Aalborg Universitet

Airbnb: what determines a memorable experience?

Sthapit, Erose; Bjork, Peter; Coudounaris, Dafnis N.

Airbnb: What determines a memorable experience?

Abstract

Purpose – This paper proposes a new model of memorable Airbnb experiences that was tested by examining the effects of the novelty of the experience, experience co-creation, hospitableness and facility service quality on memorable Airbnb experiences. The study also examined the impact of such experiences on hedonic well-being.

Design/method/approach – Using an online survey questionnaire on Amazon Mechanical Turk, we gathered data from 214 international tourists who stayed in an Airbnb rental property during the three months preceding the time of data collection (November 2020–January 2021).

Findings – This study confirmed that novelty of experience, experience co-creation, hospitableness, and facility service quality are key variables in the formation of tourists' memorable Airbnb experiences, and that the latter further influences tourists' hedonic well-being.

Practical implications – Airbnb guests should not be viewed as passive agents, but as active producers of their own consumption experiences. Airbnb hosts should thus be highly involved when their guests want to co-create their experiences by actively interacting with them. For example, hosts should make recommendations for dining and sightseeing. Such onsite participatory experiences involving social interaction and focused mental engagement will help capture and maintain customers' interest and attention may help customers make optimal use of their time while staying at an Airbnb accommodation.

Originality – This study contributed to the existing literature on memorable tourism experience and Airbnb by furthering the understanding of the antecedents of memorable Airbnb experiences and of the mediating effect of memorable Airbnb experience on hedonic well-being.

Keywords: Airbnb, memorable Airbnb experience, memorable tourism experience, hedonic well-being, MTurk

Introduction

Recent studies indicate that tourism service providers have numerous advantages in fostering memorable tourism experiences (MTEs) (Stone *et al.*, 2018). For example, travellers who experience a positive MTE are more likely to revisit the destination (Zhang *et al.*, 2018) and develop an attachment to it (Tsai, 2016), and some elements of MTE can affect tourists' subjective well-being (SWB) (Sthapit & Coudounaris, 2018). Thus, the study of MTE is not just theoretically relevant but also beneficial to the industry, as MTE may be crucial for destination competitiveness (Stone *et al.*, 2018). MTE research introduced by Kim et al. (2012), is thus emerging and the MTE concept has received increased attention in recent years (Sthapit and Jiménez-Barreto, 2018). Because MTE is a multifaceted concept, however, there is little agreement on the theoretical framework that should be applied applied (Coelho *et al.*, 2018), the method that should be used for the research on it (Bigne *et al.*, 2020) and the specific constructs comprising it (Sthapit and Jiménez-Barreto, 2018). There has also been a wide variation of findings depending on where the research was carried out (Zhang *et al.*, 2018) and who comprised the research samples (Sthapit *et al.*, 2019). Many of the previous MTE studies were also site-specific, which makes it difficult to generalise their results and findings (Sthapit *et al.*, 2019). In addition, one of the purported flaws of Kim *et al.*'s (2012) MTE scale is the use of a

student sample, thus, their study could not accurately represent typical tourists (Sthapit and Coudounaris, 2018). Another flaw is the high time lapse between the actual experience and the recall as respondents in the study were asked to freely recall their most memorable tourism experience within the past five years. Some studies have argued that this may have had an impact on the quality of the responses and may have even led the respondents to fabricate memories (Sthapit *et al.*, 2019). Consequently, some studies argue that Kim *et al.*'s (2012) findings cannot be generalised to other settings, and that the MTE scale may thus not provide an adequate explanation of what makes a tourism memorable (Stone *et al.*, 2018).

A large part of the existing literature elaborating the MTE construct has also been devoted to direct replication in new contexts to validate prior MTEs (Sthapit *et al.*, 2019), and fewer studies have incorporated other constructs that may explicitly have an impact on the MTE construct (Coudounaris and Sthapit, 2017). There is a need to comprehensively explore the MTE construct to identify other variables that have a decisive impact on tourists' MTEs (Sthapit and Coudounaris, 2018). In addition, there is a dearth of research that explores the MTE concept in the context of Airbnb including its antecedents and outcomes (Sthapit *et al.*, 2020), which is the focus of this study.

This study aimed to fill the aforementioned research gaps by discussing related theoretical concepts as potential antecedents and outcomes of a memorable Airbnb experience to develop a cause–effect model for empirical testing. The findings of this study will provide a broader understanding of the causes and effects of a memorable Airbnb experience. On the basis of previous research, four antecedents and one outcome variable were of particular interest in this study.

Firstly, novelty of experience characterised as something distinct from the routine or usual, as it is new and unfamiliar, is fundamental and enjoyable in a tourism experience (Mitas and Bastiaansen, 2019). Airbnb offers guests a more novel travel experience than that offered by the traditional form of accommodation (Guttentag *et al.*, 2018). A recent study by Wei *et al.* (2019) indicated that novelty has a significant positive effect on the vividness of MTEs. In addition, Chandralal *et al.*'s (2015) study found that novel, distinctive, and atypical tourism experiences tend to be more memorable for travellers rather than the more usual and common tourist experiences.

Secondly, today, tourists are considered co-creators of their own experience (Sugathan and Ranjan, 2019), with co-creation enhancing the memorability of their trip experience (Campos *et al.*, 2017). To co-create their own individual experiences, tourists need personalised and direct interaction with the related organisation (Prahalad and Ramaswamy, 2004). Direct interaction between service providers and customers is thus an important dimension of co-creation (Zhang *et al.*, 2018). In particular, hosts play an important role in Airbnb experience co-creation processes because consumers value their experiences with friendly, conscientious and responsive hosts (Lyu *et al.*, 2019).

Third, hospitableness satisfies the need for high-quality service (Tasci and Semrad, 2016) and is a crucial dimension in the creation of memorable experiences in a hospitality setting (Tasci and Semrad, 2016). Airbnb guests are likely to experience varying degrees of hospitableness (Sthapit et al., 2020), leading to memorable experiences that are either good or bad (Lee *et al.*, 2019).

Fourthly, the condition of the facility, also referred to as facility service quality, is an important service-related attribute associated with the physical environment of Airbnb accommodation (Guttentag and Smith, 2017). A recent study by Ju *et al.* (2019) found that visually appealing rooms/houses have the most significant effect on customer satisfaction, while Sun *et al.*'s (2019) qualitative study identified cleanliness, rooms and facilities as important dimensions of Airbnb service quality. In addition, a poorly maintained room was identified as

one of the main contributing factors to the formation of negative memorable Airbnb experiences (Sthapit *et al.*, 2020).

Lastly, MTEs have been shown to contribute to individuals' happiness by providing happy memories (Morgan and Xu, 2009) and to affect different life domains such as the family and social life (Sirgy *et al.*, 2011). Nawijn (2011) found that people who take vacations appear to be marginally happier than those who do not, and that people's memories of their vacations have effects on them and in their lives. The studies by Chandralal *et al.* (2015) and Sthapit and Coudounaris (2018) indicate that memories from one's most recent trip contribute to one's SWB in his or her leisure life and other life domains. After a trip, our memories of our tourism experience do not fade out immediately and the positive effect persists over an extended period of time (Gilbert and Abdullah, 2004). As a result, hedonic well-being is sustained over this extended period of time (Lengieza *et al.*, 2019). Hedonic well-being, an outcome variable in this study, has been conventionally linked to the concept of SWB. Hedonic well-being focuses on the pleasure aspect of well-being (Su *et al.*, 2020) and involves positive emotions, including happiness and pleasure (Vada *et al.*, 2019).

Despite the wealth of knowledge about Airbnb experiences from the guests' perspective, little is known about the interplay between specific constructs of an Airbnb experience and the formation of memories, and about whether memories themselves mediate the effects of novelty of experience, experience co-creation, hospitableness and facility service quality on hedonic well-being. Thus, this paper proposes a new model of memorable Airbnb experience, which was tested by examining the effect of novelty of experience, experience co-creation, hospitableness, and facility service quality on memorable Airbnb experience. The study also examined the impact of such experiences on hedonic well-being, particularly in enhancing it's the latter's complexity and depth, previous studies have largely examined MTE and its conventional outcome variables, such as behavioural intention (Mody *et al.*, 2017), revisit intention (Sthapit and Björk, 2017; Zhang *et al.*, 2018) and place attachment (Sthapit *et al.*, 2019; Tsai, 2016; Vada *et al.*, 2019). In the context of this study, a memorable Airbnb experience refers to a positive Airbnb accommodation experience that is remembered and recalled in vivid detail thereafter.

The justification for this research is that offering consumers an MTE is a new benchmark for gaining a sustainable competitive advantage against one's competitors (Sthapit *et al.*, 2020; Ye *et al.*, 2020). In addition, in today's experiential marketplace, both consumers and experience providers spend much effort and money to create positive memories of travel experiences, and destinations and travel providers emphasise the ability of the travel experience to generate fond memories (Mody *et al.*, 2019). The current study's theoretical contribution lies in its emphasis on extending the MTE model in the context of Airbnb and examining the antecedents and outcomes of memorable Airbnb experiences'– that have been under-researched. From a managerial perspective, this study's findings have important managerial implications for Airbnb hosts for increasing the probability of offering special, cherished and truly memorable experiences as opposed to simply a pleasant stay in an Airbnb rental property.

Literature Review

This section briefly explains briefly the theoretical foundation of the model used in this study and its aforementioned antecedents and outcomes (see Figure 1).

Figure 1

Theoretical foundation (cognitive appraisal theory)

In the present study, a memorable Airbnb experience is regarded as a cognitive dimension, and the proposed conceptual framework is based on the cognitive appraisal theory (CAT). In this context, appraisal refers to an evaluative judgement and interpretation of experiences (Lazarus,

1991). CAT was used as the theoretical foundation in this study to link the different antecedents (novelty of experience, experience co-creation, hospitableness and facility service quality) and outcome (hedonic well-being) of a memorable Airbnb experience. Individual tourists may have different cognitive interpretations of their experience, which may evoke memories differently even if they engaged in the same travel activity at the same time and place (Roseman & Smith, 2001). In other words, even if different travellers participate in the same activity, their interpretation of it and perception of its value may differ based on their respective motives, goals and needs (Lazarus, 1991; Roseman & Smith, 2001). Cognitive evaluations of experiences elicit emotions, which will further affect one's behavioural responses (Lazarus, 1991; Watson & Spence, 2007). CAT thus elucidates three things: the characteristics inherent in the events evaluated or appraised, the emotions aroused (if any) by the appraisal process of the experience and the behavioural responses to the emotions felt (Watson & Spence, 2007).

According to CAT, a tourist who evaluates a travel experience favourably may feel joyful and may thus further perform behaviours promoting such a feeling (Bagozzi *et al.*, 1999). Manthiou *et al.* (2016) indicated that memorable experiences stimulate individuals' cognitive system, which attributes a special meaning to the interpretation of their participation in the relevant events and affects their emotions and resulting behaviours. Therefore, a memorable Airbnb experience is proposed as a predictor of hedonic well-being in this model. As mentioned earlier, hedonic well-being involves positive emotions, including happiness and pleasure (Vada *et al.*, 2019).

Novelty of experience
Novel tourism experiences are related to unexpectedness and surprise, as the experience depart from the tourist's expectations (Ma *et al.*, 2013). Experiences with high levels of novelty have been regarded as unique experiences, which increase engagement and interest and can be associated with feelings of thrill and surprise (Lee & Crompton, 1992). Some researchers who have studied the concept of novelty as it appears in tourist profiles have found that some tourists seek novelty more than others (Kim and Kim, 2015). Those who seek novelty of experience do so not only to feed their curiosity but also to learn new skills and obtain new knowledge (Williams & Soutar, 2009). Some studies have indicated that many guests use Airbnb rental properties due to their desire for novelty (Zhang *et al.*, 2020). Of particular importance in relation to the understanding of MTEs is the fact that the memory literature has reported a strong causal connection between novelty and human memory (Reder *et al.*, 2002). That is, novelty has been found to be a core input for memories (Sthapit *et al.*, 2019). Studies have contended that unusual, atypical or distinctive events are better remembered than typical events (Chandralal and Valenzuela, 2015). Chandralal and Valenzuela (2015) confirmed that perceived novelty, which is derived from experiencing something new (e.g. an accommodation) is an important dimension of MTEs.

H1: Novelty of experience has a direct positive effect on memorable Airbnb experiences.

Experience co-creation
In the hospitality and tourism industry, creating memorable experiences through experience co-creation is crucial (Mathis *et al.*, 2016). Some studies have indicated a positive link between experience co-creation and MTEs (Mathis *et al.*, 2016; Sthapit *et al.*, 2018). This is so because, according to Vargo and Lusch (2004), the customer is not a passive recipient of pre-existing value but is always an active creator of value. This is quite evident today, when tourists are playing a more active role in deciding what to do during their journey, interacting with service providers at their destination, influencing other tourists and choosing how to satisfy all the aspects of their personality and all their needs (Mathis *et al.*, 2016). In the context of an Airbnb rental property, many tourists (guests) are likely to engage in diverse consumption encounters

and rituals involving interactions with their hosts (Farmaki & Stergiou, 2019). This means that Airbnb guests usually engage in experience co-creation (Meng & Cui, 2020) because tourists' interactions with those in the destination and active participation in the tourism experience have been identified as antecedents of experience co-creation (Neuhofer *et al*., 2012), which will have a large impact on their evaluation of their tourism experience (McCartney & Chen, 2020). Some studies have in fact indicated that Airbnb guests increasingly seek to collaborate with their hosts by co-creating their own experiences with the latter, resulting in meaningful value formation (Smaliukiene *et al*., 2015).

The concept of experience co-creation, which emphasises the customer and service more than the goods, has prodded marketing organisations to shift from a goods-dominant approach to a service-dominant (S-D) approach (Mathis *et al*., 2016). The S-D logic views experience co-creation in terms of participatory, interactive activities involving different actors and defines value as 'value-in-use': 'the value for customers, created by them during their usage of resources' (Grönroos & Gummerus, 2014, p. 209). Such logic suggests that together with the service providers, customers play an active role in co-creating experiences and value, and a dialogue between the service providers and the customers is a prerequisite to experiencing co-creation (Chathoth *et al.,* 2016). Thus, direct interaction between service providers (the Airbnb hosts) and customers (the guests) is an important dimension of experience co-creation (Zhang *et al*., 2018). Some studies have indicated that an Airbnb experience is embedded in host–guest interactions (Sthapit & Jiménez Barreto, 2018) and that host–guest contact is common in Airbnb accommodations (Lin *et al*., 2019).

H2: Experience co-creation has a direct positive effect on memorable Airbnb experiences.

Hospitableness

According to Tasci and Semrad (2016), hospitableness is a crucial dimension in the creation of MTEs. Hospitableness, a socio-psychological phenomenon, is defined as the host's genuine desire to please and care for others (Telfer, 2000). Hospitableness can exist without the provision of hospitality; but for genuine hospitality to be delivered, a high level of natural hospitableness is essential (Brotherton, 1999; O'Connor, 2005). Tasci and Semrad (2016) developed a hospitableness scale containing three dimensions (heart-warming, heart assuring, and heart soothing) to capture the extent to which hosts' hospitable behaviour is motivated by or rooted in a genuine desire to please and care for others (Lashley, 2008; Telfer, 2000) and the extent to which hosts understand and cater to guests' needs (Lashley, 2008).

Airbnb hosts play an important role in their guests' Airbnb accommodation experience because consumers value their experiences with friendly, conscientious and responsive hosts (Lyu *et al.*, 2019). However, Airbnb hosts' actions are not homogenous because they are not trained professionally (Birinci *et al.*, 2018) and because there are no site-wide hospitality standards (Sthapit *et al.*, 2021). Thus, the actions of Airbnb hosts can be closely linked to their positive service-related attributes such as their hospitality-hosting capability and their hospitableness (Lalicic and Weismayer, 2018).

H3: Hospitableness has a direct positive effect on memorable Airbnb experiences.

Facility service quality

The accommodation facility provided by the host (including the physical environment [Cheng & Jin, 2019]) is considered a key service quality dimension of tourists' stay in an Airbnb rental property (Ju *et al*., 2019). Facility service quality, is an important service-related attribute linked to amenities (Cheng and Jin, 2019), physical home feature (Zhu *et al*., 2019), and physical utility (Lyu *et al*., 2019), which are associated with the physical environment of Airbnb rental properties (Guttentag and Smith, 2017). The existing literature suggests that guests choose Airbnb

accommodations because of their home-like facilities, such as a full equipped kitchen (Guttentag, 2015), but consumers discontinue their stay if the facility service quality does not meet their living needs such as cleanliness (Huang *et al.*, 2020).

A dirty and poorly maintained room has a negative impact on facility service quality (Ert *et al.*, 2016) and accommodation experience (Liang *et al.*, 2018) due to the shift in the hosts' service delivery role from a proficient accommodation provider to an individual host (Tussyadiah & Zach, 2017) and because the Airbnb listings are not regulated (Ert *et al.*, 2016). In other words, the facility service quality of Airbnb rental properties is less predictable for guests than that of traditional accommodations (Cheng & Jin, 2019). Ju *et al.* (2019) indicated that although standardising the conditions of all Airbnb properties (e.g. room type) would be difficult, controlling the must-have attributes of the facility, such as the bed conditions and the visual appearance of the accommodation, is important. Some recent studies have indicated that poor facility service quality leads to a negative experience (Cheng & Jin, 2019) and contributes to the negative memorableness of the Airbnb experience (Sthapit *et al.*, 2020).

H4: Facility service quality has a direct positive effect on memorable Airbnb experiences.

Memories, memorable tourism experience, and hedonic well-being

Memory is 'an alliance of systems that work together, allowing us to learn from the past and predict the future' (Baddeley, 1999, p. 1). Memory is an active, constructive process through which information is acquired and stored and then later retrieved for use in decision-making (Braun, 1999). Episodic memory, which involves individuals' long-term storage of factual memories concerning their personal experiences (Schwartz, 2011), is considered the type of long-term memory most relevant to the study of tourism experiences (Larsen, 2007) because 'lived experiences gather significance as we reflect on and give memory to them' (Curtin, 2005, p. 3). Tourists' episodic memory thus also can considered the type of memory involved in creating MTEs (Kim, 2010).

Experience is a term used in everyday conversation to refer to many things, including work-related achievements and vacations with family and friends (Hosany & Witham, 2010). From a theoretical perspective, in the 1990s, researchers began to develop a better understanding of the tourism experience concept (Jennings & Nickerson, 2006). For example, Jennings and Nickerson (2006) pointed out that satisfaction and quality are no longer adequate for depicting the kind of experience that tourists seek. At the beginning of the 21st century, the tourism experience concept attracted renewed interest as an evolving concept (Ritchie & Hudson, 2009). Ritchie and Hudson (2009) traced the evolution of this concept from the early seeds of the experience by Csikszentmihalyi (1975) to SERVQUAL (Parasuraman *et al.*, 1988) and later to satisfactory experiences (Ryan, 1995), quality experiences (Jennings & Nickerson, 2006) and finally memorable experiences (Tung & Ritchie, 2011).

Kim *et al.* (2012) introduced the concept of MTE nearly a decade ago, and it has since attracted the attention of researchers and practitioners. Kim *et al.* (2012) defined MTE as a 'tourism experience positively remembered and recalled after the event has occurred' (p. 13), while Kim and Chen (2019) defined it as a highly self-centred and subjective event in one's life that is stored in the long-term memory. In addition, Wei *et al.* (2019) stressed that not all tourism experiences are memorable and that MTEs are selectively reconstructed based on the individual assessment of the experiences' constituents. The results of the study by Kim *et al.* (2012) comprised seven dimensions (hedonism, novelty, local culture, refreshment, meaningfulness, involvement and knowledge) of MTEs, while the study by Chandralal *et al.* (2015) identified seven themes related to MTE using travel blogs: local people, life and culture, personally significant and shared experiences, perceived novelty, perceived serendipity, professional guides and tour operator services and emotions associated with memorable experiences. As mentioned earlier, some

studies have criticised Kim *et al.*'s (2012) MTE scale on both theoretical and methodical grounds (Chandralal *et al.*, 2015; Sthapit & Jiménez Barreto, 2018), and have indicated that the scale cannot be generalised to the more authentic travel population (Chandralal *et al.*, 2015; Sthapit & Jiménez Barreto, 2018) and does not account for the effects of other contexts (Stone *et al.*, 2021) or of the present Airbnb context (Sthapit *et al.*, 2021).

Today, increasing number of people go on vacations to enhance their well-being through tourism experiences (Cai *et al.*, 2020). Indeed, tourism experiences heighten people's well-being (Filep, 2014). Gilbert and Abdullah (2004) found that holiday-taking has the potential to enhance the happiness of those taking a holiday, thus leading to their hedonic well-being. Vada *et al.* (2019) also found a positive relationship between MTE and hedonic well-being, with their study results indicating that MTEs allow tourists to experience happiness and pleasure. As suggested by these study findings, the hedonic approach to well-being focuses on the pleasure aspect (Lengieza *et al.*, 2019), that is, hedonic well-being has been related to life experiences associated with pleasure, arousal, feelings and fun (Hirschman and Holbrook, 1982). The hedonic approach to understanding individual well-being has been a topic of interest in the assessment of SWB, which measures happiness, quality of life, and life satisfaction (Ahn *et al.*, 2019). A recent study by Li *et al.* (2021) indicated that memorable Airbnb experiences, in particular, directly contribute to greater SWB (hedonic).

H5: Memorable Airbnb experience have a direct positive effect on hedonic well-being.

Method
Data collection method, common method bias and instrumentation
A quantitative research method was used in this study. In particular, the study adopted a cross-sectional survey design using a questionnaire. The target population was tourists who have stayed in an Airbnb rental property during the three months preceding the time of data collection (November 2020–January 2021).

The survey questionnaire had three sections. The first section included demographic variables (gender, age, marital status, and nationality) and travel characteristics (when the trip took place, the destination visited, whether first-time or repeat visitor to the destination, duration of the trip, travel companion, number of people in the travel party and purpose for going on the trip). The second section consists of six constructs measuring novelty experience, experience co-creation, hospitableness, facility service quality, memorable Airbnb experience, and hedonic well-being. Four items were on novelty of experience and the scale items were adapted from Sthapit *et al.* (2019). The study measures experience co-creation using five items adapted from Mathis et al.'s (2016) study. Hospitableness was measured as the manifestation of the nature of the host-guest interaction during the Airbnb experience using four items adapted from Mody et *al.*'s (2019) study. Measures of facility service quality was adapted from Ju *et al.*'s (2019) study and comprised five items. Memorable Airbnb experience is operationalised using three items adapted from Oh *et al.*'s study (2007). The hedonic well-being construct was measured using five items adapted from Diener *et al.* (1985). In total, the study uses 26 items, and the response options follow a 5-point Likert scale ranging from 1 (= strongly disagree) to 5 (= strongly agree). The justification for the use of 5-point Likert scale was to increase response rate and response quality along with reducing respondents' frustration level (Babakus & Mangold, 1992). In addition, previous research has found that a five-point scale is readily comprehensible to respondents and enables them to express their views (Marton-Williams, 1986).

Studies have indicated that common method bias (CMB) is likely to be a problem in studies where a self-administered survey questionnaire is used for data collection (Conway & Lance, 2010). In particular, when the participant responds to items in a single questionnaire at a single point in time, the data are susceptible to CMB (Bodner, 2006). CMB can occur when both the

independent and dependent variables are measured using only one survey questionnaire and the same response method, which can have a significant impact on the empirical results and conclusions of a study (Podsakoff *et al.*, 2012). The following remedial procedures were thus carried out to control CMB: avoiding the use of double-barrelled questions in the survey, refocusing the questions to ask about current states (this reduces the effort required for retrieval in studies linked to retrospective recall), selecting respondents who have the necessary experience in thinking about the issue of interest, emphasising to the respondents that they should answer the questions only on the basis of their personal experiences and providing thorough instructions (Mackenzie & Podsakoff, 2012).

The survey was distributed using an online crowdsourcing platform, Amazon Mechanical Turk (MTurk), in March 2021. MTurk is a crowdsourcing marketplace that allows individuals (Turkers) to complete human intelligence tasks (HITs). MTurk participants tend to be demographically more diverse than conventional Internet samples, and the data obtained are generally as reliable as information collected via traditional methods (Buhrmester *et al.*, 2011).

Below are some of the steps that were taken to reduce the threats to the questionnaire's validity.

(1) Before publishing the HITs, we chose an approval rating of greater than 99% (percentage of approved HITs) as the system qualification.

(2) So that the respondents would not provide bad-quality data, before carrying out the HITs, the respondents were informed that each response pattern would be monitored and that no compensation would be given if there is any indication of irrelevant and random responding.

(3) All the responses were carefully screened, and invalid responses were rejected. The respondents who failed the first screening were not given a second chance.

(4) The online survey link was posted on MTurk and was active only in the first two weeks of February 2021. Each participant was paid US$1.00 upon completion of the survey.

(5) The online survey link was posted on MTurk and was active for the first two weeks of February 2021. Each participant was paid US$ 1.00 upon completion of the survey.

The current study evaluated the non-response bias using the technique employed by Armstrong and Overton (1977). According to them, late responses are expected to be similar to non-responses. In the t-test performed under the assumption of equal and unequal group variances for three groups (early, middle and late tourists), the study found no significant differences between the means of any of the variables associated with early, middle and late responses. According to the findings from the t-test, there were no significant differences between the early tourists (the first 71 cases), the middle tourists (the following 71 cases) and the late tourists (the final 72 cases). Within the total sample of 214 tourists and within the three groups (early, middle and late tourists), there were no significant differences between the means of the items in the three t-test analyses. Therefore, the study did not find a non-response bias. The method of testing three groups for mean differences has some advantages over the method of splitting the sample into two subsamples. One advantage is that the former can have more accurate and reliable results than the latter.

Moreover, the current study checked for common method variance. For this, confirmatory factor analysis (CFA) was performed in which all the indicators included in the structural model were restricted to load on a single factor (Podsakoff & Organ, 1986). The results of this analysis indicated a poor model fit, which implies that common method variance was not a problem in this study.

Results and Discussion
Overall profile of the survey respondents
This study was conducted using 214 previous Airbnb rental-property guests. A majority of the

respondents were male, accounting for 74%. The respondents' age ranged from 19 to 63 years, with the largest group (40%) being between 19 and 29 years old. In terms of relationship status, the break up of respondents is as follows: married (173), single (34), co-habiting (4), engaged (2), and divorced (1). In terms of nationality, respondents were: US American (123), Indian (74), British (10), Brazilian (4), and Italian (3). The majority of the trips took place in January 2021 (49%). The destinations visited ranged from Malaysia to San Francisco. Majority of the trips were domestic (154) and the remaining were on an international trip (60). More than half of the respondents were repeat visitors (146) and others were first-time visitors to the destination (68). The duration of the trip ranged from 1–23 days and many stated 5 days (23%) as the duration. In terms of travel companions: family (partner and child) (69), partner (66), friends (57), alone (15), strangers (6), and others (1). The number of people in the travel party ranged from 1–50 and many travelled in groups of two (62) and in groups having more than two people (142). In terms of the purpose: leisure/tourism (113), business (55), and both (46). In response to the question, 'what was the main reason for staying in an Airbnb rental property?', the answers were: price (71) and location (61). In terms of the overall Airbnb experience, the responses were: positive (50%), excellent (36%), average (10%), poor (3%), and very bad (1%) (Table 2).

Table 2

Confirmatory factor analysis
The study tested the fit of the model by using confirmatory factor analysis (CFA). CFA, however, has some limitations due to its assumptions. According to Hair *et al.* (2019, pp. 660–661), CFA has two assumptions. Firstly, as it constrains cross-loadings and error variance correlations to zero, each of the indicator variables is uniquely determined by a construct. Secondly, whereas in exploratory factor analysis, the number of constructs and loadings is determined through a statistical method, in CFA, how well the constructs' theoretical specifications match reality (the actual data) is determined. Thus, CFA reveals the degree of confirmation of the preconceived measurement theory because it tests the extent to which a researcher's a priori theoretical pattern of factor loadings on prespecified constructs (variables loading on specific constructs) represent the actual data.

The model fit to the data was very good as the root mean square error of approximation (RMSEA) was 0.067 and the comparative fit index (CFI) was 0.852. The RMSEA was below the international threshold of 0.08 (Hair *et al.*, 2014). It is worth noting that three variables had missing values, which were substituted by the average of each variable. Furthermore, the initial non-unidimensional solution of AMOS 27 revealed that chi-square = 597.4, with degree of freedom (df) = 284, CFI = 0.833 and RMSEA = 0.072. The unidimensional solution was found in the ninth run of the model with chi-square = 609.0, df = 292, CFI = 0.831 and RMSEA = 0.071. The maximum likelihood tool as well as bootstrap were used for 2000 times in the CFA. The modification indices revealed e5–e9 = 12.079, e20–e21 = 8.446, e17–e18 = 7.700, e1–e2 = 5.703, and e7–e8 = 4.448. The last run of the model fit revealed that chi square = 564.6, with df = 287, CFI = 0.852 and RMSEA = 0.067. There was no need to deduct any case from the study's 214 cases, as the highest Mahalanobis d-squared value was 70.545 for the 169 cases (the rule of thumb is that one can deduct one case when the Mahalanobis d-squared value is above 80.000). The other statistics found in the test of the fit of the model are shown in Table 3. According to Hair *et al.* (2019, p. 696), except for the chi-square goodness-of-fit statistic, there is no absolute value for the various fit indices that suggests a good fit. Therefore, a CFI and an NFI below 0.9 do not indicate a poor fit. According to Hair *et al.* (2019), the normed chi square or the chi-square value by the df is a very good statistic when it is below 2 (in this study, chi square/df = 1.967), and the international RMSEA threshold is 0.08 (in this study, RMSEA = 0.076). These two very good statistics should thus also be considered. Researchers should bear in mind that the real data

collected are not perfect.

Table 3

Table 4 shows the correlation matrix, indicating that the correlations were below the threshold value of 0.7, and as such, the problem of multicollinearity did not exist in this study.

Table 4

Test of hypotheses
Through CFA (covariances) via AMOS 27, the current study performed the test of hypotheses in, the results of which are shown in Table 5. The CFA (covariances) was performed between the independent constructs F1, F2, F3 and F4 and the dependent construct F5 (see Figure 1) and between the independent construct F5 and the dependent construct F6 (see Figure 1).

Table 5 reveals that all five study hypotheses, H1, H2, H3, H4, and H5 were supported. It is worth noting that all the relationships in the conceptual model (see Figure 1), were positive and significant at the 99% confidence level, as shown below.

(1) The standardised path coefficient value between novelty of experience and memorable Airbnb experience was 0.274 ($p = 0.000$), indicating that novelty of experience has a positive and significant direct impact on memorable Airbnb experience.

(2) A positive correlation was shown between experience co-creation and memorable Airbnb experiences, and the standardised path coefficient value between the two constructs was 0.265 ($p = 0.000$).

(3) The association between hospitableness and tourists' memorable Airbnb experiences was significant and positive (H3), with a standardised path coefficient value of 0.251 ($p = 0.000$).

(4) A positive correlation was shown between facility service quality and memorable Airbnb experiences, and the standardised path coefficient value between the two constructs was 0.341 ($p = 0.000$).

(5) The standardised path coefficient value between hedonic well-being and memorable Airbnb experience (0.278; $p = 0.000$) indicates that memorable Airbnb experience exerts a significant direct effect on hedonic well-being.

Table 5

Mediation analysis
Whether the memorable Airbnb experience (F5) is a mediator between the antecedent factors and hedonic well-being (F6) was also determined in the current study. For this purpose, we used mediation with AMOS.

Table 6 shows that memorable Airbnb experience is a non-significant mediator (complete) between the four antecedents (i.e. novelty of experience, experience co-creation, hospitableness and facility service quality) and hedonic well-being because the direct effects of novelty of experience, experience co-creation, hospitableness and facility service quality on hedonic well-being become non-significant after memorable Airbnb experience enters into the model. Additionally, the indirect impacts of novelty of experience, experience co-creation, hospitableness and facility service quality on hedonic well-being are also non-significant, and that of memorable Airbnb experience on hedonic well-being is significant after the mediator memorable Airbnb experience enters into the model for models B2, C2 and D2.

Table 6

Validity and reliability
Table 7 presents the factor loadings, average variance extracted (AVE) and construct reliability values in this study, calculated using CFA via AMOS 27. These were needed to determine if the

model that was used in this study had convergent validity. According to Hair *et al*. (2019, pp. 675–676), for there to be convergent validity, the standardised loading estimates should be at least 0.5, ideally 0.7 or higher. In this study, most of the loadings (24 of the 29 variables) were within the 0.500–0.651 range. Although only five were above 0.7, this did not undervalue the good model fit. With regard to AVE, the AVE of each construct in this study was above 0.50 (novelty of experience = 0.500; experience co-creation = 0.519; hospitableness = 0.541; facility service quality = 0.662; memorable Airbnb experience = 0.524; hedonic well-being = 0.579), with the mean AVE being 0.554. For the construct reliability values, the calculation results shown in Table 6 show that only four of the model's six constructs had construct reliabilities of above 0.7 (experience co-creation = 0.733; hospitableness = 0.718; facility service quality = 0.829; hedonic well-being = 0.800). The average construct reliability, however, was 0.731, which is above 0.7 and is thus considered very good, indicating adequate convergence or internal consistency, according to Hair *et al*. (2019, p. 663).

The estimation of the Cronbach's α of the six model constructs in this study on the basis of the 214 cases revealed moderate reliabilities (novelty experience = 0.647, experience co-creation = 0.648, hospitableness = 0.623, facility service quality = 0.763, memorable Airbnb experience = 0.628 and hedonic well-being = 0.712). Therefore, these estimates suggest a satisfactory degree of reliability, as the mean construct reliability estimate based on Cronbach's α was 0.67, which meets the limit the critical value. According to Hair *et al*. (2019, p. 676), Cronbach's α is still a commonly applied estimate to this day, even if it may understate reliability. In this study, the Cronbach's α was slightly lower than the mean construct reliability

As for discriminant validity, according to Fornell and Larcker (1981), discriminant validity is confirmed when the square root of the average variance extracted (AVE) is higher than the correlations between the constructs; that is, when all the constructs explain more information through their items than through their inter-relationships. As this was true in this study (see Table 2), discriminant validity was confirmed. In addition, according to the criteria cited by Hu and Bentler (1999), all the constructs in this study performed well, suggesting that the conceptual model is valid (see Figure 1). Real data are not perfect, and researchers should take this into consideration.

Table 7

Conclusion

This study was conducted to determine the antecedents and consequences of a memorable tourism experience in the Airbnb context and the impact of such an experience on hedonic well-being. The study's empirical results support all five study hypotheses.

Firstly, H1 is supported. This finding confirms the findings of previous studies that novelty is a core input for memories (Sthapit *et al*., 2019; Wei *et al*., 2019).

Secondly, Airbnb guests can become involved either passively or actively involved in the experience co-creation process and those who co-create their Airbnb experiences by actively interacting with the host may have a more memorable Airbnb experience. In other words, tourists who are more inclined to actively participate in the co-creation process and who are engaged in the experience may have a more memorable Airbnb experience. This result supports that of some previous studies that experience co-creation is a significant predictor of the retention of an experience (Campos *et al.*, 2016; Sthapit *et al.*, 2018).

Thirdly, Airbnb host who possess and deliver high levels of natural hospitableness and show a genuine desire to please and care for their guest, including catering to their guests' needs, are likely to help their guests' have a memorable Airbnb experience. This finding supports that of previous studies that hospitableness is a crucial dimension in the creation of memorable tourism experiences (Tasci and Semrad, 2016).

Fourthly, the path from facility service quality to constructing a memorable Airbnb experience was positive (H4). Therefore, the findings of this study support those of previous studies highlighting the significance of facility service quality, amenities, or physical environment in an Airbnb rental property (Cheng and Jin, 2019; Lyu *et al.*, 2019; Zhu *et al.*, 2019). Overall, the higher the degree of novelty of experience, experience co-creation, hospitableness, and facility service quality during an Airbnb stay, the higher the stay's memorableness, supporting H1, H2, H3 and H4.

The aforementioned finding confirm H5, consistent with other studies, indicating that tourists' memories of their trip experiences have an impact on their hedonic well-being (Sthapit and Coudounaris, 2018). In particular, the results of the current study suggest that there is a positive link between memorable Airbnb experience and tourists' SWB. Memories of a recent Airbnb experience allow for the intrusion of the extraordinary into tourists' residual culture, thereby benefitting them while at home, such as by promoting their well-being.

Finally, the mediation analysis that was conducted in the current study revealed that there is no significant mediation (complete) between the four antecedent factors and hedonic well-being, showing that there is a need for further investigation of the role of memorable Airbnb experience in the model that was used in this study or in similar ones.

Theoretical implications

The theoretical contributions of this study include the extension of the existing literature on MTEs and Airbnb through the testing of a new model of memorable Airbnb experiences by examining the effects of the novelty of experience, experience co-creation, hospitableness and facility service quality on memorable Airbnb experiences and the mediating effect of memorable Airbnb experiences on hedonic well-being. The study findings extend Sthapit and Jiménez Barreto's (2018) and Sthapit *et al.*'s (2021) conceptual frameworks of a memorable Airbnb experience and include novelty of experience, experience co-creation, hospitableness and facility service quality as crucial variables affecting tourists' memorable Airbnb experiences, which in turn affects their hedonic well-being. In other words, the study findings suggest that tourists with vivid memories of their Airbnb experiences are likely to have hedonic well-being. Overall, the study findings show that tourists' memorable Airbnb experiences are multifaceted and that the MTE measurement is affected by a study's setting (in this study, Airbnb). Future studies, however, should be cautious about using Kim *et al.*'s (2012) multidimensional MTE scale in new settings, as its results are not generalisable. Further, the findings of this study support those of other studies indicating the need to delineate generic contextual MTE dimensions (Sthapit *et al.*, 2021; Stone *et al.*, 2021).

Practical implications

The results of this study have interesting managerial implications for Airbnb hosts for increasing the memorableness of their guests' experiences in their property. Firstly, Airbnb hosts should offer new and diverse encounters or experiences for their guests during the latter's stay at their property, such as providing them with suggestions for places to visit and a chance to attend local events to arouse their curiosity. Secondly, Airbnb guests should not be viewed as passive agents but as active producers of their own consumption experiences. Hosts should thus be highly involved when their guests want to co-create their experiences by actively interacting with them. For instance, as mentioned earlier, hosts should make recommendations for dining, sightseeing, unique shops and interesting outdoor experiences. Such on-site participatory experiences will help capture and maintain customers' interest and attention, which may help them make optimal use of their time while staying in an Airbnb rental property. During on-site experience co-creation, however, the guests should be at the core of the process, and interaction should be used

only to help them have a memorable experience. This study thus calls for a shift in Airbnb hosts' roles from low-priced rental-property managers to memorable-experience co-creators. Thirdly, Airbnb hosts should have an inventory of good-quality, basic home amenities for their guests, such as a fully equipped kitchen and a washing machine, to make their guests feel like they are home even while they are actually away from home. Lastly, Airbnb should instruct its hosts to remain well mannered, conscientious and responsive when hosting, and it should train them to provide responsive, caring and professional service. Hosts must also be required to take full responsibility if their guests complain about a lack of hospitableness from them.

Limitations and future research

This study has some limitations. Firstly, it was limited by the use of a 5-point Likert scale for the questionnaire item responses. Other studies used a 7-point Likert item response scale, indicating that it is more likely to reflect the respondent's true subjective evaluation than a 5-point Likert item response scale because it is sensitive enough to minimise interpolations and compact enough to use to respond efficiently (Finstad, 2010). Secondly, the number of study participants was limited, and the study used the convenience-sampling technique to recruit participants; thus, the generalisability of the results is limited. Thirdly, in the context of this study, a memorable Airbnb accommodation experience is a positive experience that is remembered and recalled in vivid detail thereafter. Memory researchers believe, however, that negative valence leads to the creation of a stronger memory than does positive valence (Kensigner & Schacter, 2006). Thus, considering both the positive and negative components while examining MTEs will provide future researchers with a more comprehensive understanding of the essence of MTEs. Lastly, the participants in this study were primarily American and Indian and were young. Future studies could benefit from cross-cultural sample bases.

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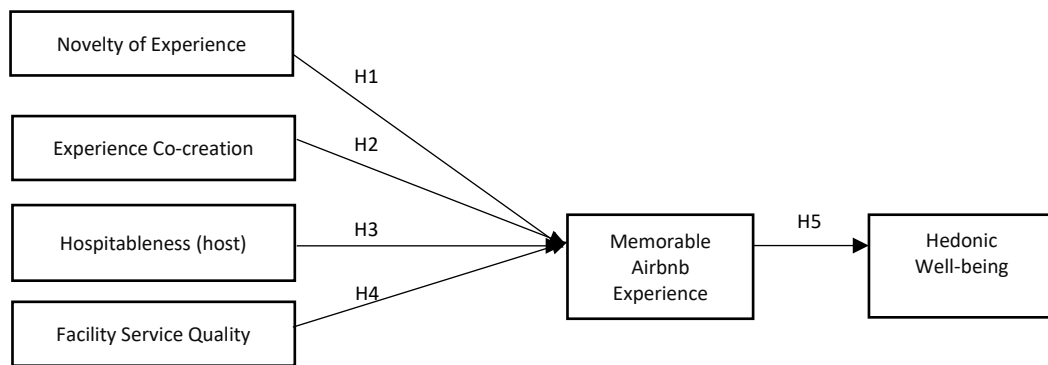
Figure 1 The conceptual model

Table 1. Operationalisation of the constructs used in this study (variables sources and measurement items)

Novelty of experience (Sthapit, Del Chiappa, Coudounaris & Björk, 2019)
X1 I had once-in-a-lifetime Airbnb experience
X2 I had a unique Airbnb experience
X3 My recent Airbnb experience was different from previous stays
X4 I experienced something new during my recent stay in an Airbnb rental property

Experience co-creation (Mathis, Kim, Uysal, Sirgy & Prebensen, 2016)
X5 Working alongside the host allowed me to have a great social interaction during my recent Airbnb experience, which I enjoyed
X6 I felt comfortable working with the host during my recent Airbnb experience
X7 The setting of the Airbnb rental property allowed me to effectively collaborate with the host during my recent Airbnb experience
X8 My recent Airbnb experience was enhanced because of my participation in the experience
X9 I felt confident in my ability to collaborate with the host during my recent Airbnb experience

Hospitableness (Mody, Suess & Lehto, 2019)
X10 I felt welcomed at the Airbnb rental property
X11 The Airbnb host was kind
X12 The Airbnb host displayed a genuine desire to please me
X13 The Airbnb host treated me with respect

Facility service quality (Ju, Back, Choi & Lee, 2019)
X14 Airbnb host provided a clean bathroom
X15 Bed was comfortable in the AirBnb rental property
X16 Room/house provided by Airbnb host were visually appealing
X17 Aibnb rental property (room, apartment, house) was located in a quiet neighbourhood
X18 Aibnb rental property (room, apartment, house) was located in a safe neighbourhood

Memorable Airbnb experience (Tung & Ritchie, 2011)
X19 I have wonderful memories of my recent Airbnb experience
X20 I will not forget my recent Airbnb experience
X21 I will remember my recent Airbnb experience

Hedonic well-being (Diener, Emmons, Larsen & Griffin, 1985)
X22 In most ways, my recent Airbnb Experience was close to ideal
X23 The conditions of this Airbnb experience were excellent
X24 I am satisfied with my recent Airbnb experience
X25 I achieved the most important things on this recent Airbnb stay
X26 I would not change the plans I made for this recent Airbnb stay

Table 2 Demographic and travel characteristics of respondents (N = 214)

Characteristics	Percentage	Characteristics	Percentage
Gender		**Is this your first trip to the destination?**	
Male	74	Yes (First-time visitor)	32
Female	26	No (Repeat-visitor)	68
Age		**Duration of the trip**	
19-29	40	1 day	8
30-39	38	2 days	16
> 39	22	3 days	20
Relationship status		4 days	14
Married	80.8	5 days	23
Single	15.9	> 5 days	19
Co-habiting	1.9	**Travel companion**	
Engaged	1	Family (partner and child)	32
Divorced	0.4	Partner	31
Nationality		Friends	26.7
US American	57	Alone	7
Indian	35	Strangers	2.8
British	5	Others	0.5
Brazilian	2	**Number of people in the travel party**	
Italian	1	1 person	5
Trips Undertaken		2 person	29
November 2020	21	> 2 person	66
December 2020	30	**Purpose of the trip**	
January 2021	49	Leisure	53
Type of trip		Business	26
Domestic	72	Both	21
International	28	**Main reason for staying in an Airbnb?**	
		Price	33
		Location	26
		Home amenities	22
		Recommended by others	11
		Good ratings	6
		Safety	2
		Overall Airbnb experience	
		Positive	50
		Excellent	36
		Average	10
		Poor	3
		Very bad	1

Table 3 Summary of the statistics related to the fit of the model*

Model Fit Parameters	Estimates of Parameters of Default Model				
CMIN	NPAR	CMIN	DF	P	CMIN/DF
	90	564.572	287	0.000	1.967
Baseline Comparisons	NFI, Delta1	RFI, rho1	IFI, Delta2	TLI, rho2	CFI
	0.743	0.709	0.855	0.832	0.852
Parsimony-Adjusted Measures	PRATIO	PNFI			PCFI
	0.883	0.656			0.752
NCP	NCP	LO90		HI90	
	277.572	213.925		349.007	
FMIN	FMIN	FO	LO90	HI90	

	2.651	1.303	1.004		1.639	
RMSEA	RMSEA	LO 90	HI 90			PCLOSE
	0.067	0.059	0.076			0.000
AIC	AIC	BCC				
	744.572	770.701				
ECVI	ECVI	LO 90	HI 90			MECVI
	3.496	3.197	3.831			3.618
	HOELTER, .05					HOELTER, .01
HOELTER	124					131

*Note: The estimates of parameters is based on N=214 and the study correlates the errors of the variables that had high covariance.

Table 4 Correlation matrix (N = 214) *.

	F1	F2	F3	F4	F5	F6
F1	**0.707**					
F2	0.646	**0.720**				
F3	0.452	0.522	**0.736**			
F4	0.579	0.498	0.649	**0.813**		
F5	0.626	0.534	0.606	0.645	**0.724**	
F6	0.429	0.499	0.698	0.475	0.501	**0.761**

* F1: Novelty Experience, F2: Experience Co-creation, F3: Hospitableness, F4: Facility Service Quality, F5: Memorable Airbnb Experience, and F6: Hedonic Well-being. Values in diagonal show the square root of AVE.

Table 5 Test of hypotheses using CFA (Covariances) via AMOS 27

Hypo-theses	Relationship*	Estimate		C.R. (t)	Sig. (p-value)	Status of hypotheses
		Beta	Std. Error			
H1	F1: Novelty Experience to F5	0.274	0.040	6.824	0.000	Supported
H2	F2: Experience Co-creation to F5	0.265	0.039	.6.731	0.000	Supported
H3	F3: Hospitableness to F5	0.251	0.034	7.436	0.000	Supported
H4	F4: Facility Service Quality to F5	0.314	0.040	7.933	0.000	Supported
H5	F5: Memorable Airbnb Experience to F6	0.278	0.040	6.997	0.000	Supported
*F5: Memorable Airbnb Experience, F6: Hedonic Well-being						

Table 6 Mediator "memorable Airbnb experience" before and after entering the models: Impact of constructs*

Models**	Beta estimate	S.E.	C.R.	p-value	Result***	Status of mediation
A1	Before mediator F5 enters into the model F6 to F1					
F6 to F1	0.873	0.101	8.643	0.000	*Significant*	Complete
A2	After mediator F5 enters into the model F6 to F5 to F1					
F6 to F1	0.427				*Non-significant*	
F5 to F1	0.515				Non-significant	
F6 to F5	0.945				Non-significant	
B1	Before mediator F5 enters into the model F6 to F2					
F6 to F2	0.942	0.101	9.341	0.000	*Significant*	Complete
B2	After mediator F5 enters into the model F6 to F5 to F2					
F6 to F2	-6.378				*Non-significant*	
F5 to F2	7.946				Non-significant	
F6 to F5	0.925	0.101	9.186	0.000	Significant	
C1	Before mediator F5 enters into the model F6 to F3					
F6 to F3	0.842	0.078	10.773	0.000	*Significant*	Complete
C2	After mediator F5 enters into the model F6 to F5 to F3					
F6 to F3	0.295				*Non-significant*	
F5 to F3	0.620				Non-significant	
F6 to F5	0.884	0.095	9.279	0.000	Significant	
D1	Before mediator F5 enters into the model F6 to F4					
F6 to F4	0.994	0.092	10.782	0.000	*Significant*	Complete
D2	After mediator F5 enters into the model F6 to F5 to F4					
F6 to F4	0.508				*Non-significant*	
F5 to F4	0.534				Non-significant	
F6 to F5	0.973	0.102	9.540	0.000	Significant	

Notes: *   Estimates are found by AMOS 27.

    ** F1: Novelty Experience, F2: Experience Co-creation, F3: Hospitableness, F4: Facility Service Quality, F5: Memorable Airbnb Experience, and F6: Hedonic Well-being.

    ***Results in italics help to decide upon the status of mediation whether it is either a complete mediation or a partial mediation or there is no mediation.

Table 7 Completely standardized factor loadings, variance extracted and estimates of construct reliability (N = 214)*

Item	Item Reliability							Eigenvalues	δ =1-item reliability
	NE	EC	H	FSQ	MAE	HW			
X1 I had once-in-a-lifetime Airbnb experience	0.491						0.491		0.509
X2 I had a unique Airbnb experience	0.501						0.501		0.499
X3 My recent Airbnb experience was different from previous stays	0.507						0.507		0.493
X4 I experienced something new during my recent stay in an Airbnb rental property	0.516						0.516	2.015	0.484
X5 Working alongside the host allowed me to have a great social interaction during my recent Airbnb experience, which I enjoyed		0.392					0.392		0.608
X6 I felt comfortable working with the host during my recent Airbnb experience		0.601					0.601		0.399
X7 The setting of the Airbnb rental property allowed me to effectively collaborate with the host during my recent Airbnb experience		0.463					0.463		0.537
X8 My recent Airbnb experience was enhanced because of my participation in the experience		0.578					0.578		0.422
X9 I felt confident in my ability to collaborate with the host during my recent Airbnb experience		0.546					0.546	2.580	0.454
X10 I felt welcomed at the Airbnb rental property			0.550				0.550		0.450
X11 The Airbnb host was kind			0.563				0.563		0.437
X12 The Airbnb host displayed a genuine desire to please me			0.497				0.497		0.503
X13 The Airbnb host treated me with respect			0.554				0.554	2.164	0.446
X14 Airbnb host provided a clean bathroom				0.592			0.592		0.408
X15 Bed was comfortable in the AirBnb rental property				0.609			0.609		0.391
X16 Room/house provided by Airbnb host were visually appealing				0.596			0.596		0.404
X17 Aibnb rental property (room, apartment, house) was located in a quiet neighbourhood				0.650			0.650		0.350
X18 Aibnb rental property (room, apartment, house) was located in a safe neighbourhood				0.618			0.618	3.065	0.382
X19 I have wonderful memories of my recent Airbnb experience					0.467		0.467		0.533
X20 I will not forget my recent Airbnb experience					0.514		0.514		0.486
X21 I will remember my recent Airbnb experience					0.587		0.587	1.568	0.413
X22 In most ways, my recent Airbnb Experience was close to ideal						0.635	0.635		0.365

X23 The conditions of this Airbnb experience were excellent						0.550	0.550		0.450
X24 I am satisfied with my recent Airbnb experience						0.520	0.520		0.480
X25 I achieved the most important things on this recent Airbnb stay						0.541	0.541		0.459
X26 I would not change the plans I made for this recent Airbnb stay						0.651	0.651	2.897	0.349
Variance Extracted %	50.04	51.86	54.10	66.17	52.36	57.94	**AVE**= 55.41		
Construct Reliability	0.672	0.733	0.718	0.829	0.632	0.800	**ACR**= 0.731		

*Note: The following formulae are used for calculating VE and CR of constructs:

VE= Σ of standardized regression weights / n,

CR= (Σ of standardized regression weights)² / [(Σ of standardized regression weights)² + (Σδ)],

AVE = average variance extracted, ACR = average construct reliability

Constructs: NE = Novelty Experience, EC = Experience Co-creation, H = Hospitableness, FS = Facility Service Quality, MAE = Memorable Airbnb Experience, HW = Hedonic Well-being.