

GUEST PERCEPTION ON VALUE FOR MONEY IN AIRBNB EXPERIENCE AT THE GRASS RESIDENCE QUEZON CITY

ABSTRACT

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The Grass Residences, a high-rise condominium complex in Quezon City developed in 1985 by SM Development Corporation, stands as a reflection of Metro Manila's rapid urbanization. Strategically located near the North EDSA transportation hub, it offers residents and guests convenient access to modern amenities and public transit. Despite these advantages, the development has faced criticism for its environmental impact—an issue commonly associated with large-scale urban projects. This study examines the value guests receive for their money when staying at The Grass Residences via Airbnb. By identifying and addressing guest expectations, the research aims to enhance guest satisfaction and ultimately increase booking rates. This research employed a quantitative approach with a descriptive design, utilizing random sampling and statistical analysis to examine how guests perceive the value of their Airbnb stay at The Grass Residences. Ethical standards were strictly followed, including informed consent and the assurance of participant confidentiality. These methods provided reliable insights into the key factors influencing guest satisfaction, offering practical guidance for enhancing the Airbnb operation. The Grass Residences primarily appeals to young, single adults, with the majority of guests aged 21–25 and earning modest to middle incomes. Overall, guests expressed high satisfaction with service quality—particularly in areas such as communication, cleanliness, host interaction, and the property's safety and security. While most guests enjoyed their stay, several areas for improvement were identified, including maintenance concerns, inconsistent amenities, and occasional Wi-Fi issues. The findings suggest that The Grass Residences effectively meets the needs of its target demographic; however, addressing these specific concerns could further enhance the overall guest experience and increase repeat bookings. The Grass Residences effectively appeals to a targeted demographic of young, single adults seeking affordable urban accommodations. While guests report overall satisfaction with key aspects of their stay, the study highlights the need for improvements in maintenance, amenity consistency, and Wi-Fi reliability. Addressing these issues is essential to enhancing the guest experience and reinforcing perceptions of value for money. These enhancements can also provide a competitive edge in the increasingly dynamic Airbnb market.

RECOMMENDED CITATION

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