Survival Mode of Peer-to-Peer Accommodation in Pandemic: Personal Branding Strategy of Airbnb Host

Riza Khusniah[*], Endang Siti Astuti, Wilopo Wilopo

Department of Business Administration, University of Brawijaya, Malang, Indonesia
[*]*Corresponding author. Email:* *rizakhusniah@gmail.com*

ABSTRACT

The outbreak of the COVID 19 pandemic has disrupted the tourism market, including the hospitality industry. Airbnb, one of the peer-to-peer accommodations, were affected. Numerous Airbnb hosts have chosen to quit their properties. In contrast, scant hosts decide to be active in the pandemic period. This research intends to aim at how several hosts bear the complex pandemic by using one element of the marketing strategies, specifically personal branding. The design and model of this study were developed using TRA. The development of this model was carried out in three stages. The conceptual purpose is to explain and analyze the description of personal branding as a survival mode used by Airbnb hosts to face the pandemic. The results of the conceptual about the indicators of each variable will be used in further research.

Keywords: Peer to peer accommodation, personal branding, survival mode, pandemic, Airbnb

1. INTRODUCTION

The COVID-19 pandemic (Corona Virus Disease-19) hit the world. The World Health Organization (WHO) declared the coronavirus (COVID-19) outbreak a global pandemic. [1]. This virus spreads rapidly so that the world undergoes significant changes in many fields. Every country imposes lockdown or closes all access to coronavirus transmission. [2] This pandemic affects all sectors, not only in the health sector but including in the economic sector, where all human mobilization, goods, and services become stopped so that the chain of economic activity is also disrupted [3]

This policy decreases the occupancy rate of existing hotels so that the amount of income entered in this sector becomes minimal. This sector loss is also exacerbated by unavoidable operational costs such as electricity, water, taxes, and even employee salaries. [4].

The hospitality activities and property rentals have big trouble in a pandemic. Airbnb as peer-to-peer accommodation was also affected. In the previous year (2019), the number of property owners who joined the host on Airbnb was a fantastic high. Then, the pandemic became drastically down all over the world. [5] [6].

Peer-to-peer accommodation also saw many financial setbacks during this Pandemic. This is evident from the many reduced reservations from the period before the Pandemic, both due to cancelation and the level of reservations that were indeed reduced from the previous period [1]. There is a lack of strategy in responding to user needs and trying to understand how perspectives of micro-level stakeholders. By viewing the accommodation services from the host. [7].

COVID-19 pandemic triggers rental demand drops in Airbnb. [4] However, several hosts are active in hosting during the pandemic. How do the hosts implement personal branding as a survival strategy during the pandemic?

1.1. Related Work

Personal branding is about the intention to lift the name of public figures and musicians, politicians, or celebrities [8]. The brand is related to a company, product, or organization [9]. The classification of the brand, such as product branding, corporate branding, internal branding, city branding, etc., underlines that individuals or persons can do the personal branding, not only the company or products [10]. Through personal branding, the parties concerned will get a good image in the eyes of the public. [11] Personal branding is something that cannot be underestimated. Personal branding is the key to personal business, such as a host of Airbnb. Talking about personal branding means discussing "the value" [12]. Appearance, personality, and character are elements of personal branding. Personal branding is about uniqueness, meaning that

many people do not own it [13]. Personal branding is more than just marketing and promoting yourself. Personal branding is the synthesis of all the expectations, images, and perceptions created in the thinking of others as they read or hear someone's name [13].

Peer-to-peer accommodation in a pandemic. The facilities and services provided by each host can be very diverse because the concept of Airbnb does offer local homes [5]. The COVID-19 pandemic triggers the hosts to adapt. So, this adaptation process becomes complex when the environmental conditions are unpredicted [14]. As a sharing economy, the relationship of Airbnb-host-guest is inseparable. Researchers try to look further from the host perspective because the host is a micro stakeholder directly affected by the pandemic. Various government rules, the policies from the Airbnb system, then there are the chances of customer behavior [15].

Generous Airbnb hosts prefer to deactivate their accounts and close their property by considering many costs to spend [16]. Further to the internal perspective of the property owner, a host will spend much money to run his property [4]. If the host is not the owner or works as a manager, additional costs such as property rental costs will be incurred. On the other hand, some active hosts pretend to stay hosting during pandemics [17]. Active hosts use the personal branding strategy to give good service in pandemics [18]. [19]. Host with a good review means they do the personal branding strategy well. Shortly, every service they give to the guest when they do hosting would impress the guest who stays in their property [20] [21] [15] [22]. Badge super host from Airbnb to the host will be a sign that the personal branding as a host maintain excellently [23]

Discuss Management, and the Airbnb Apps is inseparable from the host listed in Airbnb, moreover needs to be understood if the host is a micro stakeholder who directly interacts with the guest [7]. Many things affect the host in this pandemic situation [15]. Three factors directly feel the impact for hosts who are active in the pandemic period, including (1) Airbnb's new policy facing pandemic [5], (2) Governance new policy during a pandemic [2], 3. The change in consumer behavior is pandemic [6]. These conditions push the host to adapt to complex situations.

2. METHODS

This research presents a proposed model based on how peer-to-peer accommodation stands in pandemic by using a personal branding strategy. The quality of service improves customer satisfaction and wins the game of competition [8]. Therefore, how a host treats guests in this Pandemic period becomes necessary to be investigated. The host can survive in pandemic

conditions by using a personal branding strategy. This model development is divided into four stages (Figure 1).
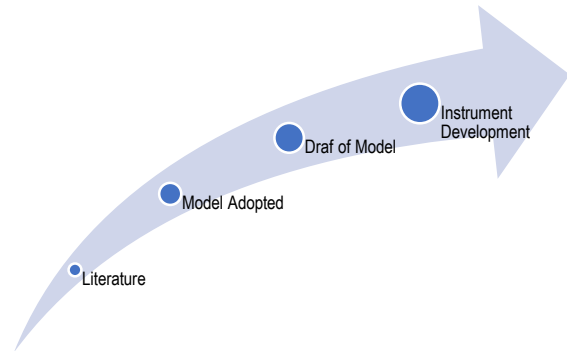

Figure 1. Research Procedure

First, a preliminary study by conducting preliminary preparation, the literature study, and preparing a model which developed about survival mode of peer-to-peer accommodation in pandemic and personal branding by Airbnb host. After the preparing model, it will continue to build a research formulation. The second is about to produce a draft model. Third, the result of the design model will be for instrument development. At this stage, determine indicators and develop each instrument item's question by considering the research context. Finally, the implementation of research instrument development

3. RESULTS AND DISCUSSION

Theory of Reasoned Action is an individual performance of behavior determined by the intent of the action to be carried out with the purpose of behavior together determined by individual attitudes and subjective norms. [24]. TRA theory connects belief, attitude, intention, and behavior. Attitudes influence behavior through a careful and reasoned decision-making process, and its impact is limited towards three things; First, behavior is not much determined by general attitude but by a specific attitude towards something. Second, behavior is influenced by attitude and subjective norms, which are our beliefs about what other people want us to do. Third, attitudes toward behavior and subjective norms form a particular intention or intention to act [24].
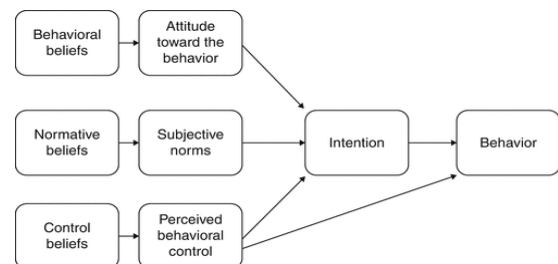

Figure 2. TRA (Theory of Reasoned Action) Model

Theory of Reasoned Action can be developed into conceptualizing the survival mode of peer-to-peer accommodation facing the pandemic by using a personal branding strategy. TRA proposes that behavioral interest is a function of attitudes and subjective norms. To reveal the influence of attitudes and norms subjective to behavioral interest, Fishbein and Ajzen complement this TRA model with belief (belief). He stated that attitude comes from belief in behavior (behavioral belief), while subjective norms come from normative beliefs (normative belief). Fishbein and Ajzen stated that one's intention to perform a behavior determines whether it will be done or not perform the behavior. Intention to do or not carrying out a certain intention is influenced by two basic determinants, namely: attitudes as well as from social influences, namely subjective norms. TRA explain the relationship of intentions or intentions to behaviors that is entirely in the actual individual, so the assumptions the basis of TRA is that everyone is aware of deciding to perform or not to perform a behavior
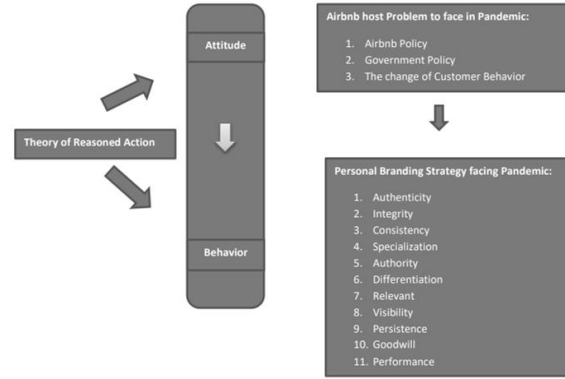

Figure 3. The Proposed Model

The proposed model can develop this scheme into 14 indicators and 34 items. The following items in the model.

Table 1. List of Variables, Indicators, and items

Variable	Indicators	Item	Reference
Airbnb Host Problem	Airbnb Policy	• Online Experience • Flexibility of Cancelation • The New Cleaning Standard	[5] [19] [2] [6] [25] [17]
	Governance Policy	• Close Border • Social Distancing • Closed Tourism Destination	
	The Change of Consumer Behavior	• Solo Traveler • Virtual Tourism • Avoiding the Crowd	
Personal Branding	Authenticity	• Show the Signature	[13] [26]
	Integrity	• Ethic • Do the Obligation • Be Responsible • Problem solver	
	Consistency	• Having Assertiveness • Remind or give advice	
	Specialization	• Expert	
	Authority	• Be firm, wise, honest, and trustworthy • Be polite and courteous • Respect each other • Communicative	
	Differentiation	• Uniqueness	
	Relevant	• Delivering important information • Preserving culture • Engage the public to do positively • Support positive activity	
	Visibility	• Arranging event • Join the activity	
	Persistence	• Share personal activities	
	Goodwill	• Sympathy • Empathic • Humanity • Cooperation	

Variable	Indicators	Item	Reference
	Performance	• Self-Reflection • Creation	

From Table 1, Readers can consider how the author uses the assumption of developing a survival strategy to face the problem during the pandemic and personal branding strategy by combining two models, adjusting indicators, and questioning the Airbnb host's survival mode. The variable is defined as a condition where personal branding strategy will state the host to survive facing the pandemic.

Table 2. Research Questionnaire

Indicators	Item	Statement of Questionnaire
Airbnb Policy	Online Experience	the online experience is a new feature that I explore to survive in pandemic
	Flexibility of Cancelation	I need to change the flexibility of cancelation on my setting property so I can survive during a pandemic
	The New Cleaning Standard	The new cleaning standard that I obey as a member of Airbnb host drive me to survive during pandemic
Governance Policy	Close Border	I follow governance policy which close borders are the best choice to survive during pandemic
	Social Distancing	I do Stand for social distancing to survive during hosting in pandemic
	Closed Tourism Destination	I realize that the closed tourism destination has a benefit for survive during pandemic
The Change of Consumer Behavior	Solo Traveler	I accept guest which as a solo traveler during pandemic
	Virtual Tourism	I set a virtual tourism in my account during pandemic so I can survive
	Avoiding the Crowd	I am avoiding to hosting in a plentiful of people to survive during pandemic
Authenticity	Show the Signature	I show the signature of me as a host of Airbnb
Integrity	Ethic	I have a good ethic as a host of Airbnb
	Do the Obligation	I did every obligation as a host of Airbnb
	Be Responsible	I am be responsible as a host of Airbnb
	Problem solver	I give the best choice to my guest to solve the problem
Consistency	Having Assertiveness	I can consider which the bad and good
	Remind or giving advice	I do give advice to my guest when they have question
Specialization	Expert	I believe that I can be professional host
Authority	Be firm, wise, honest, and trustworthy	I can be honest and trustworthy to the guest
	Be polite and courteous	I act polite and courteous to the guest
	Respect each other	I respect the person around me, include the guest
	Communicative	I have a good communication skill toward the guest
Differentiation	Uniqueness	I set myself as a unique person so my guest will remember me as host of Airbnb
Relevant	Delivering important information	I give the important information to my guest
	Preserving culture	I show the goddess of my culture to the guest
	Engage the public to do positively	I drive the guest to do something in positive ways
	Support positive activity	I support positive activity
Visibility	Arranging event	I arrange event to the guest well
	Joint the activity	I am joint to the host activity
Persistence	Share personal activities	I share my personal activity as a host to my guest
Goodwill	Sympathy	I give my guest with sense of sympathy
	Empathic	I offer my guest with sense of emphatic
	Humanity	I treat my guest with sense of humanity
	Cooperation	As a host, I can have a cooperation with my guest
Performance	Self-reflection	I need to give myself a reflection before talk to the other

Indicators	Item	Statement of Questionnaire
	Creation	I must make a well creation to my guest

4. CONCLUSION

This study will increase how peer-to-peer accommodation survives during a pandemic by using the personal branding strategy of active Airbnb hosts. The author proposes a combination model by integrating three indicators of peer-to-peer accommodation problems during pandemic and eleven indicators of personal branding strategy. In addition to the development process of clarity, coherent relationships among the models, variables, indicators, and questions of each indicator are also indicated by the author. Concerning the limitations of research around the understanding, assumptions, and problem of the author's mind as a point of consideration for future work, the proposed model and its instruments can also be recommended to proceed to the development stage.

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