intention, Mody et al. (2019). Moreover, the pilot testing was taken place during the STRASSUC completion where delegates from MIMAROPA SUCs are invited to compete. The researcher took advantage of the situation to collect the needed number of respondents for pilot testing. Respondents are all coming from the MIMAROPA region which is the locale of the study. The collected was submitted for reliability test and able to pass. The questionnaire was comprised of four parts—the first part is to present the demographic profile of the respondents; second part is to assess the service quality attributes of Airbnb; then third is to evaluate the experiential attributes of Airbnb; and the last, is to determine the customer-perceived value associated to: functional value, economic value, green value, social value, epistemic value and ethical value.

Data Gathering Procedure - To ensure the validity of the questionnaire, the researcher presented the instrument for face validation with the advisor, followed by content validation by three experts: one tourism officer and at least two additional experts from the Airbnb industry. The questionnaire was then submitted to the research ethics review committee before administering the pilot testing. Due to the geographical challenges of the location of the provinces, the questionnaires were distributed on-site for the Occidental and Oriental Mindoro provinces. Upon data retrieval, it was tallied, analyzed, and interpreted based on the results of the study and discussed in the context of the literature. The researcher conducted a survey to collect quantitative data on the service quality attributes, experiential attributes, and customer-perceived value of Airbnb guests in MIMAROPA.

Ethical Considerations - To ensure the privacy of the study's participants, ethical concerns include steps to protect their privacy. Researchers' rights and responsibilities for their subjects are included in this section stating in the beginning of the survey form where Data Privacy Notice: In accordance with the Data Privacy Act of 2012, the Research is committed to safeguarding personal data collected within the course of carrying out its mandate. The voluntary submission of the personal and other data requested here will only be handled and used for

research.

Data Analysis - The data was analyzed using statistical SPSS software. Frequency and percentage distribution will use to describe the demographic profile of the respondents. While weighted mean and rank will use to present the result of the assessed predictors and outcomes. Frequency distribution and percentage was used in describing the profile of the respondents. Mean and rank was utilized in determining the service quality, experiential value and customer perceived value. T-test and analysis of variance to test for differences on the variables of the study when compared according to profile and Pearson correlation was utilized establishing relationship among the variables of the study.

3. Results and discussion

Table 1
Frequency Table for the Respondent's Demographic Profile

Profile Variable		Frequency	Percentage
Age	18-22 (Gen Z)	68	26.9
	23 – 38 (Gen Y)	159	62.8
	39 – 54 Gen X)	20	7.9
	55 and above (baby boomers)	6	2.4
Sex	Male	105	41.5
	Female	148	58.5
Civil Status	Single	200	79.1
	Married	53	20.9

Table 1 presents the frequency table for the respondent's demographic profile. In terms of age, majority are belonged to age 23 – 38 or the Gen Y with 159 or 62.8 percent; followed by 18 -22 years old or Gen Z with 68 or 26.9 percent. MIMAROPA's tourism offerings might attract more female travelers seeking specific activities or experiences. Some female travelers might perceive Airbnb rentals as a safer alternative to hotels, especially for solo travel. These data suggest that Airbnb is particularly popular among young adults (Azmi et al., 2024), who are often seeking affordable, flexible, and authentic travel experiences. Young adults often have limited budgets, and Airbnb offers more affordable options compared to traditional hotels (Zheng et al., 2023). This allows them to travel more frequently and explore a wider range of destinations.

Other respondents were at the age of 39 – 54 or Gen X with 20 or 7.9 percent and the least group are at the age of 55 and above or baby boomers with 6 or 2.4 percent. This suggests that the platform is not exclusively popular among young adults, but also appeals to a wider demographic. Gen X might be comfortable booking since they are tech savvy and using Airbnb's online platform compared to Baby Boomers. The popularity of Airbnb extends beyond young adults, as evidenced by the significant portion of Gen X customers (Azmi, et al., 2024). This suggests that the platform appeals to a wider demographic, not solely limited to younger generations. Gen X's comfort with booking through Airbnb's online platform can be attributed to their higher level of tech savviness compared to Baby Boomers (Nicolau et al., 2024).

In terms of sex, most of them were female with 148 or 58.5 percent; and male with 105 or 41.5 percent. Female travelers might prioritize safety features like secure entry, well-lit locations, and clear communication with the host before booking. Features like private bathrooms, in-unit laundry, or well-equipped kitchens might be more important for female guests, especially for longer stays. Female travelers often prioritize safety features when booking accommodations, such as secure entry, well-lit locations, and clear communication with the host (Burdisso, 2024). These factors contribute to a sense of security and peace of mind during their travels. Additionally, amenities like private bathrooms, in-unit laundry, and well-equipped kitchens may be more important to female guests, especially for longer stays (de Almeida, 2019). their routines and personal care while on the road. While in civil status, majority were single with 200 or 79.1 percent compared to married, there were only 53 or 20.9 percent. Guests get a more personalized and satisfying experience, while hosts benefit from increased bookings and a smoother interaction process.

Table 2
Respondent's Psychographic Profile

Psychographic Profile		Frequency	Percentage
Number of Airbnb used	1 – 2 times	202	79.8
	3 – 4 times	51	20.2
Length of Stay	1 – 2 nights	208	82.2
	3 – 4 nights	45	17.8
Type of Accommodation	Entire home	95	37.5
	Private Room	100	39.5
	Shared Room	58	22.9
Purpose of stay	Business	48	19.0
	Leisure	136	53.8
	Both	69	27.3
Companions during most stay	Family	148	58.5
	Friends	60	23.7
	Alone	20	7.9
	Coworker	15	5.9
	Others	10	4.0
Device used for booking Airbnb	Mobile	222	87.7
	Desktop/Laptop	31	12.3
Location	Occidental Mindoro	49	19.4
	Oriental Mindoro	51	20.2
	Marinduque	50	19.8
	Romblon	49	19.4
	Palawan	54	21.3

Table 2 shows the frequency table for the respondent's psychographic profile. At most, respondents used Airbnb 1 – 2 times with 202 or 79.8 percent; while others 3 – 4 times with 51 0r 20.2 percent. Most of the respondents stayed in Airbnb accommodation at least 1 – 2 nights with 208 or 82.2 percent; and 3 – 4 nights or 45 or 17.8 percent. Guests with 1–2-night stays prioritize convenience and unique experiences, while those staying 3-4 nights seek a balance between convenience and comfort, with a focus on value for money and feeling more at home. **Guests with short, one or two-night stays on Airbnb typically prioritize convenience and unique experiences (**Gurran et al., 2020**).**

For type of accommodation, 100 of the respondents chose private room or 39.5 percent from the total population of the respondents; the others 95 chose entire home or 37.5 percent; and the last, chose shared room there were 58 or 22.9 percent. Mimaropa's tourism revolve around outdoor activities or exploring natural attractions. Travelers prioritized spending time outdoors and view their Airbnb stay primarily as a place to sleep and store belongings, making a private room sufficient. **Airbnb's private room option caters to travelers seeking a balance of privacy, affordability, and shared amenities (**Jiane, 2022**).**

The purpose of stay of the respondents is for leisure which of them are 136 or 53 .8 percent; followed by both business and leisure with 69 respondents or 27.3 percent, then the rest stayed in Airbnb for business purposes with 48 or 19 percent. MIMAROPA is known for its natural beauty, beaches, and outdoor activities. This attracts leisure travelers seeking relaxation, adventure, and scenic escapes. For leisure travelers on a budget, Airbnb offers a cost-effective alternative to hotels, especially for longer stays or group trips. **Airbnb has traditionally catered more towards leisure travelers than business ones (**Oskam et al., 2026; Negi et al., 2023**).** These needs can be more readily met by traditional hotels, which have historically dominated the business travel market. However, Airbnb's unique offerings of home-like comforts and potential cost savings can appeal to some business travelers, especially those seeking longer stays or a more local experience (Nicolau et al., 2024).

Most respondents' companions during their stay in Airbnb was their family with 148 or 58.5 percent; followed with their friends with 60 or 23.7 and being alone they were 20 or 7.9 percent. Airbnb rentals, especially entire homes or apartments can provide families with more space to spread out and relax compared to a single hotel room. This can be crucial for families with young children. MIMAROPA's focus on nature and outdoor activities might be a draw for families. **Airbnb's potential for business travel in MIMAROPA is**

significant but underutilized. While the region boasts natural beauty and leisure attractions, it also has growing industries and business activities. Airbnb guests in MIMAROPA are business travelers suggests a gap in the market. By tailoring its offerings to meet the specific needs of business travelers, such as providing reliable Wi-Fi, convenient locations, and professional workspace options, Airbnb can attract a larger share of this lucrative segment. Airbnb rentals, particularly entire homes or apartments, offer families more space to spread out and relax compared to a single hotel room (Dey, 2023).

Majority of the respondents used their mobile device for booking Airbnb accommodation with 222 or 87.7 percent; and others used desktop or laptop with 31 or 12.3 percent. This finding emphasizes the importance of prioritizing mobile for Airbnb. By optimizing the app and catering to mobile users, Airbnb can ensure a smooth booking experience and stay ahead of the curve in the mobile-driven travel industry. In today's increasingly mobile-centric world, Airbnb must prioritize optimizing its platform for mobile users (Sánchez-Franco, et al., 2023). By providing a seamless and intuitive mobile app experience, Airbnb can cater to the needs of its growing customer base who rely heavily on their smartphones for travel planning and booking (Domínguez Navarro, 2024). By investing in mobile optimization, Airbnb can stay ahead of the curve in the competitive travel industry and solidify its position as a leading platform for unique accommodations (Bardukova, 2023).

In terms of their location where they stayed is in Palawan with 54 or 21.3 percent; followed by from Oriental Mindoro with 51 or 20.2; then in Marinduque with 50 or 19.8 percent. These results suggest that Airbnbs focus on capitalizing on the popularity of these top destinations while also exploring opportunities for growth in other locations. Airbnb strategically focuses on capitalizing on the popularity of top destinations while simultaneously exploring growth opportunities in emerging markets (Ribeiro, 2024). By analyzing user preferences and tailoring offerings accordingly, Airbnb ensures a strong presence in the vacation rental market (Dey, et al., 2023). And the least groups were stayed in Occidental Mindoro and Romblon with 49 or 19.4 percent. Psychographic profile of Airbnb guests provides a deeper understanding of their motivations and values. This allows for targeted strategies that enhance marketing, personalize the user experience, and ultimately contribute to the success of both guests and hosts on the platform (Mody, et al., 2023).

Table 3
Respondent's Assessment of Service Quality of Airbnb

	Mean	Interpretation	Rank
Host Service	4.22	Agree	1.5
Web Responsiveness	4.16	Agree	3.5
Web Efficiency	4.16	Agree	3.5
Facility Service	4.22	Agree	1.5
Overall	*4.19*	*Agree*	

Legend: 4.50 – 5.00 Strongly Agree, 3.50 – 4.49 Agree, 2.50 – 3.49 Moderately Agree, 1.50 – 2.49 Disagree, 1.00 – 1.49 Strongly Disagree

Table 3 presents the summary for respondent's assessment of service quality of Airbnb with an overall assessment of 4.19, verbally agreed by the respondents. Hot service and facility service and web responsiveness and web efficiency got a mean of 4.22. All of the items were agreed by the respondents. The direct impact to guest's experience during their stay are the friendly and helpful hosts, a clean and comfortable space, and amenities that meet expectations all contribute significantly to a positive overall impression. Guests often appreciate the human touch and personalized interaction with a friendly host. Hot service and facility service are likely rated more positively because they directly touch upon the human element of hospitality and the tangible aspects of the rental property, creating a more memorable and enjoyable stay for guests. However, web responsiveness and web efficiency still play a role in a seamless booking process and shouldn't be completely overlooked (Lee et al., 2023). On the other hand, web responsiveness and web efficiency with a mean of 4.16 as verbally interpreted as agree. Guests often appreciate the human touch and personalized interaction with a friendly host. A host who goes the extra mile to ensure their comfort can create a more memorable experience. Web responsiveness and web efficiency are important for the booking process, but they have less influence on the guest's experience at the rental property itself. While a user-friendly website is important, it doesn't guarantee a good stay (Xue et al. 2022)

Table 4

Respondents Evaluation of Experiential Attributes of Airbnb

	Mean	Interpretation	Rank
Authenticity	4.08	Agree	3
Home Benefits	4.17	Agree	1
Social Interaction	4.09	Agree	2
Overall	*4.11*	*Agree*	

Legend:4.50-5.00=Strongly Agree;3.50-4.49=Agree;2.50-3.49=Moderately Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Table 4 presents the summary table for respondents' evaluation of experiential attributes of Airbnb with an overall mean of 4.11, verbally agreed by the respondents. Among the variables, home benefits have the highest assessment (4.17); followed by social interaction (4.09); and authenticity (4.08). Many Respondents agreed that Airbnb in MIMAROPA in general prioritize basic amenities like comfortable beds, well-equipped kitchens, and laundry facilities. These features contribute to a sense of convenience and normalcy during their stay, replicating the comforts of home. Meanwhile, other believed that the Airbnb itself might not fully integrate elements of MIMAROPA's culture and heritage into the design or decor. Airbnb listings typically showcase amenities prominently, allowing guests to form clear expectations about what's included. Airbnb's experiential attributes offer homeowners unique benefits and a sense of authenticity (Carrasco-Santos, et al., 2023).

Table 5

Respondents Assessment of Customer-perceived value of Airbnb

	Mean	Interpretation	Rank
Functional Value	4.11	Agree	3.5
Economic Value	4.14	Agree	1
Emotional Value	4.11	Agree	3.5
Green Value	4.13	Agree	2
Ethical Value	4.10	Agree	5
Overall	*4.12*	*Agree*	

Legend: 4.50 – 5.00 Strongly Agree, 3.50 – 4.49 Agree, 2.50 – 3.49 Moderately Agree, 1.50 – 2.49 Disagree, 1.00 – 1.49 Strongly Disagree

Table 5 reveals the summary table for respondents' assessment of customer-perceived value of Airbnb with an overall mean of 4.12. Among the variables, Economic Value is the most assessed with a mean of 4.14; followed by Green Value (4.13); Functional Value and Emotional Value (4.11), verbally agreed by respondents. As observed in terms of economic value, it indicates that guests are highly concerned with getting a good deal on their accommodation. Economic value essentially becomes a measure of getting the most for their money (Mody et al., 2023). Airbnb's customer-perceived value is enhanced by its economic value, which offers travelers significant savings compared to traditional hotels (Negi et al., 2023). By staying in homes and apartments, guests can often find more affordable accommodations, especially in popular destinations. The least variable was Ethical Value (4.10) as agreed by the respondents. Respondents' focus on personal experience may mean that fair treatment of employees or environmental impact are not top-of-mind factors for tourists when booking an Airbnb. Thus, ethical tourism will become more prominent, the importance of ethical value in tourist decisions might increase over time (Spier, 2024).

Table 6

Differences on Service Quality of Airbnb When Grouped According to Profile

	t/F	p-value	Interpretation
Age			
Host Service	1.839	.141	Not Significant
Web Responsiveness	3.346	.020	Significant
Web Efficiency	3.043	.029	Significant
Facility Service	4.227	.006	Significant
Sex			
Host Service	-1.977	.049	Significant
Web Responsiveness	-1.856	.065	Not Significant
Web Efficiency	-1.381	.169	Not Significant
Facility Service	-2.254	.025	Significant

	t/F	p-value	Interpretation
Civil Status			
Host Service	1.980	.049	Significant
Web Responsiveness	2.175	.031	Significant
Web Efficiency	2.210	.028	Significant
Facility Service	2.617	.009	Significant
Number of Airbnb Used			
Host Service	-.024	.981	Not Significant
Web Responsiveness	-.183	.855	Not Significant
Web Efficiency	-.176	.860	Not Significant
Facility Service	-.194	.846	Not Significant
Length of Stay			
Host Service	-.880	.380	Not Significant
Web Responsiveness	-1.470	.143	Not Significant
Web Efficiency	-1.215	.225	Not Significant
Facility Service	-1.308	.192	Not Significant
Type of Accommodation			
Host Service	.248	.781	Not Significant
Web Responsiveness	.942	.391	Not Significant
Web Efficiency	.721	.487	Not Significant
Facility Service	.774	.462	Not Significant
Purpose of Stay			
Host Service	.229	.795	Not Significant
Web Responsiveness	.603	.548	Not Significant
Web Efficiency	1.693	.186	Not Significant
Facility Service	.396	.674	Not Significant
Companions during most stay			
Host Service	5.973	.000	Significant
Web Responsiveness	5.923	.000	Significant
Web Efficiency	6.430	.000	Significant
Facility Service	7.611	.000	Significant
Device Used			
Host Service	.337	.736	Not Significant
Web Responsiveness	.357	.721	Not Significant
Web Efficiency	.595	.553	Not Significant
Facility Service	1.137	.257	Not Significant
Overall	.655	.513	Not Significant
Location			
Host Service	.602	.662	Not Significant
Web Responsiveness	2.109	.080	Not Significant
Web Efficiency	.724	.577	Not Significant
Facility Service	.981	.419	Not Significant

Legend: Difference is significant at 0.05 alpha level

Table 6 shows the differences on the assessment of service quality of Airbnb with results that indicate that age, sex, civil status, and companions significantly influence certain dimensions of service quality. Age showed a significant influence on the dimension of web responsiveness, efficiency, and facility services. Further analysis using post hoc also revealed that, difference is significant when ratings of Gen Z were compared to ratings from Gen X, with mean differences showing that the younger generation have higher agreement on the said dimension as compared to Gen X. The respondent's civil status also showed an influence on all of the dimensions of service quality of Airbnb with mean differences indicating that those who are single have higher ratings on the said dimensions as compared to those who were married. As a demographic, single individuals often have specific needs and preferences when traveling, such as safety, privacy, personalized service, and convenience. Their experiences with Airbnb in MIMAROPA shaped by how well these needs are met.

Table 7

Differences on Experiential Attributes of Airbnb When Compared According to Profile

	t/F	p-value	Interpretation
Age			
Authenticity	7.393	.000	Significant
Home Benefits	9.606	.000	Significant
Social Interaction	8.156	.000	Significant

Sex			
Authenticity	-1.199	.232	Not Significant
Home Benefits	-2.821	.005	Significant
Social Interaction	-1.765	.079	Not Significant
Civil Status			
Authenticity	2.957	.003	Significant
Home Benefits	3.767	.000	Significant
Social Interaction	4.029	.000	Significant
Number of Airbnb Used			
Authenticity	.293	.770	Not Significant
Home Benefits	-.075	.940	Not Significant
Social Interaction	.680	.497	Not Significant
Length of Stay			
Authenticity	-1.764	.079	Not Significant
Home Benefits	-1.876	.062	Not Significant
Social Interaction	-1.661	.098	Not Significant
Type of Accommodation			
Authenticity	2.015	.135	Not Significant
Home Benefits	1.057	.349	Not Significant
Social Interaction	2.195	.114	Not Significant
Purpose of Stay			
Authenticity	2.043	.132	Not Significant
Home Benefits	.528	.590	Not Significant
Social Interaction	.851	.428	Not Significant
Companions during most stay			
Authenticity	4.470	.002	Significant
Home Benefits	5.874	.000	Significant
Social Interaction	7.025	.000	Significant
Device Used			
Authenticity	1.830	.068	Not Significant
Home Benefits	2.198	.029	Significant
Social Interaction	1.958	.051	Not Significant
Location			
Authenticity	1.887	.113	Not Significant
Home Benefits	1.192	.315	Not Significant
Social Interaction	2.867	.024	Significant

Legend: Difference is significant at 0.05 alpha level

Table 7 reveals the differences on experiential attribute of Airbnb when compared according to the profile. As it was observed that there was significant on authenticity, and home benefits when grouped according to age since the computed p-value of .000 was less than the alpha level. This means that the responses differ significantly and based on the test conducted, it was found out that those who are gen x have better assessment than baby boomers. While in social interaction, it was found out that those who are gen x has better assessment than gen y. The finding that Gen X travelers tend to have a more positive assessment of social interaction on Airbnb compared to Gen Y travelers is interesting. Gen X might be more comfortable with face-to-face interaction or in-person communication with hosts and other guests.

There was a significant difference on experiential attribute of Airbnb when grouped according to sex. As can be seen from the result, the significant responses based on the computed p-value of 0.005 was less than the alpha level. Men prioritize functional aspects of accommodation, such as amenities or location, over experiential attributes. This knowledge can be used to tailor marketing strategies and platform features to resonate better with both male and female travelers, ultimately leading to a more inclusive and satisfying experience for all (Lee, et al., 2023). There were also significant differences on experiential attribute of Airbnb when compared according to the profile. There were significant differences since the computed p-value of on authenticity (.003), home benefits and social interaction have both p-value of (.000) when grouped according to civil status. Further, there was a significant difference on companions of highest rating from those who are accompanied by family because the resulted p-value was less than the alpha level. Families might have higher expectations for amenities, space, and comfort compared to other traveler groups. This allows for personalized recommendations and offerings for families on the platform (Mody et al., 2023)

Table 8

Differences on Customer Perceived Value of Airbnb When Compared According to Profile

	t/F	p-value	Interpretation
Age			
Functional Value	9.402	.000	Significant
Economic Value	8.834	.000	Significant
Emotional Value	8.214	.000	Significant
Green Value	12.957	.000	Significant
Ethical Value	12.206	.000	Significant
Sex			
Functional Value	-2.037	.043	Significant
Economic Value	-2.215	.028	Significant
Emotional Value	-2.084	.038	Significant
Green Value	-1.580	.115	Not Significant
Ethical Value	-1.678	.095	Not Significant
Civil Status			
Functional Value	4.134	.000	Significant
Economic Value	3.657	.000	Significant
Emotional Value	3.542	.000	Significant
Green Value	4.492	.000	Significant
Ethical Value	3.876	.000	Significant
Number of Airbnb Used			
Functional Value	.536	.593	Not Significant
Economic Value	.581	.562	Not Significant
Emotional Value	.535	.593	Not Significant
Green Value	1.116	.265	Not Significant
Ethical Value	.685	.494	Not Significant
Length of Stay			
Functional Value	-1.756	.080	Not Significant
Economic Value	-1.608	.109	Not Significant
Emotional Value	-1.865	.063	Not Significant
Green Value	-1.683	.094	Not Significant
Ethical Value	-1.803	.073	Not Significant
Type of Accommodation			
Functional Value	4.439	.013	Significant
Economic Value	1.218	.297	Not Significant
Emotional Value	.361	.698	Not Significant
Green Value	1.144	.320	Not Significant
Ethical Value	1.652	.194	Not Significant
Purpose of Stay			
Functional Value	.324	.724	Not Significant
Economic Value	.274	.760	Not Significant
Emotional Value	.108	.897	Not Significant
Green Value	.056	.946	Not Significant
Ethical Value	.182	.834	Not Significant
Companions during most stay			
Functional Value	4.225	.003	Significant
Economic Value	7.189	.000	Significant
Emotional Value	5.984	.000	Significant
Green Value	6.321	.000	Significant
Ethical Value	6.424	.000	Significant
Device Used			
Functional Value	2.235	.026	Significant
Economic Value	2.074	.039	Significant
Emotional Value	2.349	.020	Significant
Green Value	3.226	.001	Significant
Ethical Value	2.954	.003	Significant
Location			
Functional Value	1.155	.331	Not Significant
Economic Value	1.835	.123	Not Significant
Emotional Value	2.201	.069	Not Significant
Green Value	2.213	.068	Not Significant
Ethical Value	1.139	.339	Not Significant

Legend: Difference is significant at 0.05 alpha level

Table 8 displays the differences on customer perceived value of Airbnb when compared according to profile. For Functional, emotional, green and ethical value difference is significant when answers from Gen Zs are compared to those from Gen Y with ratings from younger generation higher as compared to older ones. For Economic value, difference is significant when answers from Gen Zs are compared to Boomers. Affordability might be a primary factor when choosing Airbnb over traditional hotels. While Boomers prioritize comfort, amenities, and convenience over strict affordability.

Meanwhile, the significant differences on functional, economic and emotional value are with those females who have highest assessment than those of male. Furthermore, there was also a significant difference on customer perceived value of Airbnb when compared according to profile. The differ responses lie on those of single with better assessment compare with married. The significant difference on customer perceived value of Airbnb when compared according to profile. The difference on functional value exists between those who booked shared room with highest assessment than those who chose entire homes. The significant difference exists between the answers of those who are accompanied by friends as compared to those accompanied by coworkers. Focusing on affordability and social aspects for shared rooms, and emphasizing space and privacy for entire homes, can help guests make informed choices that align with their specific needs and priorities (Farmaki, et al., 2023).

Lastly, there was also significant difference on device used functional value with p-value of .026; economic value (.039); emotional value (.020); green value (.001) and ethical value (.003). These significant differences with higher ratings from those who used mobile phones as compared to laptop users. **Airbnb guests in MIMAROPA likely prefer using mobile phones over laptops due to the inherent portability and accessibility of smartphones.**

Table 9
Relationship of Assessment of Service Quality to Experiential Attributes of Airbnb

	t/F	p-value	Interpretation
Host Service			
Authenticity	.716**	.000	Significant
Home Benefits	.713**	.000	Significant
Social Interaction	.626**	.000	Significant
Overall	.728**	.000	Significant
Web Responsiveness			
Authenticity	.638**	.000	Significant
Home Benefits	.668**	.000	Significant
Social Interaction	.570**	.000	Significant
Overall	.664**	.000	Significant
Web Efficiency			
Authenticity	.641**	.000	Significant
Home Benefits	.658**	.000	Significant
Social Interaction	.526**	.000	Significant
Overall	.646**	.000	Significant
Facility Service			
Authenticity	.722**	.000	Significant
Home Benefits	.784**	.000	Significant
Social Interaction	.654**	.000	Significant
Overall	.764**	.000	Significant

Legend: Relationship is significant at 0.05 alpha level

Table 9 presents the relationship between service quality and experiential value with mostly strong positive correlation. This indicates that as the rating on service quality increases, their experiential value assessment also increases. It was observed that the computed p-values indicate strong direct correlation, and the resulted p-values were less that the alpha level. This means that there was significant relationship exists and implies that the better is service quality the better the experiential value. The strong positive correlation between service quality and experiential value on Airbnb aligns with the concept of service experience. This concept suggests that service quality is not an isolated factor but contributes to the overall experience a customer has.

The strong positive correlation between service quality and experiential value on Airbnb, as observed in MIMAROPA, underscores the significance of the service experience. This relationship highlights the importance of holistic service management in the region to ensure that guests not only appreciate the unique cultural offerings but also feel satisfied with the basic elements of their accommodation. In Airbnb, service quality encompasses aspects like cleanliness, responsiveness, and guest support. These factors directly impact the experience guests have throughout their stay. While the Experiential value refers to the perceived worth derived from the unique and memorable aspects of a service (Lee, et al., 2023). On Airbnb, this includes feeling immersed in the local culture, staying in a unique accommodation, or having personalized interactions with hosts.

This indicates a positive association between the two variables. As service quality ratings increase, so do assessments of experiential value (Lee, et al., 2023). The p-value represents the probability of observing the results by chance. A p-value less than the chosen alpha level (typically 0.05) suggests a statistically significant relationship. This strengthens the evidence that service quality truly impacts experiential value (Lee, et al., 2023). The findings highlight the importance of a holistic approach on Airbnb. Both service quality and experiential value contribute to guest satisfaction and loyalty.

Table 10
Relationship of Assessment of Service Quality to Customer Perceived Value of Airbnb

	t/F	p-value	Interpretation
Host Service			
Functional Value	.720**	.000	Significant
Economic Value	.699**	.000	Significant
Emotional Value	.678**	.000	Significant
Green Value	.633**	.000	Significant
Ethical Value	.653**	.000	Significant
Web Responsiveness			
Functional Value	.639**	.000	Significant
Economic Value	.665**	.000	Significant
Emotional Value	.645**	.000	Significant
Green Value	.629**	.000	Significant
Ethical Value	.631**	.000	Significant
Web Efficiency			
Functional Value	.623**	.000	Significant
Economic Value	.607**	.000	Significant
Emotional Value	.580**	.000	Significant
Green Value	.599**	.000	Significant
Ethical Value	.587**	.000	Significant
Facility Service			
Functional Value	.744**	.000	Significant
Economic Value	.720**	.000	Significant
Emotional Value	.698**	.000	Significant
Green Value	.695**	.000	Significant
Ethical Value	.686**	.000	Significant

Legend: Relationship is significant at 0.05 alpha level

Table 10 displays relationship of assessment of service quality to customer perceived value of Airbnb. It was observed that the computed p-values indicate strong direct correlation, and the resulted p-values were less that the alpha level. This means that there was significant relationship exists and implies that the better is service quality the better the customer perceived value. The positive correlation between service quality and customer-perceived value on Airbnb aligns with established service-dominant logic (Zhang, et al., 2023). On Airbnb, these translate to aspects like clean and well-maintained listings, timely communication from hosts, clear booking processes, and helpfulness from hosts during the stay (Zhang et al., 2020).

Table 11 depicts the relationship of experiential attributes to customer perceived value of Airbnb. These indicates that there were significant relationship exists and shows that the better experiential attributes is better customer perceived value of Airbnb. These are aspects of the Airbnb experience that go beyond simply having a place to stay. This refers to the overall perception a guest has of the benefits they receive from Airbnb compared

to the cost and effort involved. In simpler terms, it's how much value a guest feels they are getting for their money. Guests who prioritize these experiential attributes are likely seeking more than just a place to sleep. They are looking for an experience that is unique, memorable, and connects them with the local environment (Lee et al., 2023). If an Airbnb listing effectively delivers on these experiential attributes, it can significantly increase the perceived value for the guest (Li et al., 2023) The unique experience becomes part of the overall value proposition of Airbnb, justifying the cost and effort involved in booking and staying there (Lee et al., 2023).

Table 11
Relationship of Experiential Attributes to Customer Perceived Value of Airbnb

	t/F	p-value	Interpretation
Authenticity			
Functional Value	.778**	.000	Significant
Economic Value	.757**	.000	Significant
Emotional Value	.775**	.000	Significant
Green Value	.751**	.000	Significant
Ethical Value	.746**	.000	Significant
Home Benefits			
Functional Value	.833**	.000	Significant
Economic Value	.842**	.000	Significant
Emotional Value	.848**	.000	Significant
Green Value	.830**	.000	Significant
Ethical Value	.816**	.000	Significant
Social Interaction			
Functional Value	.838**	.000	Significant
Economic Value	.807**	.000	Significant
Emotional Value	.811**	.000	Significant
Green Value	.798**	.000	Significant
Ethical Value	.776**	.000	Significant

Legend: Relationship is significant at 0.05 alpha level

FRAMEWORK
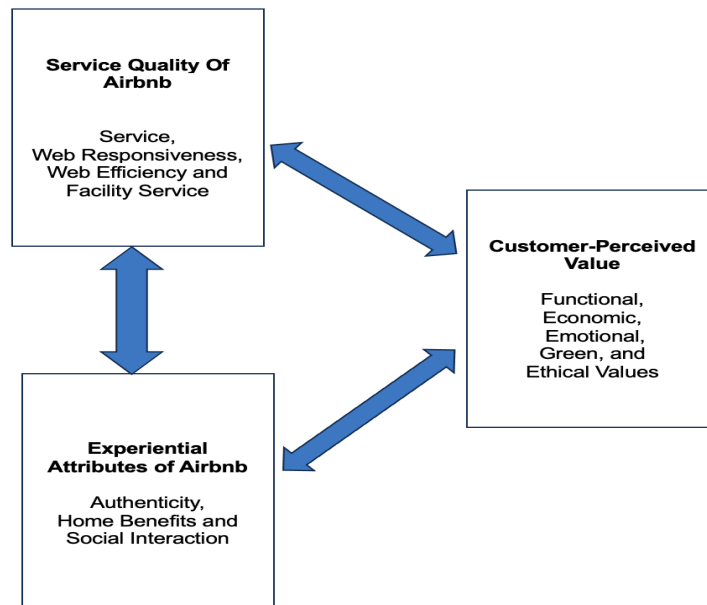
Figure 1: Mendaña's Framework to enhance the customer-perceived value among Airbnb in MIMAROPA.

The three main variables in the Airbnb experience – service quality, experiential attributes, and customer-perceived value – are intricately linked and influence each other in a positive feedback loop. The Service quality acts as that foundation, experiential attributes will set Airbnb apart from traditional hotels. They build upon the foundation of service quality and add layers of enrichment. While guests attribute to their Airbnb experience. It's a culmination of the service quality, experiential attributes, and the perceived benefits compared

to the costs incurred. The emphasis on both host service and facility service underscores the importance of a well-rounded AirBnB experience. Hosts should strive to be welcoming, helpful, and knowledgeable about the local area, while facilities should be clean, well-maintained, and equipped with necessary amenities. The preference for unique experiences and social interaction highlights the desire for authentic and personalized travel experiences. While affordability is a top priority for AirBnB users, there is also a growing interest in green and ethical values. This presents an opportunity for AirBnB to promote listings that prioritize sustainability and responsible practices.

This framework can be valuable for other players in the tourism industry beyond Airbnb. Understanding the interplay between service quality, experiential attributes, and customer-perceived value can help other accommodation providers, tour operators, and travel agencies: craft a differentiated customer experience, by focusing on aspects valued by guests, such as personalized service, unique offerings, and a sense of connection, businesses can stand out in a competitive market. Embrace technology and investing in user-friendly platforms and efficient booking processes can enhance service quality and attract tech-savvy travelers. Last, promote sustainability to highlighting eco-friendly practices and responsible tourism initiatives can appeal to guests who prioritize green value.

4. Conclusions and recommendations

Majority of the respondents are aged 23 to 38 years old, female and single. In terms of psychographic profile of the respondents, majority of them used Airbnb 1 to 2 times, stayed 1 to 2 nights at the private room. They enjoyed leisure activities with families. The respondents usually used mobile for Airbnb booking. The service quality more favorably by the respondents. While, among the experiential attributes of Airbnb home benefits, and the feeling of authenticity. Last, economic value received the highest rating among the customer-perceived value aspects of Airbnb. There was a significant difference in service quality preferences across user profiles. Gen X travelers placed a higher value on web responsiveness and a significant positive relationship exists between service quality and experiential attributes on Airbnb. And there is a significant positive relationship between service quality and customer-perceived value of Airbnb. This suggests that guests who experience high-quality service are more likely to perceive Airbnb as a valuable accommodation option. The researcher proposed a framework to enhance the customer-perceived value among Airbnb in MIMAROPA. This study able to provide recommendations based of the findings of the study. The Airbnb hosts/owners/ investors may tailor its offerings to directly influence booking decisions. The Provincial government of MIMAROPA may have a local partnership with the local tourism boards and Airbnb businesses to promote unique Airbnb experiences or highlight listings well-suited for short getaways or weekend trips in desirable locations. While Airbnb hosts/owners may focus on both service quality and the unique experiences offered through Airbnb. Further, the Airbnb businesses may collaboration with Provincial government and with other local business to develop comprehensive training programs for hosts, emphasizing exceptional customer service practices. And finally, the future researcher may conduct a similar study using different variables in line with the data-driven marketing to leverage user data to promote listings and experiences.

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