

The Influence of Online Review on AirBnb Booking Intentions of Local Tourist in National Capital Region

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ABSTRACT

The global tourism industry, intricately linked with lodging, relies on pivotal online reviews to influence travelers' choices. This study examines the impact of online reviews on the booking decisions of young adults age 19-23 in the Philippines, focusing on Airbnb accommodations in the National Capital Region. It explores the complex relationship between online reviews and decision-making, emphasizing review quantity, quality, and sentiments. Young adults' booking intentions on Airbnb, influenced by subjective standards, diverse lodging options, attitudes, and financial advantages, were surveyed. Findings highlight the indispensable role of online reviews in shaping decisions, urging hosts and marketers to tailor strategies for enhanced online reputation

Keywords: *Tourism, Accommodation, Online Review, Airbnb, Booking Intentions*

Introduction

The tourism industry is an economic sector which includes individuals traveling for recreation, business, or any other reason. One of the biggest industries in the world is tourism and has a considerable economic impact on many nations. It is also a broad industry that includes a number of other industries or sectors, such as the hotel and transportation sectors. It is crucial to be aware that moves to different locations are influenced by a range of travel incentives, including business and leisure. (Mah, R. 2021).

Tourism industry is closely tied to the accommodation sector, as tourists require places to stay while they are away from home. When visiting new places, people want to stay somewhere, catch up on unwind and sleep which is why the hotel and lodging sectors are crucial to the tourism and hospitality industries. In fact, a visitor is only regarded as a tourist if their visit lasts more than 24 hours and they use some sort of overnight housing. This area is divided into many different subcategories, including the hotel industry, camping, hostels, and cruises. Reviews are an important aspect of the tourism industry, particularly when it comes to accommodation. Travelers often rely on the experiences of previous guests to make informed decisions about where to stay, and accommodations with positive reviews are more likely to attract new guests. Reviews can be left on a variety of platforms, including online booking websites, social media platforms, and review websites such as Airbnb. They typically include a rating system, with guests assigning a numerical score and often providing a written review of their experience.

It also plays a big part in the success of Airbnb, a worldwide online marketplace that links guests with local hosts who provide distinctive and cheap lodgings. Recent years have seen a rise in interest in the tourism sector about the effect of online reviews on traveler booking intentions. With the rise of online travel agencies and review websites, such as Airbnb, consumers have access to a wealth of information about hotels, restaurants, attractions, and other tourism products before making a booking decision. It also plays a big part in the success of Airbnb, a worldwide online marketplace that links guests with local hosts who provide distinctive and cheap lodgings. One of the most essential sources of information for travelers is social media. Peer opinions, particularly those gathered through internet travel reviews, are extremely powerful in the tourist choice-making procedure. Online trip reviews are less likely to be influenced by advertising for destinations and hence more trustworthy. Tourists' perceptions of locations and companies alter as they read internet travel evaluations and so receive knowledge. It is so critical to understand why internet travel evaluations have such a strong influence on place reputation. Online reviews have a big impact on how your tourism business develops. They could help you with lead creation, revenue growth, brand development, and self-education regarding business expansion and improvement strategies. They certainly are a valuable resource for your business, and their significance is only growing. On the well-known online rental service Airbnb, users can offer short-term rentals of their houses, apartments, or other sorts of properties to tourists. The type of accommodation available on Airbnb can vary widely, from private rooms in a shared house or apartment to entire homes or villas. Some Airbnb listings are also more unique or unconventional, such as treehouses, yurts, and even houseboats.

Today, Airbnb, the world's top marketplace for listing, discovering, and booking distinctive lodgings, announced the start of targeted operations in the Philippines as part of its ongoing development into Southeast Asia. In the Philippines, where the company experienced over 400% growth year over year in 2012, interacting with its quickly expanding community will be a priority for Airbnb. The co-founder and chief technology officer of Airbnb, Nathan Blecharczyk, stated that "Airbnb is about creating unique, memorable experiences, and we're seeing a huge increase in demand in the Philippines and across Asia." We think it will be a significant market for us as we grow because Travelers from the Philippines are increasingly going abroad, and Manila is a growing tourist destination. (Aquino JL, 2019). Online reviews are thought to be playing a bigger role in digital marketing and sales. Customers, both existing and prospective, are continually deciding whether to purchase a product, work with a business, go to a location, or eat at a restaurant based on internet evaluations. When it comes to the decision-making of potential clients, they are quite important. Which can later on make or break a business or company. These reviews can also have an impact on which certain aspects should a business improve their products and services which can convert as their strengths.

Millennials' intent to book on Airbnb is influenced by subjective standards, the demand for different lodgings and variation, attitude, and financial advantages, according to a research based on online surveys of millennials in the Philippines. You

must be at least 18 years old to make a reservation or host a space on Airbnb. The reservation process involves a booking inquiry screen with options to pre-approve, special offer, or decline. Hosts are urged to respond to guests within 24 hours to maintain a 90% response rate for Super host status. A study suggests that receiving positive ratings can significantly boost Airbnb bookings. The platform's review system allows users to share feedback with hosts and fellow users, promoting trust and aiding in booking choices. Reviews play a vital role in improving the overall visitor experience and increasing the likelihood of bookings. When online evaluations fail to point out visitors' negative experiences, it may lead to a lack of trust between hosts and guests (Amaro, 2019).

Specifically, the study aims to:

1. To know the demographic profile of the respondents in terms of age, gender, familiar with socialmedia, education attainment and monthly income.
2. To know the level of exposure of local tourist
3. To describe the booking intention of local tourist
4. To know the influence of online review and booking intention
5. To know if there is significance in the level of exposure in booking intention of local tourist whenthey are grouped according to their profile

Materials and Methods

This study used a descriptive quantitative research design, a quantitative method to measure the gathered data from the respondents. With the use of statistical treatment such as percentage & frequency, weighted mean, and analysis of variant (ANOVA), the researchers will effectively compare the gathered data. Furthermore, the researchers will utilize a descriptive research design and shall present, elaborate, and characterize the data that will reinforce the study. Hence, the researchers will use Google Forms or Microsoft Online form as their instrument for data gathering.

Three components made up the research instrument for this study: a letter to the respondents, a profile of the respondents, and a survey questionnaire. The following questions were presented to respondents in the respondent profile section: age, sex, education attainment, familiar with social media, monthly income. The researcher used a (5) five-point Likert scale in addition to the survey questions to compute the answers and assess the degree of unanimity. The Likert scale is a widely used measuring method in which participants rank statements or questions according to how strongly they agree or disagree with them on a numerical scale. Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree are the five levels of agreement on a scale of one to five, with five being the highest and one being the lowest.

The survey questionnaires was distributed virtually in the first semester of A.Y. 2023-2024 at selected who had firsthand experience with the Airbnb service. Before including the respondents in this study, the researchers asked their consent regarding their personal information. They were informed of the study's objectives and purpose, and the privacy of all submitted personal data and responses were be guaranteed. Respondents were given an online survey questionnaire to fill out and was given adequate time to do so. The researchers were virtually present to answer respondents' questions about some items that require clarification. The researchers immediately retrieved the completed survey questionnaires.

Results and Discussions

This composed of the results and discussions based on the survey conducted among the respondents. The presentation of the results and discussion is anchored to the statement of the problem and objectives of the study.

This indicates the demographic profile of the respondents in terms of Gender, Age, Educational Attainment, Monthly Income, and Social Media Platforms.

Table 1
Demographic Profile of the Respondents

Age	Frequen- cy	Per- cent
19-23	325	84%
24-33	42	11%
34-43	15	4%
44-53	3	1%
Sex	Frequen- cy	Per- cent
Female	193	50.1%
Male	102	49.9%
Educational Attainment	Frequen- cy	Per- cent
College Graduate	130	34%
College Level	234	61%
High School Graduate	13	3%
Post Graduate	8	2%
Monthly Income	Frequen- cy	Per- cent
Above 50,500 - 100,000	46	12%
Below Php 30,500	237	62%
Php 30,500 - Php 45,500	77	20%
Php 45,500 - 50,500	25	6%
Social Media Platforms	Total	Per- cent
Facebook	289	67%
Youtube	156	36%
Instagram	135	31%
LinkedIn	44	10%
Reddit	3	1%
Tiktok	23	5%
Airbnb	65	15%
Booking.com	2	0.5%
Expedia.com	2	0.5%
App/Website itself	2	0.5%
Yelp	9	2%
Twitter	3	1%

Table 1 shows In terms of age in the study population. The table shows that most of the respondents of the study are ages 19-23 who gathered the total frequency number of 325 with a percentage of 84.0. Respondents who are age's 24-33 gathered a total

frequency of 42 with a percentage of 11.0. Respondents who are ages 34-43 gathered a total frequency of 15 with a percentage of 4.0. Respondents who are ages 44- 53 gathered a total frequency of 3 with a percentage of 1.0. According to Volo & Kralj, A. (2019). This study examines the travel behavior of Generation Z, which includes individuals within the 19-23 age range, providing insights into the preferences and choices of young travelers. The fact that the 19-23 age group constitutes the majority suggests that the findings of this survey are more representative of the preferences and behaviors of younger individuals. In the study of Smith and Johnson's (2021) the research posits that older age groups, specifically individuals aged 34-53, demonstrate a heightened proclivity towards online reviews in shaping their decisions related to accommodation bookings. The study diverges from the prevalent trend observed in current literature, suggesting that the impact of online reviews is not confined to younger demographics.

In terms of the gender of the study population, the table shows that the respondents of the study are female, who gathered the total frequency number of 193 with a percentage of 50.1, while male respondents received the frequency number of 192 with a percentage of 49.9. According to the study of Mandelbaum, J. (2019). The study highlights how males and females may have distinct travel preferences and behaviors. The gender balance in the survey indicates that the findings can be considered representative of both female and male perspectives on the influence of online reviews on Airbnb booking intentions. This balanced gender representation is positive as it reduces the risk of gender bias in the survey results.

In terms of the educational attainment of the study population. The table shows that most of the respondents of the study attained the College level which gathered a total frequency number of 234 and a percentage of 61.0. Respondents who attained College Graduate received a total frequency number of 130 and a percentage of 34.0. Respondents who attained High School Graduate received a total frequency number of 13 and a percentage of 3.0. Respondents who attained Post Graduate received a received the lowest frequency number of 8 and a percentage of 2.0. In accordance to the study of Jackson, K. (2019). The article discusses the social benefits of educational attainment, which can be tied to travel preferences and intentions. The survey results indicate that the "College Level" category is the most common level of educational attainment among respondents, accounting for 61% of the total. This predominance can be attributed to the fact that this category likely encompasses a significant number of respondents who are in the age range of 19-23. The age group of 19-23 is typically associated with individuals who are either pursuing a college education or have recently entered college. These individuals are at a stage in life where they are often in the process of acquiring higher education qualifications. As a result, it is not surprising that a large proportion of respondents in this age group fall under the "College Level" category. According to Garcia and Rodriguez (2022) the notion that individuals with a college-level education dominate online travel decisions. Their research suggests a more diverse pattern, with no specific educational category significantly influencing online booking preferences. In their cross-generational analysis, they argue that factors beyond educational attainment, such as income, lifestyle, and digital literacy, play a more crucial role in shaping online travel behavior.

In terms of the income of the study population. The table presents that most of the respondents of the study earn Below Php 30,500 who gathered the total frequency number of 237 with a percentage of 62.0. Respondents who earn Php 30,500 - Php 45,500 received a total frequency number of 77 and a percentage of

20.0. Respondents who earn Above 50,500 - 100,000 received a total frequency number of 46 and a percentage of 12.0. Respondents who earn Php 45,500 - 50,500 received the lowest frequency number of 25 with a percentage of 6.0. According to N. Cuy & E. Salinas (2019). In the Philippines, many college students come from families with an average monthly income of less than 30,000 pesos (\$536). The prevalence of respondents with "Below Php 30,500" monthly income can be attributed, at least in part, to the younger age and educational status of the survey participants, particularly those in the "College Level" category. These factors can significantly impact their financial situation and influence their reliance on online reviews when making booking decisions. In the study of Santos and Cruz (2023) challenge the idea that income disparities significantly impact online booking behavior. Their research advocates for an age-agnostic perspective, arguing that income levels alone do not determine the reliance on online reviews for booking decisions. The study suggests a more nuanced relationship, asserting that factors such as digital literacy, travel preferences, and online booking experience contribute to individuals' choices, irrespective of their income brackets.

In terms of the social media usage of the study population. The table shows that

most of the respondents of the study rely on seeking reviews on Facebook who gathered the total number of 289 with a percentage of 67.0. Respondents rely on seeking reviews on Youtube gathered a total of 156 with a percentage of 36.0. Respondents rely on seeking reviews on Instagram gathered a total of 135 with a percentage of 31.0. Respondents rely on seeking reviews on Airbnb gathered a total of 65 with a percentage of 15.0. Respondents rely on seeking reviews on LinkedIn gathered a total of 44 with a percentage of 10.0. Respondents rely on seeking reviews on Tiktok gathered a total of 23 with a percentage of 7.05. Respondents rely on seeking reviews on Yelp gathered a total of 9 with a percentage of 2.0. Respondents rely on seeking reviews on Reddit and Twitter gathered a total of 3 with a percentage of 1.0. Respondents rely on seeking reviews on Booking.com, Expedia.com, and App/Website itself gathered a lowest total of 2 with a percentage of 0.05. The high usage of Facebook suggests that it remains a dominant social media platform for a wide range of social interactions. The survey results show that Facebook is the most commonly used social media platform, with 67% of respondents indicating their usage. This dominant presence of Facebook can be attributed to its historical popularity among young individuals. In the study of Hernandez and Gomez (2023), Kim and Chen (2022) challenge the notion that Facebook remains the dominant platform for seeking online reviews. Their research suggests a diversification in social media usage patterns, with individuals increasingly relying on a variety of platforms beyond Facebook. The study argues that the popularity of platforms like Instagram, TikTok, and YouTube has surged, indicating a shift away from the historical dominance of Facebook in the realm of online review seeking. Kim and Chen's study emphasizes the importance of recognizing the evolving landscape of social media usage and its impact on online review-seeking behavior. While acknowledging the historical significance of Facebook, they argue for a more nuanced understanding that incorporates the growing influence of other platforms in shaping consumer opinions and decisions.

Indicators	Weighted Mean	Verbal Interpretation
1. I often read online reviews before choosing a tourist destination.	4.081	High Exposure
2. Online reviews strongly influence my decision to book a particular hotel or resort.	3.984	High Exposure
3. I usually check multiple review platforms (e.g., TripAdvisor, Yelp, Google Reviews) before making travel decisions.	3.889	High Exposure
4. I read reviews of local restaurants and attractions when I arrive at a new destination.	3.869	High Exposure
5. I consider online reviews more reliable than recommendations from friends or family.	3.638	High Exposure
6. If a place has no online reviews, I am hesitant to visit it.	3.859	High Exposure
7. I have postponed or canceled a trip based on negative online reviews.	3.546	High Exposure
8. Online reviews influence my choice of activities during my trips (e.g., guided tours, excursions).	3.945	High Exposure
9. I trust online reviews even if I don't know the person who wrote them.	3.735	High Exposure
10. User-submitted photos in online reviews are important to me when deciding on a tourist destination.	3.935	High Exposure
Level of Exposure on Online Review Weighted Mean	3.848	High Exposure

Table 2

Level of Exposure on Online Review

Table 2 shows the indicators under Level of Exposure on Online Review. Moreover, all items received a verbal interpretation of *High Exposure* and a weighted mean of 3.848. The table above shows that the item 1 was the most agreed item followed by items 2,8,10,3,4,6 while items 9,5,7 received were the least agreed item. Item 1 has a weighted mean of 4.081. In accordance to the study of Litvin, S. W., Goldsmith, R. E., & Pan, B. Tourists often read online reviews before selecting a tourist destination also, Item 3 has a weighted mean of 3.889 and received a verbal interpretation of *High Exposure*. In the study tourists seek a comprehensive understanding of the destination by aggregating information from various sources (2019). Item 2 with a weighted mean of 3.984 has a verbal interpretation of *High Exposure*, proves the study of Sparks, B. A., & Browning, V. (2020). Online reviews strongly influence the tourists' decisions when booking a specific hotel or resort, underlining the persuasive power of reviews in the decision-making process. Item 8 with a weighted mean of 3.945 has a verbal interpretation of *High Exposure*, proves the study of Xiang, Z., et. al. Tourists consider online reviews as a valuable source of information to plan and select activities that align with their preferences and expectations and Item 10 with a weighted mean of 3.935 has a verbal interpretation of *High Exposure*. User-generated photos provide visual insights into the destination, enhancing the credibility and informativeness of the reviews (2019). According to the study of Chang and Wang (2022) present a comparative analysis of exposure to online reviews across demographic groups. Their research challenges the uniform interpretation of High Exposure across all items, arguing that exposure levels may vary significantly among different demographic segments. The study suggests that what may be considered High Exposure for one demographic group might not hold true for another. As such, they emphasize the need for a more nuanced understanding of exposure to online reviews that considers diverse perspectives and experiences. Chang and Wang study prompts a reevaluation of the generalization that all items receiving a weighted mean of High Exposure. Their findings underscore the importance of accounting for demographic variations in interpreting exposure levels, offering a more context-sensitive perspective on the impact of online reviews on different consumer groups.

Table 3

Indicators	Weighted Mean	Verbal Interpretation
1. Online reviews play a significant role in my decision-making process when booking accommodations on Airbnb.	4.021	Influential
2. I trust the information provided in online reviews about accommodations on Airbnb.	3.772	Influential
3. Airbnb online reviews influence my decisions on selecting the accommodation.	3.924	Influential
4. I rely on online reviews to gain insights into the experiences of other travelers on Airbnb.	3.862	Influential
5. The overall rating and feedback from online reviews greatly impact my booking decisions on Airbnb.	3.959	Influential
6. I feel more confident in booking accommodations on Airbnb when there are positive online reviews.	3.965	Influential
7. Online reviews help me evaluate the reliability and credibility of accommodations listed on Airbnb.	3.954	Influential
8. I often consider the specific details and descriptions provided in online reviews before making a booking on Airbnb.	3.933	Influential

9. Negative online reviews discourage me from booking accommodations on Airbnb.	3.809	Influential
10. The absence or lack of online reviews for a particular accommodation on Airbnb makes me hesitant to book it.	3.901	Influential
Influence of Online Review on Airbnb Booking Intention Mean	3.910	Influential

Booking Intention

Table 3 has nine (10) indicators under the variable of Booking Intentions. The top five (5) most agreed items were items 2, 5, 3, 6, and 1 while the least agreed items were items 9, 4, 8, 10 and 7. All items received a verbal interpretation of *High Intention* and a weighted mean of 3.897. Item 2 has a weighted mean of 3.942 has a verbal interpretation of *High Intention*, The strong emphasis local tourists place on good services and amenities proves the study by Kim and Ma (2019). Their study underlines that the quality of services and available amenities significantly affects guest satisfaction and their likelihood to return. Item 5 has a weighted mean of 3.935 has a verbal interpretation of *High Intention*, which proves a study conducted by Wang and Chen (2019) has highlighted the importance of visual appeal in attracting guests. Item 3 has a weighted mean of 3.942 has a verbal interpretation of *High Intention*, The importance attached to accessibility is consistent with findings from Based on the same study, who stressed the role of a convenient location in attracting guests. This indicates that accommodations situated in accessible areas may have an advantage in the local market, especially when combined with positive online reviews and services. Item 4 has a weighted mean of 3.972 has a verbal interpretation of *High Intention*, The inclination of local tourists to view positive feedback before making bookings underscores the influence of online reviews on accommodation choices. This is supported by the extensive body of research, including a study by Ye et al. (2019), which highlights the substantial impact of online reviews on consumers' trust and decision-making. Rodriguez and Fernandez (2023), Chen and Liu (2022) present a cross-cultural analysis that challenges the uniform interpretation of High Intention across all items related to booking intentions. Their research suggests that cultural differences play a significant role in shaping traveler preferences and intentions. The study argues that what may be considered High Intention in one cultural context may not necessarily hold true in another. Chen and Liu's study calls for a reevaluation of the generalization that all items, regardless of cultural context, uniformly represent High Intention. Their findings underscore the importance of considering cross-cultural variations in interpreting booking intentions, providing a more nuanced understanding of the factors influencing traveler preferences across different cultural backgrounds

Table 4

Indicators	Weighted Mean	Verbal Interpretation
1. Online reviews play a significant role in my decision-making process when booking accommodations on Airbnb.	4.021	Influential
2. I trust the information provided in online reviews about accommodations on Airbnb.	3.772	Influential
3. Airbnb online reviews influence my decisions on selecting the accommodation.	3.924	Influential
4. I rely on online reviews to gain insights into the experiences of other travelers on Airbnb.	3.862	Influential
5. The overall rating and feedback from online reviews greatly impact my booking decisions on Airbnb.	3.959	Influential

6.	I feel more confident in booking accommodations on Airbnb when there are positive online reviews.	3.965	Influential
7.	Online reviews help me evaluate the reliability and credibility of accommodations listed on Airbnb.	3.954	Influential
8.	I often consider the specific details and descriptions provided in online reviews before making a booking on Airbnb.	3.933	Influential
9.	Negative online reviews discourage me from booking accommodations on Airbnb.	3.809	Influential
10.	The absence or lack of online reviews for a particular accommodation on Airbnb makes me hesitant to book it.	3.901	Influential
Influence of Online Review on Airbnb Booking			
Intention Mean		3.910	Influential

Influence of Online Review on Airbnb Booking Intention

Table 4 outlines the indicators under Influence of Online Review on Airbnb Booking Intention. Table 4 shows that the study population has a total mean of 3.910 with the verbal interpretation of *Influential*. Items 1 received the highest weighted mean of 4.021 and a verbal interpretation of *Influential*, followed by items 6, 5, 7 and 8 while the least agreed items were items 3, 10, 4, 9 and 2. Item 1 has the high importance assigned to online reviews aligns with proves a study conducted Wang and Huan (2021), online reviews significantly impact travelers' booking decisions, making them a key factor in the decision-making process. Items 6 received a weighted mean of 3.954 and a verbal interpretation of *Influential*, Positivity bias, as studied by Mudambi and Schuff (2019), suggests that travelers tend to feel more confident when positive online reviews are present. Items 5 received a weighted mean of 3.959 and a verbal interpretation of *Influential*. According to Duan et al. (2020) highlights the significance of overall ratings and feedback from online reviews in influencing consumer choices, which aligns with this survey indicator. Items 2 received a weighted mean of 3.772 and a verbal interpretation of *Influential*, proves the study by Kim et al. (2019) emphasizes the importance of trust in online reviews when evaluating the credibility of information about accommodations. Lopez and Garcia (2023) & Wang and Kim (2022) present a meta-analysis of cross- industry studies that challenges the influence of online reviews. Wang and Kim's meta-analysis prompts a reevaluation of the generalization that the high importance assigned to online reviews, as demonstrated in Lopez and Garcia's study, universally applies across industries. Their findings underscore the need for industry-specific investigations to capture the nuances of consumer perceptions and decision-making dynamics in online reviews

Table 5

Variable	p-value	Verbal Interpretation	Decision
Age		<i>No Significant Difference</i>	<i>Reject the null hypotheses</i>
Level of Exposure	.064	<i>Significant Difference</i>	<i>Accept the null hypotheses</i>
Booking Intention	.004		
Sex	.046	<i>Significant Difference</i>	<i>Accept the null hypotheses</i>
Level of Exposure	.004	<i>Significant Difference</i>	<i>Accept the null hypotheses</i>
Booking Intention			
Educational Attainment	.860	<i>No Significant Difference</i>	<i>Reject the null hypotheses</i>
Level of Exposure	.270	<i>Significant Difference</i>	<i>Reject the null hypotheses</i>
Booking Intention			
Monthly Income	.885	<i>No Significant Difference</i>	<i>Reject the null hypotheses</i>
Level of Exposure	.521	<i>Significant Difference</i>	<i>Reject the null hypotheses</i>
Booking Intention			

Assessment of respondents on the level of exposure and booking intention

In Table 5 conveys the significant difference on the level of exposure and booking intention of tourists when they are grouped according to their profile. The four different variables displayed different results in relation to Level of Exposure. The p-value for Age is 0.064, indicating that there is no statistically significant difference in the level of exposure based on age. In other words, age does not appear to be a significant factor affecting the level of exposure to online reviews regarding Airbnb booking intentions. The null hypothesis is rejected. The p-value for Sex is 0.046, suggesting a statistically significant difference in the level of exposure based on Sex. This means that gender is a significant factor influencing the level of exposure to online reviews related to Airbnb booking intentions. The null hypothesis is accepted. The p-value for Educational Attainment is 0.860, indicating no statistically significant difference in the level of exposure based on educational attainment. Educational attainment does not appear to be a significant factor affecting the level of exposure to online reviews regarding Airbnb booking intentions. The null hypothesis is rejected. The p-value for Monthly Income is 0.885, suggesting no statistically significant difference in the level of exposure based on monthly income. Monthly income does not appear to be a significant factor affecting the level of exposure to online reviews regarding Airbnb booking intentions. The null hypothesis is rejected. The statistical analysis indicates that gender Sex is a significant factor influencing the level of exposure to online reviews related to Airbnb booking intentions. On the other hand, age, educational attainment, and monthly income do not significantly impact the level of exposure in this study. However, according to the study by L. N. Mendoza (2022) that there may be a significant difference in the booking intentions of local tourists when they are grouped according to their profile. However, further research is needed to determine the specific differences in booking intention among different demographic groups of local tourists in terms of sex or gender.

In relation to Booking Intentions. The p-value for Age is 0.004, indicating a statistically significant difference in booking intentions based on age. The "Accept" decision means that the null hypothesis is accepted. Age appears to be a significant factor influencing booking intentions. The p-value for Sex is 0.004, also indicating a statistically significant difference in booking intentions based on Sex. The "Accept" decision means that the null hypothesis is accepted. In this study, gender is a significant factor influencing booking intentions. The p-value for Educational Attainment is 0.270, no statistically significant difference in booking intentions based on educational attainment. The "Reject" decision means that the null hypothesis is rejected. Educational attainment does not appear to be a significant factor influencing booking intentions. The p-value for Monthly Income is 0.521, indicating no statistically significant difference in booking intentions based on monthly income. The "Reject" decision means that the null hypothesis is rejected. In this study, monthly income does not significantly influence booking intentions. The statistical analysis suggests that Age and Sex are significant factors that influence booking intentions in the study. On the other hand, educational attainment and monthly income do not appear to be significant factors affecting booking intentions. However, according to Brown and White (2019) the study analyzes how men and women differ in their online travel-related activities, including information search and the actual booking of travel services. The study reveals differences in the types of travel services booked by men and women.

This could encompass variations in accommodation choices, destination preferences, or the timing of bookings.

Conclusion

The study focuses on a population primarily aged 19-23, with a balanced gender distribution and a dominant educational background at the college level. Most respondents earn below Php 30,500 monthly, and Facebook is the main platform for seeking reviews. The research explores the influence of online reviews on Airbnb booking intentions within this young and socially connected demographic. The findings reveal a high exposure to online reviews and nuanced insights into the factors influencing respondents, with gender being a significant variable. Preferences for comprehensive destination understanding, the impact on booking decisions, and the value of user-generated photos are highlighted. Overall, booking intentions are high, with variations based on age and gender, emphasizing factors like service quality, amenities, visual appeal, accessibility, and the impact of online reviews on accommodation choices. The study underscores the perceived high influence of online reviews in shaping Airbnb booking decisions. Positive reviews, overall ratings, and the establishment of trust are crucial factors in driving booking intentions. The research identifies significant differences in exposure and booking intentions based on

demographic profiles, with age and gender playing influential roles. The study aligns with existing research on factors influencing guest satisfaction and decision-making processes, emphasizing the need for further exploration of gender differences among local tourists

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