Experience attributes and service quality dimensions of peer-to-peer accommodation in Malaysia

ABSTRACT

This paper reports the empirical findings of experience attributes and service quality dimensions of peer-to-peer accommodation (P2P) in Malaysia. Data collection was conducted using in-depth interviews, which involved 10 P2P accommodation hosts and 15 P2P accommodation guests. Thematic analysis of the data guided by the concepts of service experience and service quality, revealed that P2P accommodation has four experience dimensions (property/accommodation, hosts, local people/culture, and location) and seven service quality dimensions (home facilities, personal advice, helpfulness, feeling welcome, responsiveness, reliability, and caring). These dimensions differentiate P2P accommodation from other types of accommodation, such as hotels, and are different from those of the SERVQUAL model. Subsequently, a new model, P2PSERVQUAL, is proposed for peer-to-peer accommodation. The findings add to the tourism and hospitality literature on experience attributes and service quality, with implications for the marketing and management of P2P accommodation.