

AIRBNB ON LOCAL HOSPITALITY EXPERIENCES IN QUEZON CITY: A GUEST PERSPECTIVE

ABSTRACT

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Airbnb has emerged as a popular alternative to hotels in urban centers such as Quezon City by offering lower rates, home-like accommodations, and deeper immersion in local communities. Staying in residential neighborhoods enables guests to experience the city beyond traditional tourist zones. This study explores Airbnb guest experiences in Quezon City, identifying common complaints and satisfaction factors to inform recommendations for enhancing service quality. A quantitative survey design is employed, targeting sixty Airbnb guests who stayed at Trees Residences or Grass Residences in Quezon City. Participants are purposively sampled to ensure direct Airbnb experience. The questionnaire collects demographic data, booking frequency, and perceptions of Airbnb services via multiple-choice, Likert-scale, and open-ended questions. Responses are analyzed using percentages and weighted means. Expert review ensures instrument reliability and clarity, and in-person distribution maximizes response accuracy. Most respondents were young adults aged 21 to 25 who booked Airbnb accommodations occasionally, with an even gender split. Trees Residences proved more popular than Grass Residences. Safety and payment methods received the highest ratings (mean = 4.00), booking processes were rated moderately (mean = 3.40), and communication with hosts scored lower (mean = 3.20). Common issues included last-minute cancellations, misleading listings, hidden fees, unresponsive hosts, limited customer support, and occasional security concerns. The findings indicated that Airbnb's affordability and flexibility appealed strongly to younger travelers in Quezon City, but stressors such as unexpected cancellations and unclear charges detracted from the experience, particularly close to travel dates. Limited support during service disruptions further reduced satisfaction. Enhancements to communication tools, clearer policy disclosures, and stronger customer service were identified as key improvements. Hosts were advised to prioritize transparency, safety measures, and prompt responsiveness to build trust and elevate overall guest satisfaction.

RECOMMENDED CITATION

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