Determinant Factors of Airbnb Occupancy Rate in the Province of Batangas, Philippines

**John Vincent B. Mendoza, Jan Marold F. Aquino, Kathleen M. Briones,
John Mark C. Geralde, John Mervin G. Macasaet, Angel Rose S. Mirambil,
Maria Fe L. Meñez**

College of International Tourism and Hospitality Management
Lyceum of the Philippines University, Batangas City, Philippines

ABSTRACT

Airbnb is a peer to peer platform that helps travelers seeking for accommodation which connects them to individuals who have extra rooms or unused property for short term rentals and allows the host to utilize their spare rooms while generating an income without putting much effort. This study aims to determine the determinant factors of Airbnb occupancy rate in the province of Batangas. Specifically, it presented the profile of the accommodation; determine the factors that affects Airbnb occupancy rate in terms of pricing strategy, easy booking, location, listing and guest feedback; compare the determinant factors when grouped according to profile and determine the predictor of Airbnb occupancy rate. This study utilized the descriptive research design with Airbnb hosts as the respondents. Percentage, Frequency distribution, weighted mean, ANOVA and Regression Analysis was used as statistical tool. Based on the result, most of the Airbnb hosts have been in the industry of sharing economy for more than a year to three years with most listings located in the city of Lipa with an average listing price ranging from Php 1,000 – Php 3,000. There is significant difference on listing when grouped according to location and average listing price. There is also significant difference on guests' feedback when grouped according to average listing price. From the factors tested, listing is considered the predictor of Airbnb occupancy rate. It is recommended that the hosts may utilize the available promotion provided in Airbnb by extensively marketing their property using extensive advertising media to increase occupancy rate.

Keywords: *Sharing Economy, Occupancy Rate, easy booking*

INTRODUCTION

There are many reasons why people travel, it can be business trips, leisure or field trips, family visit and research. As a result, every market location differs widely in the number and type of guests that make up for visiting one place or another and to expand the tourism industry in such (Schofield, 2018).

Accommodation is one of the necessities for any tourism activity. Travelers and guests need lodging for rest, while they are on tour. Accommodation can be in the form of different expenses from low cost budget to world class luxury hotel, beach resorts, hostels, motel, lodge, bed and breakfast, apartments and guesthouses. Guesthouses in such way, may come with shared facilities like bathrooms and kitchen as it is similar in the peer to peer platform of Airbnb. Founded on 2008, Airbnb was developed and quartered in San Francisco (Llewellyn, 2014). It is a platform that helps travelers seeking for accommodation connecting individuals who have extra rooms or unused property for short term rentals and allows the host to utilize their spare rooms while generating an income without putting much effort.

This peer to peer platform of Airbnb is a newly arise type of accommodation in the market and has now been getting a lot of attention to the hospitality industry in the Philippines (Ytreberg, 2016). It is now functioning in the cities in Batangas Province and it is now starting to gain number of listing to different users who joined the Airbnb platform.

In this manner, it is such a great way to fully understand this kind of peer to peer platform and motivate us in studying the occupancy rate of Airbnb from the perspective of the hosts as most of the literature that present author identified were articles that assessed the progress of Airbnb in such country, the advantage and disadvantages of Airbnb for the guests and the hotel industry of such area in a country and the definite meaning of Airbnb (Zekanovic-Korona & Grzunov, 2014).

Providing further studies about Airbnb occupancy rate, determinant factors are identified into pricing strategy, location, easy booking, listings and guests' feedback (Short Term Stays, 2017) (Al Saleem & Al-Juboori, 2013). Such factors, either big or small can greatly affects Airbnb occupancy rate. Knowing such factors and understanding this influence can easily improve the desirability of a property to be booked all over again.

Airbnb will be celebrating its 10 years in the industry of peer to peer sharing this August 2018 and has been adding new property types such as hotels, as well as new tiers and collections in order to accelerate the company to be largest accommodation platform with 1 billion annual guests by 2028 (Laghate, 2018). In 2015, the Southeast Asia and India's Airbnb managing director JiaJih Chai, told Manila Bulletin that there is a continuous grow of Airbnb listings in the Philippines. Chai also mentioned that popular cities such as Baguio, Tagaytay, Cebu, and Davao are also the most viewed locations. Reports shows that hundreds of thousands of guest's books in Airbnb for short-term stays. A major reason why the home sharing app has become so popular to tourists is largely since the rates are cheaper than hotels (Romualdez, 2016).

The result of this study was significant in acquiring knowledge and information regarding the determinant factors of Airbnb occupancy rates around Batangas Province, specifically the three cities of Tanauan, Lipa and Batangas City. It would be beneficial to the hospitality industry, academe, Airbnb hosts and users and student researchers as the result of this study would be applicable to provide an understanding of the benefits of Airbnb and the applicability and visibility of the business in the cities of Batangas and moreover in the entire province when it comes to accommodation businesses. The result of the study provided a discussion about the sharing

economy in terms of Airbnb and it was applicable to the hospitality and tourism sector more particularly in accommodation businesses as the result, the determinant factors of occupancy rate.

OBJECTIVES OF THE STUDY

This study aimed to determine the determinant factors of Airbnb occupancy rate in the Province of Batangas, more specifically, it aims to: present the profile of the accommodation in terms of Location of the business, No. of years in the operation, Number of property, Average pricing of property, Capacity of the property; determine the factors that influence occupancy rates in terms of Pricing strategy, Easy booking, Location, Listings, Guests Feedback; compare the factors that influence the occupancy rate when grouped according to profile, determine the predictors of Airbnb occupancy rate, and propose a plan based on the result of the study.

METHODS

Research Design
The study entitled Determinant factors of Airbnb occupancy rate in the province of Batangas used the descriptive method of research. Study wherein the researchers gathered data and result from survey's and searched other useful information though library research.

The descriptive method of research pertains to the collection of data in order to test your given hypothesis and to answer a certain problem in your study. It is a design use to gather quantifiable information without changing the environment (i.e. nothing is manipulated). The descriptive method of research helped the researcher to plan and to carry out description studies and obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation (Valdez, 2012)

Participants
The participants of the study were the total population of Airbnb hosts in the three cities of Batangas which are hosts from Batangas City, Lipa City and Tanauan City. The total population according to Airdna Market (2018), was eighty-nine hosts that participated in the study and it was divided into three cities: 39 hosts from Batangas City, 40 hosts from Lipa City, and 10 hosts from Tanauan City.

Instrument
The researchers of the study used an adopted questionnaire for each factor affecting Airbnb Occupancy rate. For pricing strategy, the questionnaire is based from the study Atienza, Ceilo, De la Luna & Mendoza (2015). Questionnaire for easy booking is based from the study of Buted, Gillespie, Conti, Delgado, Marasigan, Rubico, & Felicen (2014). Location questionnaire is based from the study of Accessible Tourism by European Network for Accessible Tourism (2014).

Listing questionnaire is based from the study of Xie & Mao (2017). And the guest feedback questionnaire is based from the study of Tualla, Cantos, Corpus and Pagcaliwagan (2017).

The questionnaire was divided into two parts. Part I of the questionnaire comprised of the profile of the accommodation in terms location of the business, No. of years in the operation, Number of properties, Average pricing of property and Capacity of the property. Part II of the questionnaire are the determinant factors of Airbnb occupancy rate in terms of pricing strategy, easy booking, location, listing and guests' feedback (Short Term Stays, 2017).

Data Collection Procedure

The researchers distributed the questionnaire to the respondents using an online questionnaire with the help of Google forms where there is a link provided and was sent to the hosts to answer the set of questions.

The respondents were given enough time to answer the questionnaire and they retrieved the answered questionnaire by using Google forms through which responses were summarized. Results were tallied and submitted to the statistician for the interpretation to obtain answers to the formulated objectives.

Data Analysis

After retrieving the answered questionnaire from the respondents, results were tallied and interpreted by using different statistical tool after recording the answered survey question. For the profile of the accommodation, percentage and frequency distribution was used. Weighted mean was used to determine the different factors of Airbnb occupancy rate in the cities of Batangas. Lastly, analysis of variance (ANOVA) and Regression Analysis were used to determine the predictors of Airbnb Occupancy Rate.

Ethical Consideration

To observe highly confidential nature of the survey and the interviews, no names were mentioned in the report. The identity of the respondents was not revealed except they were Airbnb Hosts. No opinion was given by the researchers, only information and results based on the data gathered.

RESULTS AND DISCUSSION

The table 1 shows the percentage distribution of the respondent's profile. For the profile variable: How long have you been a host on Airbnb, among the item cited, the top most result is more than a year – 3 years with 40 or 44.9 percent followed by 6 months – 1 year with 18 or 20.2 percent; while the lowest result is 4 months – 6 months with 8 or 9.0 percent. The highest result implies that hosts from the cities of Batangas are enjoying the platform of Airbnb to gain extra income for more than a year to 3 years because it has been getting a lot of attention to the public and especially to the hospitality industry functioning in the cities of Batangas. This only shows

that most of the hosts who participated in the study joined the sharing platform of Airbnb for more than a year up to 3 years it is also because this kind of peer to platform is a newly arise type of accommodation present in the market. In addition, Airbnb's managing director for Southeast Asia and India, JiaJih Chai, told Manila Bulletin that listings continue to grow in the Philippines (Romualdez, 2016).

Table 1. Percentage Distribution of the Respondents' Profile

Profile Variables	Frequency	Percentage (%)
How long have you been a host on Airbnb		
1 – 3 months	12	13.5
4 – 6 months	8	9.0
6 months – 1 year	18	20.2
More than a year – 3 years	40	44.9
4 years and above	11	12.4
In what city is your property located?		
Batangas City	38	42.7
Lipa City	41	46.1
Tanauan City	10	11.2
How many properties do you have?		
1 property	62	69.7
2 – 4 properties	27	30.3
What is the average listing price of your property		
PHP 1,000 – PHP 3,000 PHP	43	48.3
3,001 – PHP 5,000 PHP 5,001 –	16	18.0
PHP 7,000 PHP 7,001 and	11	12.4
above	19	21.3
How many guests can your property accommodate		
1 – 2 pax	21	23.6
3 – 4 pax	19	21.3
5 – 6 pax	20	22.5
7– 8 pax	7	7.9
9 and above	22	24.7

For the profile variable: In what city is your property located, among the items cited, the top result is Lipa City with 41 or 46.1 percent followed by Batangas City with 38 or 42.7 percent and the lowest result is from Tanauan City with 10 or 11.2 percent. The result only shows that Lipa City has the highest number of Airbnb listing in the province of Batangas because of its strategic location in the entire province which proves to be an economic bonus as it can obtain the spill over effects of the development in Metro Manila and nearby provinces and cities. In addition, competitive economic activity with its centralized location makes Lipa City not only the commercial center but the financial center of the Region as well and Lipa CIty is very accessible to tourist attractions with easy access to different modes of transportation (Focus Economics, 2018).

The top result in the profile variable of how many properties do you have is the item for 1 property with 61 or 68.5 percent while the lowest result is the item for 2 – 4 properties with 27 or 30.3 percent. Offering at least 1 of their property for others consumption to have an extra income as seen in the result have the greatest number of responses. The sharing economy platform has enabled individual with extra space to offer it for others and thus gives an amazing opportunity for Filipinos to earn some extra money to have income (Romualdez, 2016).

Among the item cited for the profile variable: What is the average listing price of your property, the top result is PHP 1,000 – PHP 3,000 with 43 or 48.3 percent followed by PHP 7,000 and above with 19 or 21.3 percent while the lowest result is PHP 5,001 – PHP 7,000 with 11 or 12.4 percent. The result shows that average listing price in Airbnb is budget friendly for all types of travelers since Airbnb is well known for having cheaper accommodation but equipped with complete facilities. It was supported that Romuladez (2016) cited one of the major reason why the home sharing app has become so popular to tourists which is largely due to the fact that the rates are cheaper than hotels thus most of the Airbnb listing in the cities of Batangas have an average listing price of PHP 1,000 – PHP 3, 000 since it supposed to be budget friendly.

The last profile variable: How many guests can your property accommodate, among the items cited, the top result is 9 and above with 22 or 24.7 percent followed by 1-2 Pax with 21 or 23.6 percent. The least result was 7-8 Pax with 7 or 7.9 percent. Having a spacious property to offer for others consumption is the main reason why guests choose over Airbnb since most of the property available for rent are entire townhouses or vacation houses. Guests' prefer an entire house since they are looking for similar convenience just like in their own home. In Airbnb, there are three categories of accommodation such as: Shared Space, Private Room, and Entire Home (Calder, 2018). Most of the property offered in Airbnb in the cities of Batangas is an entire home or apartment providing enough space and amenities for 9 Pax and above so that guests comfort and convenience is present in the accommodation that's why it is the top result.

Table 2 shows the determinant factors of Airbnb occupancy rate in terms of pricing strategy. It has a composite mean of 3.25 with verbal interpretation of agree. Pricing Strategy have a high impact in occupancy rate especially on how the host use different strategy to get a high occupancy rate because a well-priced property attracts guests to book in your property. Pricing Strategy Is important to maximize their profit and sales as price serves as a great marketing tool to attract attention from guests looking for a property or cheaper accommodation. Overall using major strategy like adjusting the price, including all important amenities, parking space, and comfortable space and offering low price is very effective strategy in occupancy rate.

According to Landsdale, (2015), Airbnb has also a simple pricing strategy in any booking where 3% taken to the price owner will be received and 6-12% is the one added to the customer side.

Table 2. Determinant Factors of Airbnb Occupancy Rate in terms of Pricing Strategy

Pricing Strategy	Weighted Mean	Verbal Interpretation	Rank
1. Introductory pricing is used for new products where the product is initially offered at low price to attract customers then gradually increase price over time.	3.56	Strongly Agree	2
2. I used extensive advertising media, gift certificates, vouchers or freebies such as welcome basket, bottle of wine, etc. other than food/meals to my guest that affects my pricing.	2.66	Agree	5
3. Offering discounts and privileges to guests by using coupons or discount cards.	2.75	Agree	4
4. Other amenities such as toilet, parking space, kitchenette of my property dictates the price.	3.52	Strongly Agree	3
5. Price are based on the present market condition and the price of my competitors.	3.77	Strongly Agree	1
Composite Mean	**3.25**	**Agree**	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 =Strongly Disagree

Among the item cited, the top result for pricing strategy is price are based on the present market condition and the price of my competitors with a weighted mean of 3.77 followed by introductory pricing is used for new products where the product is initially offered at low price to attract customers then gradually increase price over time with (3.56) and ranked third is other amenities such as toilet, parking space, kitchenette of my property dictates the price with (3.52) all with a verbal interpretation of strongly agree. This implies that competitors are affecting your pricing strategy since hosts need to align their price like others because guests prefer a cheaper property so host need to make sure that pricing his / her property must be close to the competitors. Adjusting the price of a property can be possible depending on the condition of the market because pricing too high during low season and pricing too low during peak season can harm your business. Giving more discount on early reservation is possible. Especially when there is a lot of parking space as it is convenient to the customer because people nowadays, they're not looking for a cozy hotel but they're looking for free hassle parking likewise when there is centralized toilet and kitchen.

When it comes to pricing, according to Airbnb adjusting the pricing is possible during holidays, peak season and off season. And, they can adjust the pricing weekdays and weekends. Stated in Business Dictionary, (2018), introductory pricing is a strategy adopted for a quickly achieving high volume of sales and deep market penetration of a new product into the market. However, the lowest result is offering discounts and privileges to guests by using coupons or discount cards with (2.66) followed by the lowest result I used extensive advertising media, gift certificates, vouchers or freebies such as welcome basket, bottle of wine, etc. other than food/meals to my guest that affects my pricing (2.66) both verbally interpreted as agree.

Using different strategies in marketing your property, hosts may be able to utilize the available promos, discounts and freebies for potential guests to book into your profile. By

providing more means of attracting customers it will be easier for your listing to gain number of bookings. People are also into discounts, freebies and promos because they think it is much cheaper.

According to Airbnb when it talks about pricing strategy offering discount and coupons help and save more money to the traveler it's also proven to attract new customers and existing customers. But in many hosts, it is not their priority to offer discounts because in Airbnb it is a fixed rate and most important nowadays is to have a big space parking etc. that customers looking for. Based on the research of Reece (2017) that giving coupons and discounts are highly effective sales tools for every type of businesses since it has the effect of increasing the market area and thus it can attract guest when they are actively involved in the market for services of Airbnb.

Table 3. Determinant Factors of Airbnb Occupancy Rate in terms of Easy Booking

Easy Booking	Weighted Mean	Verbal Interpretation	Rank
1. New digital age enabled host to disseminate information faster.	3.68	Strongly Agree	1.5
2. Online platform such as social media has been proven to be an excellent strategy rather than any promotional campaign.	3.50	Strongly Agree	4
3. It generate more bookings because almost everyone is using the internet and connects within social network.	3.66	Strongly Agree	3
4. It provides opportunities to manage and present business contents.	3.43	Agree	5
5. Easy Booking in the internet is an effective way to reach market in all parts of the world.	3.68	Strongly Agree	1.5
Composite Mean	**3.59**	**Strongly Agree**	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 =Strongly Disagree

Table 3 depicts the determinant factors of Airbnb occupancy rate in terms of Easy Booking through the utilization of the internet. It has a composite mean of 3.59 with the verbal interpretation of strongly agree. Based on the result given, it shows that advance technology has an effect to the occupancy rate of Airbnb because it is the life line of the business of Airbnb and shows that Airbnb raised the awareness of content marketing where the use of social media effectively engages a customer to be interested in a property to have a secure booking.

According to Zadnik, (2017) Airbnb gained their popularity by means of customer review in the forms of blog, word of mouth, review system and star ranking gives the user and the host the opportunity to rate its service in a way it builds trust. Its services offered are provided and can be purchased through their website and mobile application with a variety of payment methods. This coupled with the information they can easily distribute to their customers makes Airbnb as an online platform which provide the hosts the possibility of engaging customers to services, they offer in a much faster and efficient way.

Based on the items cited, the highest results are Easy Booking in the internet is an effective way to reach market in all parts of the world and new digital age enables hosts to

disseminate information faster with a weighted of 3.68 followed by it generate more bookings because almost everyone is using the internet and connects within social network (3.66) all verbally interpreted as strongly agree both rank 1.5

The introduction of global technology makes things approachable and very efficient when it comes to reaching out and communicating to customers, so Airbnb has encouraged online sharing habits; amplifying the bridge between the businesses to its customers. Modern Technology is not only cost effective, but it also makes it possible for these businesses to have a fruitful, engaging and efficient relationship with their customers. The continuous development of online social networks has made a significant impact to society and businesses worldwide.

According to Bearne, (2016), social media or the internet in general is a much easier and cost-effective way for travelers to book reservations online. Not only that, but also enables them to learn more about the places, destinations, types of products and services they are offering to the market that these businesses are willing to offer.

Nevertheless, items such as online platform such as social media has been proven to be an excellent strategy rather than any promotional campaign (3.50) with verbal interpretation of strongly agree and it provides opportunities to manage and present business contents (3.43) with verbal interpretation of agree got the lowest result.

Social media has made it possible for these businesses in Airbnb to have an easier way to distribute information, promote their products and in turn, make them understand their market better in general. The internet has been a useful platform or mode of communication for businesses to reach out to their customers with a broader market whilst having them innovate their products and services to their customers' liking (Dacuray et al., 2015); making transactions efficient and easier.

In a study conducted by Darban, (2012) he indicated that social media applications serve as the perfect medium for enabling effective communication, transactions and catering advertisements whilst sustaining a great relationship with their market. Zadnik, (2017) supports this study by stating that effective communication with the customers through airbnb services is by raising awareness in the so-called content marketing strategy where the use of social media acts as a platform for attracting future customer in the hosts/business's property. Airbnb gains their popularity through customer reviews in the form of blogs, word of mouth, review system and star ranking; and through this, it gives the customers and the hosts to effectively build trust. The convenience enables the airbnb hosts to make their resources available of being offered frequently.

Table 2.3 presents the location of the business as the determinant factors of Airbnb occupancy rates with the composite mean of 3.66 with the verbal interpretation of strongly agree.

It clearly shows that every host considered the accessibility of the location, comfortability and security of the area as the factors that they can promote their property to their guests. Because guests are very cautious when it comes to booking particularly the location of the property.

According to Short term stays (2017) location is a major consideration when investing on an Airbnb property for it should push and attract guests to visit and stay with their property.

Based on the result given, the location of my property have accessible roads and is safe for private and public transport got the rank 1 with the highest weighted mean 3.94 followed by provides safety and security measures for guest and has security system installed such as CCTV or smart lock (3.68), the third in the result is can offer enjoyable and relaxing tourist attractions (3.62). All variable has a verbal interpretation of strongly agree.

Table 4. Determinant Factors of Airbnb Occupancy Rate in terms of Location

Location	Weighted Mean	Verbal Interpretation	Rank
1. The location of my property have accessible roads and is safe for private and public transport.	3.94	Strongly Agree	1
2. Provides safety and security measures for guests and has security system installed such as CCTV or smart lock.	3.68	Strongly Agree	2
3. Can provide available facility for guests with diverse needs.	3.47	Strongly Agree	5
4. Has an available adequate and well-maintained mode of transportation like bus, tricycles, jeepneys, motorcycles and private cars	3.61	Strongly Agree	4
5. Can offer enjoyable and relaxing tourist attractions.	3.62	Strongly Agree	3
Composite Mean	**3.66**	**Strongly Agree**	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 =Strongly Disagree

It shows table 4 that hosts are fully aware that accessibility of their property is one of the factors that needs to consider for having a high occupancy rate. Secondary supplement would be the security of the property and the relaxing tourist attraction that location can offer. Host determine the public transport that easily accessible and within walking distance from the accommodation to the tourist attraction that nearby the area.

In research done by Chartier (2014) it is stated that convenient location must possess a feeling of safety and security environment because guest choose hotel through their perspective in how the hotel would be convenient for them to stay and how the establishment will provide them enjoyment, safety and security.

Moreover, the variable of the available adequate and well-maintained mode of transportation like bus, tricycles, jeepneys, motorcycles, and private cars (3.61) and the available facility for guest with diverse needs (3.47) got the lowest result with verbal interpretation of strongly agree. The mode of transportation and the diverse needs of the guests has a significant role for the occupancy rate of Airbnb with regards to the location of the property. According to Mok, Sparks and Kadampully (2013) accessibility is synonymous to location. Accessibility is the quality of service where guests can have the services in easy and convenient way. It can also be defined as the remoteness or convenience of the service provider from the guest to communicate and enable to grasp the services provided by the establishment. Furthermore, Anog (2015) stated that accessible location places an important role in promoting attraction because most people tempt to become attracted to the tourist destination once the access of the place is in good condition.

Table 5. Determinant Factors of Airbnb Occupancy Rate in terms of Listing

Listing	Weighted Mean	Verbal Interpretation	Rank
Clear picture of my property enhances my listing activity and high chance of getting a reservation in Airbnb website or mobile application.	3.92	Strongly Agree	1
Host response rate is positively associated with stronger listing performance.	3.80	Strongly Agree	2
Length of host membership is positively associated with stronger listing performance.	3.32	Agree	5
Host quality attributes affects listing performance.	3.70	Strongly Agree	4
Verified host are likely to have stronger listing performance than non-verified host.	3.78	Strongly Agree	3
Composite Mean	**3.71**	**Strongly Agree**	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 =Strongly Disagree

Table 5 shows the determinant factors of Airbnb occupancy rate in terms of Listings. It has a composite mean of 3.71 with verbal interpretation of strongly agree. Listings is defined as the thing that guests see in the Airbnb application. It is the description of your property, profile of the hosts and pictures to gain potential customers to book into your property. Listing come in various shapes and sizes, with availability constantly evolving as hosts take inventory on and off the market.

Stated in Airbnb, Inc., (n.d.) features and basic category information must be found in listing such as listings details including reviews, location and price; trip details on how long and how far it will take to get to the property and the expected price to get there; and lastly anticipate guest needs.

Among the item cited, clear pictures of my property enhance my listing activity and high chance of getting a reservation in Airbnb website of mobile application (3.92) ranked highest followed by host response rate is positively associated with stronger listings performance (3.80) and ranked third is verified host are likely to have stronger listings performance than non – verified host (3.78) with verbal interpretation of strongly agree.

Given the result, it shows that hosts accurate, verified information and the responsiveness of the host in Airbnb can be a determinant variable that affects the occupancy rate of their property. Clearer pictures of the property make the listing performance stronger as guests will be able to verify the actual place by looking at the property and hosts quality. People tend to choose property with pictures the same as the actual property. Being qualified as super host or local hosts gives your listing an advantage because you have exemplary hospitality skills and knowledgeable about the local area.

Stated in Airbnb website (2016) receiving a super host status, a host quality, is characterized by honoring a high rate of reservations, a high percentage of five-star reviews and a high and prompt response rate with a longer hosting experience clearly indicate a high standard over a non-super host. Additionally, the super host program of Airbnb was developed identify the

most trusted host, sending a strong and positive impression to guests regarding the quality provided by a super host.

However, items such as host quality attributes affects listing performance (3.70) with verbal interpretation of strongly agree and length of host membership is positively associated with stronger listing performance (3.32) with verbal interpretation of agree. It shows that hosts do not see a big impact on the length of their membership when it comes to the occupancy rate of their property because it is not on the length of the hosts in Airbnb but the service provided of the host towards the potential guests. The length of your membership in Airbnb does not mirror what kind of property you offer.

In relation, based on the learning theory of Liu et al, (2015) host who have been in the operation of Airbnb for a longer period are expected to possess superior work knowledge and smoother operating procedure which result in the higher service quality (Garcia et al., 2018; De Luna & Meñez, 2014), increase in customer satisfaction (Devicais, 2014; Mendoza, 2014; Mojares, 2014) and an increase in the future reservation which is a potential factors for a guest to perceive it as a trustworthy and legitimate host therefore increase future reservation.

Table 6 shows about the Determinant Factors of Airbnb Rate in terms of Guest Feedback. It has a composite mean of 3.73 that results to the interpretation of strongly agree. Feedback is very important in every business because, it helps to deeply understand of what the guest wants or not into your product or business and it might be very helpful to make necessary decision of what you are going to do or not upon reading those feedbacks. It could also help you to improve your business towards the success because feedbacks are the reason why we innovate our products and services just to further satisfy our guests. We can receive feedback elsewhere but in the case of Airbnb Toast (2018) cited that guests and customers' always leave feedback elsewhere ranging from sites and social medias (Facebook, twitter, Instagram, etc.) whether positive or negative feedback.

Table 6. Determinant Factors of Airbnb Occupancy Rate in terms of Guests Feedback

Guest Feedback	Weighted Mean	Verbal Interpretation	Rank
1. Feedbacks on my property and hosting experience boosts occupancy.	3.91	Strongly Agree	1
2. Better reviews equate more bookings.	3.82	Strongly Agree	3
3. Feedbacks motivate guests to visit and book in my property.	3.74	Strongly Agree	4
4. Guest Feedbacks can secure higher price bookings.	3.37	Agree	5
5. Feedbacks on my property and hosting experience helps build brand reputation of my property.	3.84	Strongly Agree	2
Composite Mean	**3.73**	**Strongly Agree**	

Legend: 3.50 – 4.49 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 =Strongly Disagree

Among the item cited, guest feedback is based on the present feedbacks on my property and hosting experience boosts occupancy (3.91) ranked highest followed by feedbacks on my

property and hosting experience helps build brand reputation of my property (3.84) and ranked third is better reviews equate more bookings (3.82) with the verbal interpretation of strongly agree. Based on the top 3 results, the highest perceived by the host is the feedback on the property and hosting experience that can boost the occupancy rate. Hosts need to have good communication and action towards to the guests. According to Rabinowitz (2018) Hosts need to maintain positive feedbacks to their property, make sure that the place is still worth paying for. 90% of local consumers like to do research before deciding, with this the impact of positive and negative reviews of feedbacks plays a large role in how you're going to boost sales and expand it by which 4 or 5 negative reviews can cost 70% of potential new customers. Today, many businesses are rushing to maintain a positive image online and in personal thus if your business helps solve an issue quickly and efficiently, 95% of unhappy customers will be coming back. A good and positive reviews can encourage more people to make a booking reservation to the chosen rental place (Airbnb, Inc, 2017).

However, items such as feedbacks motivate guest to book in my property got a weighted mean of 3.74 with verbal interpretation of strongly agree and guest feedback can secure higher price bookings got the lowest weighted mean of 3.37 that leads to verbal interpretation of agree. Having feedback by the guest does not be the factor to consider raising the price of every property, it requires knowing how to affect to your customer's perception of the value inherent to your property. Some customers are sensitive to the slightest price hikes for a product that leads to ignore the product. The most important about pricing is that reviews are very difficult to compete with other host or unit owners with more than 10's to 100's review meaning this unit is very popular in Airbnb and receives a higher occupancy rate. After earning a lot of reviews, this is the right time to raise your pricing accordingly. Bases on the research done with Learn Airbnb (2018) on the next 3 months it is nice that property of the host are fully booked. But it depends on the pricing because sometimes pricing it too low would made it out of profit. Raise their prices if they are sure that your property would be 75% to 90% booked within 2 weeks to 5 weeks.

Table 7 depicts the difference of responses on the determinant of Airbnb occupancy rate when grouped according to profile. It was observed that all computed p-values were greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. This means that there was no significant difference exists and implies that the responses are the same across each profile. This means that the profile of the accommodation does not affect the pricing strategy, easy booking and location.

The price of the property can be adjusted when there is a major gap between bookings and thus never affected by the profile of the accommodation, but current market condition and price of your competitor affects the price and therefore the occupancy rate. According to Short Term Stays (2016) Adjusting the price can be possible when hosts have made necessary research about the condition of the market and the pricing of the other property to attract more guests to book into your budget friendly property.

Table 7. Difference of Responses on Determinant Factors of Airbnb Occupancy Rate when Grouped According to Profile

	Pricing Strategy			Easy Booking			Location		
	F - value	P - value	I	F - value	P - value	I	F - value	P - value	I
How long have you been a host on Airbnb?	.414	.798	NS	2.055	.094	NS	.690	.601	NS
In what city is your property located?	.297	.744	NS	.440	.645	NS	1.145	.323	NS
How many properties do you have?	-1.910	.059	NS	.170	.866	NS	-.933	.353	NS
What is the average listing price of your property?	2.073	.110	NS	1.004	.395	NS	1.700	.173	NS
How many guests can your property accommodate?	1.031	.396	NS	1.410	.238	NS	.943	.443	NS

Legend: Significant at p-value < 0.05; S- Significant; NS-Not Significant

It is also understood that technological advancement made communication and transaction easier and accessible making easy booking in Airbnb a factor for occupancy rate but has no significant difference when grouped according to the profile and implies that easy booking is not affected by the profile of the accommodation since easy booking appeals to be using the modern internet technology (Guttentag, 2013) providing an authentic local experience and not being affected by the profile of the accommodation that you offer.

Location is a vital factor in accommodation occupancy rate as established location has a great impact on the number of rooms sold (Lane, et al. 2016) and thus implies that location is not affected by the profile of the accommodation. In addition, guest choose accommodation through their perspective on how it would be convenient for them since the convenience of the location is being considered by customers along with features, travel time and visibility. (Jaravaza, et al. 2013).

Table 8. Difference of Responses on Determinant Factors of Airbnb Occupancy Rate when Grouped According to Profile

	Listing			Guests Feedback		
	F - value	P - value	I	F - value	P - value	I
How long have you been a host on Airbnb?	3.154	.018	NS	.501	.735	NS
In what city is your property located?	3.655	.030	S	.199	.820	NS
How many properties do you have?	-.078	.938	NS	-.129	.898	NS
What is the average listing price of your property?	2.851	.042	S	2.796	.045	S
How many guests can your property accommodate?	1.385	.246	NS	.270	.896	NS

Legend: Significant at p-value < 0.05; S- Significant; NS-Not Significant

Table 8 reveals that there was a significant difference on listing when grouped according to location (0.030) and average listing price (0.042) since the obtained p-values were less than 0.05 alpha level. This only implies that a significant difference exists. Based from the post hoc test that respondents from Lipa City and with an average price spent of PHP 5,000 to PHP 7,000 have higher assessment on listing.

Property located in a strategic location with its proximity to tourist attraction and country's capital is an advantage therefore hosts from Lipa city have higher assessment on listing specifically property with an average price of PHP 5,000 – PHP 7,000 as it signals a high-quality listing of property offering an authentic local experience. Clients always look and expect for value thus implies that listing under the average price bracket of PHP 5,000 – PHP 7,000 are commonly booked in Lipa City and is an entire home expected to offer guests a customized experience looking for accommodation

On the other hand, there was a statistically significant difference observed on guest feedback when grouped according to average price list (0.045). This indicates that those respondents whose price listing ranges from PHP 5,000 to PHP 7,000 have higher evaluation with regards to guest feedback. Since guests are highly sensible to price, a slight price increase leads the customer to ignore the product (Learn Airbnb, 2018) and raise the bar of expectations in your property therefore highly susceptible to feedback reviews from your guest. Airbnb rates are cheaper than hotels (Romualdez, 2016) and when guests find your property pricing like hotels and become dissatisfied from the listing therefore negative feedbacks will be sent to you. It only implies that listing with an average price close to hotel price are expected to provide a quality listing of property that guests will be satisfied for a positive review in your listing.

Table 9. Determinant Factors of Airbnb Occupancy Rate

Model		Unstandardized Coefficients		Standardized Coefficients	t	p-value
		B	Std. Error	Beta		
1	(Constant)	.476	1.389		.343	.732
	listing	.771	.373	.217	2.069	.042

Based from the result in table 9, the R^2 indicates how much the total variation in the dependent variable (years) and in this case, 4.7% can be explained by the variation. It was also observed that from the factors tested, it was only listing (0.042) shows significant correlation, thus considered the predictor of Airbnb occupancy.

Listing in Airbnb have multiplied rapidly with several guests expanding from 800,000 listing in 2014 into 2 million listings in 2016 making the peer to peer platform widely known and thus urged host to have stronger listing performance as the predictor of Airbnb occupancy rate. Stronger listing includes feature and basic category information with clear pictures of the property (Airbnb, Inc. n.d). In addition, stronger listing performance of a host possess the quality of service responsiveness (Xie K., et al, 2017) that reveals a high-quality listing and boosts bookings when host is willingly respond to guest queries. Having a strong listing performance gives you an edge from other hosts' listing in Airbnb and thus increase your occupancy rates. Your listing performance indicates your occupancy rate as stronger listing equates more booking than the usual listing. A stronger listing of property includes the host quality attributes such as being a local host, a super host, length of operating experience and identify verification (Xie & Moa, 2017).

It equates more booking for guest who viewed your property if you are a local host since it is easier to resolve issues and concerns that may arise during a guest's stay in your property to deliver superior quality. Not just local hosts but being categorized as a super host, guest who will view your listing will identify your property as high quality and trustworthy hosting (Airbnb Super host, 2016) sending a strong and positive impression to guests regarding the quality product provided by a super host creating more bookings in your property.

Hosting in Airbnb for a longer period possess superior work knowledge that would increase the booking in your property as based on the Learning Theory of Liu, et al. (2015). Working with your listing performance for bookings in your property, guests are looking for verified host as it indicates a quality listing that makes them book into your property.

Among the five determinant factors, listing is considered the predictor of the occupancy rate in Airbnb which implies that guests' value a property with a trustworthy host, a host who have been in the sharing platform for a long period, a verified host, a responsive host and a superior quality listing offering a clear picture of the property for the guests to validate before booking a property in Airbnb.

Table 10. Proposed Action Plan to Increase Occupancy Rate in Airbnb

Key Result Area/Objective	Strategies / Activities	Outcomes
Pricing Strategy I used extensive advertising media, gift certificates, vouchers or freebies such as welcome basket, bottle of wine, etc. other than food/meals to my guest affects my pricing.	To utilize the available promotional activity from Airbnb such as the use of coupons and codes, PHP 1,000 travel credit when someone signs up for Airbnb and refer a friend will gain you credit in Airbnb.	Have a wider range of strategy to promote property.
Easy Booking It provides opportunities to manage and present business contents.	To collaborate with Airbnb and the hosts in implementing transparency and openness in providing information to the guest.	Have an easy access in the communication process with Airbnb and the host.
Listing Length of host membership is positively associated with stronger listing performance.	To develop a competitive strategy for the visibility of your property by providing a clear and definite information of your property.	Have a stronger listing performance by not depending on the longevity in the business.
Guest Feedback Guest feedback can secure higher price bookings.	To provide a high standard hosting by having an awareness from the feedback given by the guest which will be done by monitoring all positive feedback and reviews.	Increase occupancy rate for higher price booking.

CONCLUSIONS

Most of the Airbnb hosts have been in the industry of sharing economy for more than a year to three years with most listings located in the city of Lipa with an average listing price ranging from Php 1,000 – Php 3,000. The Price of Airbnb property are based on present market condition and competitors where occupancy rate is affected by feedbacks on property and hosting experience. In addition, accessible and safe location paired with detailed and clear picture of the property as a high chance of getting reservation in the internet. Utilizing the internet is an effective way to reach market in all parts of the world. The respondents from Lipa City and with an average price spent of PHP 5,000 – PHP 7,000 considered listing and guests' feedback as determinant factor of airbnb occupancy rate. Among the determinant factors, listing is the predictor of Airbnb occupancy by having a strong listing performance it will increase your occupancy rate. Action plan was proposed by the researchers to increase occupancy rate that will lead to wider range of strategy to promote the property and have a stronger listing performance to increase the occupancy rate.

RECOMMENDATIONS

Hosts may utilize the available promotion provided in Airbnb by extensively marketing their property using extensive advertising media. In terms of listing as the predictor, strong listing performance may be enhanced by developing a competitive strategy for the visibility of the property by providing a detailed and cleared picture of the property offered. The researchers proposed an action plan as a basis for the improvement of occupancy rate may be recommended for Airbnb hosts. And for the future researchers they may be conducted by estimating the effects of host attributes such as host quality and listing quantity in the performance of the hosts Airbnb listings through a blend of regression models.

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