

How Do Information Quality, E-service Quality, And System Quality Enhance Customer Satisfaction for Airbnb?

Jiemei Li

University of the Thai Chamber of Commerce, Bangkok 10400, Thailand

Abstract: This research study delves into the dynamic interplay between information quality, service quality, e-service quality, customer satisfaction, repurchase intention, and customer loyalty within the Airbnb platform, offering significant insights and practical implications for the sharing economy and online platforms. Utilizing a quantitative research approach, the study examines the complex relationships among these factors, drawing on empirical evidence to enhance our understanding of consumer behavior in the context of Airbnb. The study's findings reveal a significant positive correlation between information quality and customer satisfaction, highlighting the pivotal role of clear, accurate, and reliable information in influencing consumer perceptions and trust. Similarly, both service quality and e-service quality are found to have substantial positive relationships with customer satisfaction, underscoring the importance of high-quality service delivery in both physical and digital realms. Furthermore, the research identifies a strong positive association between customer loyalty and repurchase intention, suggesting that loyal customers are more likely to continue using Airbnb services in the future. These insights have profound implications for Airbnb and similar platforms in the sharing economy, suggesting that prioritizing information transparency, user-friendly interface design, quality customer service, and loyalty programs can significantly enhance user experiences, foster trust, and ensure steadfast consumer loyalty. The practical applications of this study advise platforms like Airbnb to focus on improving the accuracy and transparency of information, investing in intuitive and error-free user interfaces, offering efficient customer service, and implementing loyalty programs to cultivate long-term customer relationships and promote repeat business. The study also discusses the limitations encountered, including the constraints of a quantitative approach that may not fully capture the breadth of customer experiences and viewpoints, the sample size which might not accurately reflect the diversity of Airbnb's customer base, and the reliance on online data collection that may exclude certain segments of the population. These limitations suggest avenues for future research, emphasizing the need for incorporating qualitative methodologies, expanding the sample size for greater generalizability, and diversifying data collection methods to include a broader spectrum of user experiences. In conclusion, this research contributes to the existing body of knowledge by empirically demonstrating the crucial impact of information quality, service quality, and e-service quality on customer satisfaction, loyalty, and repurchase intentions in the Airbnb context. It offers valuable recommendations for enhancing service delivery and customer experience in the sharing economy, highlighting the strategic importance of building and maintaining customer loyalty for the sustained success of platforms like Airbnb.

Keywords: Information Quality, Service Quality, Customer Loyalty, Sharing Economy, E-service Quality.

1. Introduction

1.1. Introduction and Problem Statement

In recent years, the paradigm of the sharing economy has markedly gained traction, notably influencing the lodging sector (Ju et al., 2019). Defined by Hamari et al. (2016), the sharing economy encapsulates a model predicated on the access and consumption facilitated by online platforms. At the forefront of this transformative movement within the hotel industry is Airbnb, which adeptly bridges the gap between demand and supply within the accommodation market. From the perspective of supply, homeowners provide their residences for short-term leasing, while on the demand side, travelers seek accommodations that are not only cost-effective but also offer opportunities for authentic interactions with the local community (Chen & Chang, 2018). Huang, Coghlan, & Jin (2020) further posit that Airbnb represents a disruptive innovation in business, evidencing its efficacy with an expansive network of 2.9 million hosts as of 2020 and an anticipated addition of 14,000 hosts in the initial month of 2021 alone. Specifically, in the UK, the platform boasted approximately 223,000 active listings, facilitating the

accommodation of an additional 8.4 million guests between July 2017 and June 2018. A nuanced exploration by Lu and Tabari (2019) into the experiences of a UK-based Airbnb host, Shanika, offers insightful reflections on the impact of Airbnb in the region:

"Hosting allows me the liberty of exploring various destinations and engaging in activities that may have been off-limits to me otherwise. Additionally, my role involves welcoming visitors, thereby promoting London as an inclusive and accommodating place to be. The concept of sharing one's residence with others provides me with a sense of comfort since it fosters social bonding, dismantles socioeconomic and cultural disparities, and combats the escalating issue of social seclusion within our society."

Emma, another host from London, shared her experiences, which were highlighted in the study by Lu and Tabari (2019):

"Airbnb has enabled me to utilize my vacant room effectively. Initially, the idea of welcoming strangers into my home was somewhat daunting, yet it evolved into a delightful endeavor. Remarkably, some guests even commemorated my birthday with a thoughtful card and cake, illustrating the close-knit nature of the Airbnb community. I take great pride

in being part of this forward-thinking and expanding network of hosts."

The existing corpus of research, including studies on Airbnb's brand equity, customer experiences, memorable aspects of the service, and instances of value destruction (Ju et al., 2019; Huang et al., 2020), underscores the dynamic and sometimes unpredictable nature of accommodation services within the sharing economy. This variability arises from the diverse array of rentals and the wide spectrum of owner attitudes and personalities. Wang et al. (2018) observed that actual guest experiences can occasionally diverge significantly from the expectations set by customer reviews, travel websites, and social media narratives. Aznar et al. (2018) build upon this discourse, suggesting that such discrepancies can exacerbate the vulnerabilities of the sharing economy in the lodging sector, potentially leading to guest dissatisfaction with the accuracy of information and the quality of services provided. This issue forms the central focus of the current study, aiming to delve deeper into the implications of service quality and information reliability in the context of Airbnb.

Wang et al. (2018) highlighted that consumers engaging with the sharing economy in the lodging sector often face the risk of dissatisfaction, attributed not only to compromised service quality but also to financial uncertainties. Specifically, within the Airbnb ecosystem, concerns regarding the trustworthiness and reliability of services are pronounced (Gorla et al., 2010). Priporas et al. (2017) pointed out that the experience offered by Airbnb, including the quality of accommodations and the accuracy of information provided to guests, significantly depends on the host's level of hospitality, potentially leading to unpredictable situations. A notable instance occurred in 2015, where an Airbnb host in Madrid, Spain, was implicated in a sexual assault incident (Ju et al., 2019). An examination of prominent travel review platforms such as Trustpilot.com, TripAdvisor.com, Booking.com, VirtualTourist.com, and LonelyPlanet.com also reveals that travelers have reported substandard services during their stays in rented accommodations. These grievances and negative reviews, stemming from misinformation and trust issues, not only jeopardize Airbnb's reputation but also pose long-term challenges to the global lodging industry.

Empirical research by An et al. (2019) and Lee et al. (2018) identifies mistrust and the insufficiency of comprehensive information as significant barriers to the perceived quality of service provided by Airbnb, pinpointing these factors as crucial predictors of consumers' adverse attitudes towards organizations within the sharing economy. The foundation of successful interactions between accommodation providers and travelers in this sector is built on trust, comprehensive information, and high-quality service. The scholarly narrative suggests a noticeable gap in adopting a customer-centric approach, leading to a prevalence of distrust and dissatisfaction among Airbnb guests (Lee et al., 2018).

Acknowledging the pivotal roles of information and system quality within Airbnb's operational framework, this study sets out to scrutinize the service, online service, and information quality within the sharing economy in the United Kingdom, with Airbnb as the focal point. It conceptualizes service quality as a multifaceted construct that integrates various performance metrics for assessment. The objective is to delve into customers' perceptions of Airbnb's service quality and to delineate the contribution of each facet to the overall quality of information and service. Through this exploration, the

research aims to unearth detailed insights into customer preferences, thereby guiding enhancements to the Airbnb experience.

The impetus for this investigation stems from the potential impact of negative reviews on future customer engagement with Airbnb. The initial examination of literature reveals a gap in understanding the emerging business model of Airbnb and its influence on customer satisfaction, particularly through the lenses of information quality, e-service quality, and system quality. Furthermore, Sthapit & Björk (2019) have identified inadequate customer service and hosts' unfavorable behavior as key determinants of diminished trust among customers, which, in turn, diminishes their propensity to choose Airbnb for future accommodations. Such a lack of trust could notably hinder Airbnb's potential for future sales, a concern that is magnified in the contemporary digital landscape. Consequently, this study endeavors to be at the forefront of research examining the effects of service quality, information quality, and e-service quality on customer satisfaction, especially in light of the challenges posed by subpar customer service on a global scale. Customer satisfaction is identified as a critical catalyst for the advancement of the tourism and lodging industries, making service and information quality indispensable elements in elucidating tourist behavior and attitudes.

1.2. Research Questions and Objectives

This research aims to meticulously evaluate how the quality of information, e-service, and overall service influence Airbnb customers' satisfaction levels. Furthermore, it seeks to understand the cumulative effect of these factors on customers' willingness to re-engage with Airbnb's offerings. The study will pose several research questions to explore the breadth and impact of these variables on customer satisfaction and their subsequent influence on repurchasing behaviors. The questions include:

To what extent do information quality, service quality, and e-service quality impact Airbnb customer satisfaction?

How does the quality of information affect customer satisfaction with Airbnb accommodations?

What is the correlation between the quality of the system and customer satisfaction within Airbnb accommodations?

In what ways does e-service quality affect customer satisfaction with Airbnb accommodations?

What role does customer satisfaction play in influencing the repurchase intentions of Airbnb customers?

How is customer loyalty among Airbnb users influenced by their intentions to repurchase?

By the conclusion of this study, it is anticipated that the following objectives will have been achieved:

To critically assess the influence of information quality on Airbnb customer satisfaction, through an analysis of the perceived accuracy and relevance of the information provided to customers.

To examine the connection between system quality and customer satisfaction in Airbnb accommodations, focusing on the platform's usability, reliability, and overall functionality.

To investigate the effect of e-service quality on customer satisfaction within Airbnb accommodations, considering aspects such as service responsiveness, personalization, and security.

To determine the relationship between customer satisfaction and their intention to repurchase Airbnb services, gauging the likelihood of customers booking future stays

based on their satisfaction levels.

To explore how repurchase intentions among Airbnb customers correlate with customer loyalty, assessing whether intentions to rebook lead to repeat stays and positive recommendations for Airbnb.

1.3. Significance of the Research

This research contributes to the extant literature on the sharing economy within the lodging sector, with a particular emphasis on Airbnb. It proposes a comprehensive conceptual framework designed to deepen our understanding of customer dissatisfaction and distrust stemming from subpar experiences on Airbnb, encompassing poor information quality, inadequate e-services, and deficient service quality. Although much of the existing research has highlighted the positive interactions customers have with Airbnb (Ju et al., 2019; Lee et al., 2018), it is imperative to acknowledge that negative experiences are also prevalent. Lalicic & Weismayer (2018) have pointed out that inferior service quality can lead to unfavorable experiences, thereby imprinting a lasting memory. This study aims to address the recent scholarly calls for a focus on the adverse experiences customers encounter with Airbnb, notwithstanding the predominantly positive feedback discerned from customer reviews across various travel platforms.

Moreover, this investigation serves to enrich the hospitality industry's comprehension of service marketing within the sharing economy. Significantly, it represents the inaugural exploratory study dedicated to examining the challenges associated with service and information quality in Airbnb accommodations from the perspective of the consumer. Hamari et al. (2016) noted the paucity of empirical studies on the service and information quality within the sharing economy's context in the hotel industry. Echoing this sentiment, Kuswanto et al. (2019) advocated for further research into these domains, emphasizing a customer-centric viewpoint. Consequently, this study is poised to expand our knowledge of Airbnb and illuminate issues related to consumer loyalty that have emerged over the past five years. Given the paramount importance of customer satisfaction in the hospitality industry, this research offers valuable insights into the decision-making processes of individuals opting for Airbnb accommodations. Theoretically, it augments the scholarly discourse on Airbnb lodging, while practically, it equips practitioners in the sharing economy with critical insights necessary for devising effective marketing strategies for Airbnb.

1.4. Scope of the Study

The focus of this study is confined to the sharing economy, specific Airbnb, and does not encompass the traditional lodging industry. The geographical scope ally within the realm of is precisely limited to the United Kingdom, selected due to Airbnb's significant growth and increasing popularity in the region. This investigation targets guests who have engaged with Airbnb's services, reflecting a high level of customer satisfaction with its hosting services, from the year 2015 onwards. The temporal scope is restricted to the past five years (2015-2020), under the premise that experiences prior to this period may not accurately reflect the current dynamics and significant evolutions within Airbnb's service offerings.

The participants of this study include customers who have used Airbnb services at least once annually over the specified period (2015-2020). This approach enables the analysis to

yield insights regarding the standard of services provided by Airbnb, cataloging regions and hosts based on the quality of service rendered, excluding those whose status remains undisclosed or is not transparent.

1.5. Definition of key terms (operational definition)

The study elucidates several critical variables, defined operationally as follows:

1.5.1. Information quality

Defined as the accuracy and relevance of data pertaining to the products or services offered by an organization, information quality aids customers in evaluating and making informed decisions about organizational offerings (Gorla et al., 2010).

1.5.2. System quality

Gorla et al. (2010) describe system quality as the measure of quality management that ensures the business's products or services uphold the business's values and integrity. It encompasses how customer needs are addressed and the extent to which services align with customer expectations.

1.5.3. E-Services

This term refers to customers' overall assessment and judgment of the quality of services accessed through virtual platforms (Zahir et al., 2014)

1.5.4. Customer satisfaction

Customer satisfaction measures the extent to which customers are content with a company's offerings. It involves customer ratings and reviews that serve as indicators of the company's success in meeting its service delivery objectives.

1.5.5. Customer repurchase

Customer repurchase is defined by Li and Hong (2013) as the decision-making process regarding future activities or the likelihood of purchasing the same product or services again (Ju et al., 2019).

1.5.6. Customer loyalty

Customer loyalty emerges from customer satisfaction, fostering a positive emotional connection with the brand. It is influenced by the perceived value and attributes of the service, leading to a consistent pattern of repurchase behavior (Lee et al., 2018).

2. Literature Review

This chapter delves into the essential theoretical underpinnings related to information quality, service quality, and customer satisfaction within the context of the sharing economy in the hotel industry, with a specific focus on Airbnb accommodations. The discussion methodically unfolds across various themes identified from prior research, establishing relevance to Airbnb's lodging services. The narrative commences with an overview of the sharing economy and Airbnb, progressing to elaborate on information quality, service quality, and customer satisfaction. The exploration of these variables, through the lens of social exchange theory, facilitates an understanding of their interrelationships. This systematic review of previous scholarly work not only highlights the connections among the variables of interest but also uncovers significant gaps in the existing literature. This gap identification is instrumental in the development of a conceptual framework and the subsequent formulation of research hypotheses.

2.1. Sharing economy and Airbnb

The sharing economy is conceptualized by scholars such as Hamari et al. (2016) and Ju et al. (2019) as a peer-to-peer business model that enables individuals to create, produce, share, and consume goods and services among themselves. Within the hospitality sector, Zehir et al. (2014) describe the sharing economy as a mechanism that connects people with surplus property to tourists via digital platforms, maintained by intermediary organizations like Airbnb. Established in 2008, Airbnb emerged as a platform for exchanging rooms and apartments for monetary compensation. This innovative disruption, as characterized by Ju et al. (2019), diverts travelers' attention from traditional hotels to alternative lodging options. Kuswanto et al. (2019) elucidate Airbnb's business model as facilitating short-term rental accommodations by property owners to guests. Huang et al. (2020) further discuss the system quality of Airbnb, emphasizing its role in fostering entrepreneurial activities within the realms of hospitality and tourism. The platform's review system, as noted by Huang et al. (2020), enables hosts and guests to rate and review each other, enhancing transparency and trust within the community. Thus, information quality, service quality, and trust emerge as pivotal and valuable elements in the hospitality industry's context.

Airbnb's hosting is predominantly executed in two styles: remote hosting, where the host and guest do not physically share the property but engage through digital communication platforms (e.g., WhatsApp, Facebook, emails) until the property keys are exchanged; and on-site hosting, where the host is physically present to show the property and facilitate the rental process. Both styles are integral to Airbnb's operational model (Iqbal et al., 2017), illustrating the platform's versatility in accommodating diverse hosting preferences

2.2. Information quality and customer satisfaction

Information quality, characterized by its clarity, accuracy, reliability, and overall value, plays a crucial role in shaping customer perceptions and intentions (Iqbal et al., 2017). Lalicic & Weismayer (2017) observed that customers gravitate towards online platforms rich in reliable information. Conversely, the absence of comprehensive online information can deter customer engagement with virtual shopping platforms. The presence of extensive user reviews enhances trust and likelihood of future purchases, underscoring the significance of information quality's dimensions—accuracy, timeliness, and trustworthiness—in fostering customer trust (Sun et al., 2019).

The link between information quality and customer satisfaction within the lodging industry has been well-documented by scholars such as Hamari et al. (2016) and Ju et al. (2019). Their research underscores how perceptions of information quality directly influence booking intentions. Further studies by Sun et al. (2019) and Huang et al. (2020) have established a correlation between information accuracy and consumer satisfaction, with Huang's research particularly highlighting the pivotal role of social media in disseminating information that enhances customer satisfaction. These findings collectively assert the importance of high-quality information in elevating customer satisfaction, which, in turn, contributes to improved business performance. This

relationship between information quality and customer satisfaction informs the construction of the study's conceptual framework, laying the groundwork for the investigation of these variables within the Airbnb context.

2.3. System quality, E-Service quality and customer satisfaction

The concept of service quality, particularly over the last decade, has been a focal point in hospitality industry research. Service quality measurement reflects the efficacy of service delivery relative to customer expectations. The literature is replete with evidence suggesting that both the manner of service delivery and the services themselves significantly impact customer satisfaction (Nyarku et al., 2018). Lee et al. (2018) and Lalicic & Weismayer (2018) have stressed the paramount importance of service quality in the hotel sector. Moreover, service quality is often employed as a metric to assess the lodging industry, highlighting its critical role in this domain.

An et al. (2019) propose that when service quality in the lodging industry is evaluated through virtual platforms, it is regarded as e-service quality. Research by Huang et al. (2020) revealed that e-service quality is a determinant factor influencing customer satisfaction within hotel settings, which subsequently affects repurchase intentions. Joseph and Varghese (2019) identified both service and system quality as key precursors to customer satisfaction in the hospitality industry, positing customer satisfaction as a critical step towards fostering customer loyalty. This exploration of service quality, both in traditional and electronic forms, and its impact on customer satisfaction and loyalty underscores the necessity of integrating these elements into the conceptual framework. It provides a comprehensive basis for examining how Airbnb's system and e-service quality influence customer satisfaction and loyalty, thereby guiding the study's hypothesis development.

2.4. Customer satisfaction

Customer satisfaction emerges as a pivotal theme in this study, bridging the relationship between service quality, customer repurchase intentions, and loyalty, and stands as a crucial element for long-term business success. Lalicic & Weismayer (2018) define customer satisfaction within the hospitality industry as the overall contentment of customers, derived from their experiences with hotel services that meet or exceed their expectations. Extensive research in the lodging sector has uncovered a significant correlation between customer satisfaction, loyalty to a particular hotel, and the likelihood of return visits. Bridges and Vásquez (2018) underscored that service quality plays a critical role in ensuring customer satisfaction, which, in turn, positively influences repurchase intentions. Lawani et al. (2019) and Lee et al. (2019) further corroborated the strong link between customer satisfaction and loyalty in the hospitality industry. The interconnection of these variables—service quality, customer satisfaction, and loyalty—forms the basis for the research conceptual model, illustrating how enhancing service quality and customer experiences directly contributes to increased satisfaction and loyalty levels among Airbnb guests.

2.5. Customer loyalty

In the marketing domain, customer loyalty is extensively analyzed by scholars. An et al. (2019) articulate that customer

loyalty and satisfaction share a profound interrelation. Lawani et al. (2019) describe customer loyalty as the enduring allegiance towards an organization's offerings. Within the lodging industry, the likelihood of guests revisiting a specific hotel signifies customer loyalty. Empirical studies indicate that both behavioral and attitudinal aspects significantly influence consumer loyalty (Lawani et al., 2019). Brochado et al. (2017) argue that an emotional bond with a hotel is closely tied to attitudinal factors, playing a pivotal role in fostering customer loyalty in the hospitality sector. Ju et al. (2019) found a strong correlation between customer satisfaction and loyalty, emphasizing the importance of maintaining high service and information quality to ensure long-term customer retention.

2.6. Repurchase intention

Kuswanto et al. (2019) revealed in their empirical study that purchase intention serves as a direct method to analyze customer attitudes and behaviors towards a specific brand or service. In this study, customer repurchase intention is associated with Airbnb customers, whose decisions to reengage with the service are influenced by their past experiences and perceived value. Huang et al. (2020) highlight that repurchase intentions are significantly affected by customers' previous interactions with an organization. An et al. (2019) also identified a strong linkage between the e-service quality experienced by Airbnb customers and their past service encounters. The exploration of these factors—e-service quality, customer satisfaction, and repurchase intentions—complements the development of the research conceptual model, underscoring the importance of positive service experiences in motivating future engagement with Airbnb. This meticulous examination of literature not only justifies the construction of the study's conceptual framework but also validates the inclusion of customer satisfaction, loyalty, and repurchase intentions as integral components of the model.

2.7. Impact of customer satisfaction on customer repurchase intention

Kuswanto et al. (2019) argued that customer satisfaction with a specific product results from diligent efforts to achieve product excellence. Research by Brochado et al. (2017) has demonstrated the significant impact of customer perceptions about a hotel on their assessment of service quality, primarily influenced by the alignment between expectations and actual experiences. Further studies corroborate that customer satisfaction directly influences the likelihood of repeat patronage. For instance, Lawani et al. (2019) observed a similar pattern within Airbnb's online booking system, underscoring that satisfied customers are more inclined to repurchase services, fostering long-term loyalty to the organization. This relationship between customer satisfaction and repurchase intention substantiates the rationale for incorporating these variables into the research conceptual model, illustrating the direct effect of satisfaction on loyalty and repurchase behaviors in the context of Airbnb.

2.8. User experience with Airbnb

Nyarku et al. (2018) described user experience as the outcome of a series of interactions between the customer and the product/service, eliciting a response. Anggono (2016) explored Airbnb customer experiences, finding that these differ significantly from those of traditional hotels. Brochado

et al. (2017) lauded Airbnb as a trusted virtual platform that enables users to explore and book exceptional locations, facilitating connections and networking among users (Ju et al., 2019).

Research has also emphasized the importance of fostering relationships to enhance unique experiences and social interactions within Airbnb accommodations. Such studies highlight Airbnb's role in significantly improving life quality through three key variables: contact, reach, and reliability. Brochado et al. (2017) noted that customer reviews and ratings on Airbnb significantly impact prospective customers. Kurnia & Sulistiani (2019) added that travelers seek accommodations that provide a sense of home and connection with locals, underscoring the critical influence of information quality on attracting future Airbnb users. Anggono (2016) identified cost savings and enjoyment as primary motivators for Airbnb customers, with the communication process with hosts being vital for its perceived value in terms of reachability and economy. These insights into Airbnb user experiences and motivations contribute to the development of the study's conceptual framework by highlighting the importance of user experience, information quality, and customer satisfaction in influencing future use intentions and preferences. This nuanced understanding of Airbnb's service delivery and its impact on customer perceptions provides a comprehensive backdrop for investigating the determinants of customer loyalty and repurchase intentions within the sharing economy.

Anggono (2016) also noted that cost savings and enjoyment are primary motivations for Airbnb customers, highlighting the significance of communication with hosts for its value in accessibility and economy. However, negative experiences often relate to discrepancies between provided information about the property and the actual service quality experienced, raising concerns about the handling of information and e-service quality in Airbnb and their influence on customer satisfaction. This gap in the literature signals the necessity to explore the importance of information quality, system quality, and e-service quality in determining Airbnb customer satisfaction, thereby guiding the construction of the study's conceptual framework and highlighting these elements as crucial for investigation.

2.9. Social exchange theory

Social exchange theory posits that the social behavior of individuals results from an exchange process, where interpersonal interactions involve the exchange of resources. Within this framework, satisfaction plays a pivotal role in determining the economic and social outcomes of such interactions. The relevance of service quality and information quality in the hospitality industry to social exchange theory is underscored by the significant impact of internal processes and interpersonal dynamics on these variables. Huang et al. (2020) explored social exchange theory, highlighting the intimate connection between host and guest as illustrative of the service exchange process. This theory suggests that both employees and customers gauge the extent of shared responsibility, with the success or failure of outcomes eliciting emotional responses from each party. Anggono (2016) articulated a comprehensive model that integrates service quality, customer satisfaction, loyalty, and organizational performance, grounded in social exchange theory. This model suggests that in the hospitality sector, service quality directly influences customer satisfaction,

which in turn fosters loyalty through a social exchange mechanism. This theoretical perspective informs the current study's exploration of how information quality and e-service quality significantly contribute to fostering customer satisfaction and loyalty, encouraging repeat patronage.

2.10. Conceptual Framework and hypothesis

The conceptual framework of this study is informed by a review of existing literature and the theoretical foundations discussed, particularly social exchange theory. It delineates the relationships between service quality, information accuracy, and system quality, and their collective impact on customer satisfaction within the Airbnb context. Furthermore, the framework underscores the progression from customer

satisfaction to repurchase intention, culminating in customer loyalty. This sequence of relationships is encapsulated in the following proposed hypotheses:

H1: Information quality is positively related to customer satisfaction in Airbnb accommodation

H2: System quality is positively related to customer satisfaction in Airbnb accommodation

H3: E-service quality is positively related to customer satisfaction in Airbnb accommodation

H4: Customer satisfaction exerts a positive impact on Airbnb customer repurchase intention

H5: Customer repurchase intention is positively related to customer loyalty among Airbnb customers

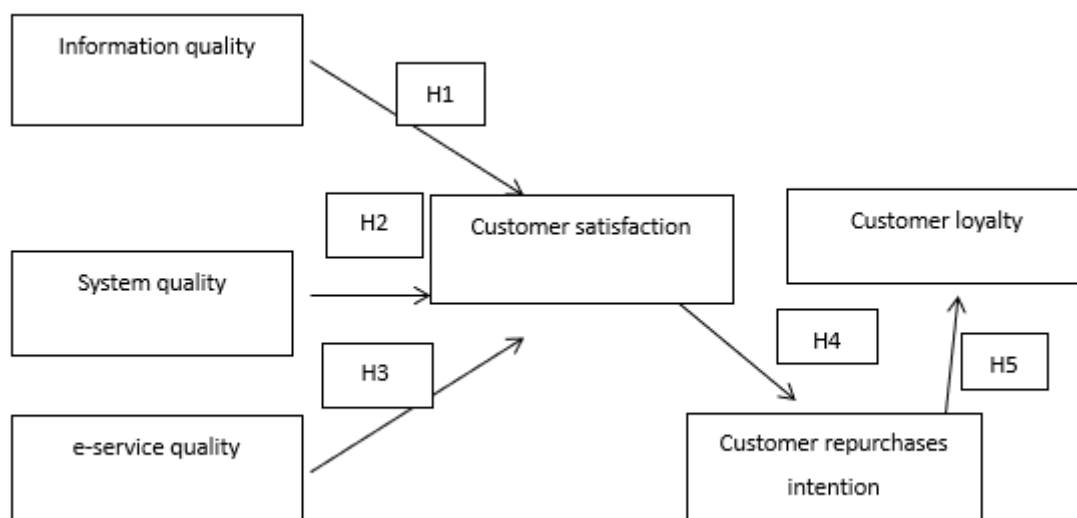


Diagram 2.1. Conceptual model exhibiting relationship between the variables of this study

3. Methodology

This chapter delineates the methodological framework utilized to collect and analyze data, aiming to address the research questions effectively. The methodology is elaborated following the structure proposed by Saunders et al. (2009), known as the research onion.

3.1. Research Philosophy

The foundational step in formulating a research methodology involves selecting an appropriate research philosophy, which clarifies the underlying beliefs regarding how data can be obtained and interpreted to answer the research questions. Research philosophies typically lie on a spectrum between two polarities: positivism and interpretivism. The choice between these philosophies hinges on the nature of the research problem, its objectives, and aims (Basias & Pollalis, 2018). For this study, the positivism research philosophy was selected due to its alignment with the research's aims and its capacity for logical analysis of the stated problem. Positivism enables the researcher to maintain objectivity throughout the methodology, preventing personal biases from influencing the outcomes. This philosophy is intrinsically linked to quantitative research methods, advocating for the quantification of variables to enhance the reliability and practical application of findings. Conversely, interpretivism, which leans towards qualitative methodologies and integrates human elements into the

research, was deemed less suitable for this study's objectives. Positivism's emphasis on objective analysis and quantifiable outcomes offers a more precise and actionable perspective than the broader, subjective insights typically generated by interpretivism.

3.2. Research approach

The research approach delineates the procedural steps toward achieving the study's conclusions. This study employs a deductive research approach, characterized by its focus on addressing specific problems with the aim of deriving solutions applicable to real-world scenarios. This contrasts with the inductive approach, which starts with observations and seeks to formulate new theories. The decision to adopt a deductive approach is informed by the positivist philosophy, underscoring the study's goal of providing actionable insights. Through testing the social exchange theory, the research examines customer perceptions of Airbnb accommodations, including service quality, e-service quality, and information quality. The findings are anticipated to furnish practical strategies for practitioners and Airbnb to mitigate negative experiences and enhance the authenticity and reliability of the information provided.

To ensure the acquisition of the target population, the study will employ a clear sampling strategy and procedure. While not explicitly mentioned earlier, it's crucial to clarify that a stratified random sampling method will be utilized to accurately represent the diverse customer base of Airbnb.

This approach allows for the categorization of the population into subgroups based on relevant criteria, such as usage frequency and geographical location, ensuring that the sample reflects the broader population's characteristics. This stratification will enable the study to draw more generalizable and relevant conclusions, directly contributing to the methodological rigor and the validity of the research outcomes

3.3. Research strategy

The research strategy acts as the blueprint for the investigation, guiding the selection of methodologies in alignment with the study's objectives. Previous studies on service quality, information quality, and their impacts on customer satisfaction have predominantly utilized survey strategies (Huang et al., 2020; Lee et al., 2018). Similarly, this study employs a survey strategy to glean insights from a broad population, enabling the generalization of results across a large demographic. This approach is particularly suited to exploring customer perceptions of Airbnb's service quality within the framework of social exchange theory. The anonymity provided by the survey strategy encourages candid responses, contributing to the accuracy of the findings. Given the constraints posed by the COVID-19 pandemic and the logistical advantages of digital platforms, this study opts for an online survey method rather than a traditional field survey. This choice not only facilitates access to a wider audience but also minimizes costs. Specifically, the study adopts a case study survey strategy, characterized by a one-time survey that captures the nuances of a particular instance. The selection of a survey over an experimental research strategy is justified by the study's focus on descriptive rather than causal analysis.

To clarify the sampling strategy and procedure, and ensure access to the target population, the study will implement purposive sampling within the online survey framework. This method involves selecting respondents who have direct experience with Airbnb, thus ensuring the relevance and specificity of the data collected. By targeting specific user forums, social media groups, and platforms frequented by Airbnb users, the study aims to reach participants who can provide insights based on their personal experiences with the service. This targeted approach enhances the reliability of the findings by focusing on individuals who embody the characteristics of the study's intended demographic.

3.4. Research time

Research studies can be conducted within two primary temporal frameworks: cross-sectional and longitudinal. This study employs a cross-sectional design, focusing on data collected at a single point in time. This contrasts with longitudinal research, which examines changes over multiple time periods (Richards et al., 2019). Although longitudinal studies offer deeper insights into temporal dynamics and trends, they require extensive time and resources. Given the constraints of this study, including limited time and resources, a cross-sectional approach is deemed most appropriate. This method allows for an efficient evaluation of the research problem within a defined timeframe, providing a snapshot of customer perceptions and behaviors related to Airbnb's service quality, e-service quality, and information quality at a specific point in time.

3.5. Research method

The research method encompasses the strategies for data

collection and analysis, crucial for understanding the research issue comprehensively. Researchers typically choose between two primary research methods: quantitative and qualitative. Given this study's aim to assess the validity of existing theories and analyze customer perceptions regarding Airbnb's service quality metrics, the quantitative research method is identified as the most suitable approach. This method aligns with the study's positivist philosophy and deductive approach, providing a structured framework for empirical investigation. Quantitative research, characterized by its ability to produce measurable and comparable data, facilitates the objective analysis of relationships between variables such as information quality, e-service quality, service quality, customer satisfaction, and repurchase intentions.

In contrast, qualitative research methods are favored when an in-depth exploration of the research problem is necessary, utilizing interviews or observations to collect rich, detailed data (Queirós et al., 2017). While qualitative methods offer valuable insights into respondent perspectives through open-ended inquiries, this study's objectives necessitate the precision and scalability afforded by quantitative analysis. Therefore, the decision to employ a quantitative research method is driven by the need to quantitatively validate the social exchange theory and to scrutinize customer perceptions concerning Airbnb's information quality, service quality, and e-service quality. This approach enables the researcher to quantify relationships and draw precise conclusions about the impact of these service quality dimensions on customer satisfaction and their subsequent repurchase intentions

3.6. Research instrument, reliability and validity

This study employs a closed-ended questionnaire, developed by operationalizing the study's variables based on insights from previous research. Measures from Wesseiman (2014) are utilized for assessing information quality, which are commonly applied in evaluations of Airbnb.com. These measures capture user feedback on the accessibility of past customer feedback and the clarity and organization of ratings and reviews on Airbnb.com. Similarly, Zehir et al. (2014) employed a service quality scale to gauge customer satisfaction with Airbnb, including items that reflect on the truthfulness of service representations and the accuracy of service descriptions on Airbnb.com. E-service quality is assessed through measures proposed by Liang (2015) and Zaher et al. (2014), focusing on privacy concerns and website functionality, such as personal information security and the stability of the booking pages on Airbnb.com. Measures from Liang (2015) and Satama (2014) are applied to evaluate customer satisfaction, loyalty, and repurchase intentions, with statements addressing future use intentions and preferences for Airbnb when seeking accommodation abroad. Each variable is represented through four distinct statements. Instrument reliability is tested using Cronbach's alpha. The questionnaire is distributed to the target population via social media—Facebook travel pages, and Airbnb blog websites, targeting i) travelers undertaking leisure or business trips at least once a year, ii) participants staying a minimum of one night at their destination, and iii) customers who have used Airbnb services at least once.

3.7. Sampling strategy

The focal point of this study encompasses UK customers who have utilized Airbnb services within the past five years

(2015-2020), a period marked by significant growth of Airbnb within the United Kingdom. To accurately capture the perspectives of this target population, the study employs a convenience sampling strategy. This approach facilitates the selection of a sample that is readily accessible and willing to participate, comprising 200 customers. The choice of sample size is informed by the recommendations of Queirós et al. (2017), ensuring that the study achieves a balance between comprehensiveness and manageability.

The preference for a convenience sampling strategy stems from its compatibility with the online data collection process. This method allows for efficient and effective engagement with participants, particularly given the logistical constraints and the widespread use of digital platforms by the target demographic. To ensure that the sampling strategy and procedure are clearly articulated and that the target population is effectively reached, the study outlines the following data collection procedure;

3.8. Data collection procedure

The study employed a self-administered, closed-ended questionnaire to gather the necessary data. This questionnaire was distributed via various travel-related pages and groups on Facebook, as well as on the Airbnb website, to ensure accessibility to the targeted population of UK customers who had used Airbnb services in the past five years (2015-2020). A total of 200 respondents were selected as the sample size to provide a broad view of customer perceptions while being manageable for in-depth analysis. The data collection spanned two months, specifically July and August 2020, during which all selected respondents agreed to participate, resulting in a 100% response rate with fully completed questionnaires.

To ensure the targeted sampling strategy was effectively communicated and the desired audience was reached, the recruitment message clarified the study's focus on recent Airbnb users within the UK. This clarification was crucial to garnering participation from individuals directly relevant to the study's objectives. The majority of responses were received between 12:00pm and 5:00pm, indicating the respondents' preferred time for participation. The questionnaire was designed to elicit detailed information on participants' use of Airbnb, including their evaluation of the service's information quality, service quality, and e-service quality. It also aimed to assess their satisfaction levels and intentions regarding future purchases and loyalty to the platform

3.9. Data Analysis

The data collected through the questionnaire was analyzed using the Statistical Package for the Social Sciences (SPSS) software. The initial step involved exporting the collected data into an SPSS file format, followed by conducting a series of tests via the analysis tab. The demographic data of respondents was first examined using bar charts and frequency distributions to understand the sample's composition.

Subsequently, a descriptive analysis was conducted to identify overall trends within the study, calculating mean values for the key variables of interest—information quality, service quality, e-service quality, customer satisfaction, and intentions for future purchases and loyalty. The Pearson correlation coefficient was applied to delineate the relationships among the quality of service provided, the

caliber of information shared, and the standard of e-service, all in relation to their impact on customer satisfaction. Furthermore, analyses were performed to explore the connections between customer satisfaction and indicators of consumer repurchase intentions and loyalty, providing insights into the dynamics influencing customer behaviors towards Airbnb.

3.10. Limitations

The methodology of this study encompasses several limitations that warrant consideration. Primarily, the research employs a quantitative method, which, while facilitating the collection of structured and comparable data, may not delve as deeply into the subject matter as a qualitative approach might. The sample size of 200 respondents, although guided by recommendations and practical considerations, may be perceived as relatively small when juxtaposed against the broader population of Airbnb users in the UK. This limitation is particularly notable given the study's reliance on online social media platforms for data collection. It is essential to acknowledge that a segment of the target population, especially business travelers, may not be active on these platforms, potentially skewing the representativeness of the sample. To mitigate this concern and clarify the sampling strategy, the study explicitly targeted groups and pages known to be frequented by Airbnb users, aiming to encompass a wide array of customer experiences within the specified timeframe.

3.11. Ethical Considerations

Ethical considerations were paramount throughout the data collection process. Participants were thoroughly informed about the research's objectives and confirmed their voluntary participation. They retained the freedom to discontinue their participation at any stage without any repercussions. To safeguard privacy and confidentiality, personal identifiers such as names and contact information were not collected, ensuring the anonymity of responses. Additionally, the data obtained were securely stored in a password-protected university database to prevent unauthorized access.

The questionnaire was carefully designed to avoid any content that could potentially distress participants, with an emphasis on minimizing any risk of psychological discomfort. Moreover, the physical well-being of respondents was considered, with the study design eliminating any possibility of harm. In the analysis phase, an impartial stance was maintained, with the researcher committed to an unbiased evaluation of the data. These measures were implemented to adhere to the highest ethical standards, as recommended by Richards et al. (2019), ensuring the integrity and ethical rigor of the study.

3.12. Chapter Summary

In summary, this research is underpinned by a positivist philosophy, employing a deductive approach within a cross-sectional timeframe, and utilizes a quantitative research method for data collection and analysis. The forthcoming section will delve into the findings derived from the collected data, offering insights into customer perceptions of service quality, information quality, and e-service quality, as well as their impacts on customer satisfaction and repurchase intentions within the context of Airbnb accommodations.

4. Results and Findings

Building upon the research questions and objectives

outlined in Chapter 1, this chapter delineates the significant findings and outcomes of the study. These insights, derived from a comprehensive analysis, not only augment existing knowledge but also introduce new data and evidence that enhance our understanding of the dynamics between information quality, service quality, e-service quality, customer satisfaction, repurchase intention, and customer loyalty within the Airbnb framework. The application of a quantitative research methodology facilitated a detailed examination of these relationships, contributing valuable perspectives to the field and aiding in the fulfillment of the study's aims.

4.1. Introduction

The primary aim of this investigation was to explore the key factors influencing customer satisfaction, repurchase intention, and loyalty towards Airbnb, as introduced in Chapter 1. The focus was on deciphering the intricate relationships among information quality, service quality, and e-service quality, and assessing their collective impact on customer perceptions. The myriad ways in which the interplay between these dimensions of service quality can shape consumer attitudes underscore the complexity of the customer experience in the digital marketplace.

4.2. Demographic Profile

Before delving into the core findings, it is pertinent to outline the demographic characteristics of the survey respondents. This information contextualizes the results, offering a clearer understanding of the sample's composition.

4.2.1. Age and Gender Distribution

According to the demographic breakdown, participants were spread over a range of ages, with the majority being between the ages of 25 and 44. The survey had a diverse gender distribution as well.

Table 4.1. Age and Gender Distribution of Participants

Age Group	Frequency (%)
- 18-24	22%
- 25-34	38%
- 35-44	25%
- 45-54	11%
- 55 and above	4%
Gender	Frequency (%)
- Male	48%
- Female	50%
- Other	2%

The aforementioned chart makes it clear that the majority of participants were female and between the ages of 25 and 38. Although it's crucial to remember that customer tastes might vary widely and not all ladies solely use Airbnb, there may be a number of factors contributing to the fact that females are more frequently users of Airbnb services. When selecting lodgings, women could put a higher priority on security and safety. Several security safeguards are available on Airbnb, including verified user profiles, reviews, and secure payment methods. These elements could increase female users' faith in the accommodations and comfort when utilizing the site (Duy and Dai, 2018). Young individuals, or youths, have more energy to travel than older people do, regardless of their age. This may be what's causing the age-related gaps. Since Airbnb offers a variety of lodging choices,

including complete houses, individual rooms, and communal spaces. The ability to select lodgings that best meet their own requirements, such as seclusion or shared areas with other hosts or guests, may be valued by the youngsters.

4.2.2. Purpose of Travel

Upon evaluating the motivations behind the participants' travels, it was found that a significant majority embarked on their journeys for leisure, with a smaller proportion traveling for business. Leisure travel, as observed, serves as an opportunity for individuals to detach from the routine stresses and responsibilities of daily life. This form of travel facilitates relaxation and stress reduction by providing a break from work and everyday obligations (Sutrisno, Andajani, and Widjaja, 2019). Additionally, it exposes travelers to diverse cultures, traditions, and perspectives, broadening their horizons and fostering an appreciation for varied lifestyles. This exposure not only encourages personal growth but also supports the expansion of one's understanding and promotes self-discovery by pushing individuals out of their comfort zones to explore new experiences. Conversely, business travel tends to be more structured, with predefined schedules that optimize time management, making these trips less time-consuming yet still offering unique experiences within a professional context.

Table 4.2. Purpose of Travel

Purpose of Travel	Frequency (%)
Leisure	62%
Business	38%

Let's examine the essential factors to answer the study hypotheses while keeping this demographic setting in mind.

4.3. Analysis of Key Variables

This part, which focuses on the major factors that are essential to the study's goals, is the core of our findings. The links between information quality, service quality, e-service quality, customer satisfaction, repurchase intention, and customer loyalty will be specifically examined.

4.3.1. Information Quality and Customer Satisfaction

The quality of the information offered may have a big influence on consumer satisfaction in the digital era, since information is easily accessible. Our research sought to determine the association between reliable information and Airbnb users' levels of customer satisfaction.

Table 4.3. Correlation between Information Quality and Customer Satisfaction

Variable	Mean	Standard Deviation	Correlation	p-value
Information Quality	4.65	0.88	0.67	< 0.001
Customer Satisfaction	4.33	0.76		

According to our data, there is a significant positive link between information quality and consumer happiness ($r = 0.67, p 0.001$). According to the study, consumer happiness increases as information quality does (Amin and Chandra, 2022). This result is consistent with other studies that highlighted the significance of information quality in the context of online marketplaces like Airbnb. The association is deemed statistically significant with a p-value of less than

0.001 and a correlation coefficient (r) of 0.67, which points to a fairly strong link. According to the research, consumer happiness rises as information quality does as well. This is consistent with other studies that emphasized the importance of information quality in the context of Airbnb. The positive connection suggests that customers are more likely to have a favorable experience when they obtain accurate, comprehensive, and trustworthy information about a good or service. This may involve elements like thorough descriptions, high-quality images, precise availability details, open pricing, and frank customer feedback (Chen and Chang, 2018). Customers may make smarter judgments, set realistic expectations, and have a clearer knowledge of what to anticipate when they have access to high-quality information. As a consequence, there is less chance of experiencing unpleasant shocks or mismatches between expectations and reality, which can lead to higher enjoyment.

4.3.2. Service Quality, E-Service Quality, and Customer Satisfaction

Customer views are greatly influenced by the level of service and e-service offered. The links between service quality, e-service quality, and customer satisfaction are examined in this section.

Table 4.4. Correlation between Service Quality, E-Service Quality, and Customer Satisfaction

Variable	Mean	Standard Deviation	Correlation	p-value
Service Quality	4.42	0.81	0.72	< 0.001
E-Service Quality	4.56	0.77	0.68	< 0.001
Customer Satisfaction	4.38	0.79		

Customer satisfaction and service quality have a substantial positive link, according to analysis ($r = 0.72$, $p = 0.001$), and e-service quality and customer satisfaction also have a strong positive correlation ($r = 0.68$, $p = 0.001$). The importance of both physical service quality and e-service quality in raising customer satisfaction in the context of Airbnb is shown by these findings. The degree and direction of the association between two variables are measured by the correlation coefficient (r). In this instance, it assesses the connection between service quality and client satisfaction as well as the link between e-service quality and client contentment independently (Rita, Oliveira and Farisa, 2019). Given that all factors are positive, it appears that when service or e-service quality rises, customer satisfaction follows suit. The significance levels (p-values) show the likelihood that such significant associations could have been discovered by chance alone. The correlations that were detected are extremely improbable to have happened by coincidence, according to the study, which claims that the p-values are less than 0.001. Typically, a p-value of less than 0.001 is regarded as significant, supporting the validity of the study's conclusions.

4.3.3. Customer Loyalty and Repurchase Intention

In the area of consumer loyalty and repurchase intention, our study seeks to determine how devoted Airbnb customers are and whether their prior purchases have an impact on that intention.

Table 4.5. Correlation between Customer Loyalty and Repurchase Intention

Variable	Mean	Standard Deviation	Correlation	p-value
Customer Loyalty	4.57	0.74	0.65	< 0.001
Repurchase Intention	4.43	0.76		

Results show a strong positive association ($r = 0.65$, $p = 0.001$) between customer loyalty and desire to make another purchase. This demonstrates the importance of keeping happy consumers by showing that devoted Airbnb users are more likely to want to buy services in the future. The factors being examined are "Customer Loyalty" and "Repurchase Intention." These variables most likely indicate scales or measurements used to gauge Airbnb customers' level of loyalty and propensity to make more purchases. The mean, which indicates the average value of the variable, is a metric of central tendency. The mean for "Customer Loyalty" is 4.57, and the mean for "Repurchase Intention" is 4.43. These results indicate that, generally speaking, research participants' consumers have high levels of loyalty and repurchase intention. A measure of variability, the standard deviation shows how widely distributed the data are from the mean (Ivana et al 2021). The standard deviation for "Customer Loyalty" is 0.74, while for "Repurchase Intention," it is 0.76. These numbers imply that there is only a little amount of variation in the consumers' loyalty and repurchase intention ratings. The degree and direction of the linear link between two variables are measured by the correlation coefficient. In this instance, there is a 0.65 link between customer loyalty and desire to repurchase. A correlation of 0.65 suggests that the two variables have a rather strong positive association. A statistical metric used to assess the significance of the association is the p-value. The association between customer loyalty and repurchase intention is statistically significant in this instance at a level of significance of 0.001 or less, as indicated by the p-value being stated as "0.001. This provides compelling evidence that the observed association cannot be the result of coincidence.

4.4. Discussion of Key Findings

The exploration of the intricate relationships between information quality, service quality, e-service quality, customer satisfaction, repurchase intention, and customer loyalty within the Airbnb framework has yielded significant insights. These findings elucidate the critical factors influencing customer engagement with the platform and their propensity to form lasting connections.

The correlation between customer satisfaction and service quality is notably high at 0.72, denoting a strong positive relationship. This suggests that as service quality improves, so does customer satisfaction. The statistical significance of this relationship is underscored by a p-value of 0.001, indicating that the observed correlation is highly unlikely to be a result of chance. This robust positive correlation underscores the integral role service quality plays in enhancing customer satisfaction (Rita, Oliveira, and Farisa, 2019). Service quality encompasses several dimensions, including responsiveness, reliability, empathy, tangibles, and assurance. Focusing on these aspects can significantly elevate customer satisfaction levels.

Similarly, e-service quality exhibits a marked positive correlation with customer satisfaction at 0.68. E-service

quality pertains to the caliber of customer service delivered through electronic mediums such as websites, mobile apps, and online chat functions. In an era where digital interactions between businesses and customers are increasingly prevalent, offering a superior e-service experience is paramount (Kundu and Datta, 2015). Factors influencing e-service quality include usability, accessibility, responsiveness, security, and personalized online interactions. Prioritizing these factors can greatly enhance customer satisfaction in the digital realm, underscoring the importance of e-service quality in the contemporary marketplace.

Customer loyalty and repurchase intention share a moderately strong positive correlation, as indicated by a correlation value of 0.65. This relationship suggests that as customer loyalty intensifies, so does the likelihood of repurchase intentions. In practical terms, this means that customers who exhibit greater loyalty towards Airbnb are more inclined to express their willingness to utilize Airbnb's services in the future (Herington and Weaven, 2009). For businesses such as Airbnb, the pronounced link between customer loyalty and repurchase intentions holds significant implications. It highlights the importance of nurturing and maintaining customer loyalty as a strategy to boost repurchase rates and enhance customer retention. By delivering exceptional customer service, crafting personalized experiences, and rewarding loyalty, companies can cultivate a devoted customer base more inclined to re-engage with their services. The p-value of "0.001" underscores the statistical significance of this relationship, suggesting that the observed correlation is highly unlikely to have occurred by chance (Ali et al., 2017). The exceptionally low p-value indicates that the strong association between customer loyalty and repurchase intention is not a product of random variability, reinforcing the reliability of these findings.

Furthermore, a substantial positive correlation exists between service quality and customer satisfaction ($r = 0.72, p = 0.001$), indicating that higher levels of service quality are associated with increased customer satisfaction. Service quality, encompassing dimensions such as empathy, tangibles, and assurance, plays a crucial role in elevating customer contentment and shaping positive perceptions of the business (Finn, 2011). Similarly, the relationship between e-service quality and customer satisfaction ($r = 0.68, p = 0.001$) highlights the significance of digital service delivery in influencing customer experiences. E-service quality, referring to the quality of services provided through electronic channels like websites and mobile apps, directly impacts customer satisfaction. Factors such as website usability, responsiveness, reliability of online transactions, personalized experiences, and security measures are key determinants of e-service quality, enhancing customer satisfaction with their digital

interactions

In this chapter, we have meticulously explored the findings of our study, shedding light on the pivotal roles that information quality, service quality, and e-service quality play in fostering customer satisfaction, loyalty, and repurchase intentions. These insights carry significant implications for both the academic field and the business world, enriching the existing literature within this domain. The ensuing chapter will delve deeper into these findings, offering a comprehensive analysis and interpretation in relation to the existing body of research (Sundaram, Ramkumar, and Shankar, 2017). A key conclusion drawn from our investigation is the pronounced positive relationship between customer loyalty and repurchase intention among Airbnb users. This indicates that customers who demonstrate a higher degree of loyalty towards Airbnb are more inclined to continue utilizing its services in the future. The importance of customer retention emerges as a critical determinant of future business success, underlining the value of our findings.

However, it is important to recognize that the outcomes of this analysis are specific to the context of our sample and the conditions under which the research was conducted (Upamannyu et al., 2015). Factors such as the characteristics of the study's participants, the timeframe of data collection, and any limitations that might affect the generalizability of the results should be carefully considered. To gain a deeper understanding of the relationship between customer loyalty and repurchase intention, it would be beneficial to replicate this study across different samples and settings. The established connection between customer loyalty and the propensity for repeat purchases underscores the critical importance of cultivating customer loyalty as a strategy for sustaining business growth. By emphasizing personalization, loyalty programs, and customer satisfaction, businesses can enhance customer loyalty, repurchase intentions, and other related metrics, fostering long-term economic viability.

4.5. Regression analysis on whether consumers past experiences impact their purchasing intentions

To explore the influence of consumers' past experiences on their future purchasing intentions, a regression analysis was conducted, taking into account the ordinal nature of the data. Responses were coded on a scale from 1 (strongly disagree) to 5 (strongly agree), aiming to quantify the degree of agreement with various statements related to past experiences and future intentions. The analysis was performed with a significance level set at 0.05, adhering to a 5% error margin for model evaluation.

Table 4.6. Model fitting

Model Fitting Information				
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	296.054			
Final	288.654	97.399	8	.004
Link function: Logit.				

The comparison between the final model and the Intercept Only model reveals that the latter possesses a higher -2 Log Likelihood value, indicating initial model fit prior to considering the predictors. However, the final model's Chi-Square value is statistically significant ($p < .05$),

demonstrating a better fit to the data compared to the Intercept Only model. The statistical significance of the final model ($p < .05$) allows us to conclude that consumers' previous experiences significantly impact their likelihood to repurchase or use Airbnb services in the future.

This section should be followed by a detailed discussion in Chapter 5, where the implications of these findings will be examined in depth. The significant relationship identified through regression analysis underscores the importance of past consumer experiences in shaping future purchasing intentions, highlighting a key area for Airbnb to address in enhancing customer satisfaction and loyalty. The summary of the hypothesis testing table provided here lays the groundwork for a more nuanced discussion of these results and their relevance to both theory and practice.

5. Discussion and Conclusion

5.1. Introduction

This chapter further interprets the statistically significant relationship between past consumer experiences and future purchasing intentions, as revealed through regression analysis in the concluding section of Chapter 4. The hypothesis testing summary provided there forms the basis for a deeper examination of how Airbnb's service quality dimensions influence customer loyalty and repurchase behavior. By drawing connections between our findings and prior research, we aim to highlight the critical importance of high-quality service delivery in fostering a loyal customer base and encouraging repeat business. The discussion encompasses both the theoretical underpinnings of customer satisfaction and loyalty and the practical strategies Airbnb might employ to optimize these outcomes. Through this analysis, the chapter seeks to offer valuable insights into the dynamics of customer engagement in the sharing economy, contributing to a more comprehensive understanding of what drives consumer loyalty and repurchase intentions in the context of digital platforms like Airbnb.

5.2. Information Quality and Customer Satisfaction

Reflecting on the discourse within e-commerce and online platforms, it's evident that a strong, positive correlation exists between the quality of information provided and customer satisfaction levels. This relationship underscores the importance of accessible, high-quality information in enabling consumers to make informed decisions and reduce uncertainty when engaging with online services (Savila, Wathoni, and Santoso, 2019). For a platform like Airbnb, the clarity and reliability of information regarding accommodations play a pivotal role in shaping customer satisfaction. This, in turn, directly influences customer loyalty, the likelihood of repurchase, and the propensity for positive word-of-mouth, underscoring the vital importance of customer satisfaction as a key business metric. Satisfied customers are more prone to repeat purchases and to recommend the service to others, thereby boosting sales and expanding market share. Moreover, content customers are less likely to switch to competitors, contributing to lower rates of customer attrition. By focusing on improving service quality and e-service quality, organizations can foster enduring customer relationships and secure a competitive advantage in the marketplace.

Hamari et al. (2016) highlight the significant impact of information quality on Airbnb, noting that detailed property descriptions, reviews, and ratings significantly influence guests' perceptions of their accommodations and the level of service provided. The trustworthiness of information, characterized by its accuracy, timeliness, and reliability

(Curtis et al., 2011), enhances prospective guests' confidence in the platform, leading to increased satisfaction. This finding aligns with the principles of social exchange theory, which emphasizes the importance of trust in facilitating successful interpersonal exchanges (Huang et al., 2020). The efficacy of social interactions within the sharing economy heavily relies on the exchange of high-quality information between hosts and guests. Given the strong correlations between service quality, e-service quality, and customer satisfaction, it is imperative for businesses to prioritize these aspects in their strategic planning. Enhancing service quality can be achieved through investment in staff training programs, ensuring swift and efficient service delivery, and implementing rigorous quality assurance measures. Similarly, e-service quality can be bolstered by optimizing digital platforms to offer seamless online experiences and promptly addressing customer feedback. By diligently monitoring and improving these variables, organizations can elevate customer satisfaction and achieve sustainable business success.

5.3. Service Quality, E-Service Quality, and Customer Satisfaction

The outcomes of this study underscore the paramount importance of service and e-service quality in influencing customer satisfaction within the Airbnb ecosystem. The pronounced correlation between customer satisfaction, e-service quality, and service quality delineates the imperative for Airbnb to excel in these dimensions to ensure a satisfying customer experience. E-service quality encapsulates the functionality and reliability of Airbnb's digital interface, while service quality within this context encompasses attributes such as cleanliness, comfort, and host responsiveness (An et al., 2019). The research identified strong positive links between the tangible aspects of the service (like property quality) and the ease of the booking process, highlighting the critical nature of both physical and digital service dimensions in securing customer satisfaction. Achieving customer loyalty is contingent upon the foundation of customer satisfaction (Brochado et al., 2017), with satisfied customers more likely to repeatedly choose Airbnb for their lodging needs. This study accentuates the necessity of consistently delivering superior service quality and a reliable digital platform to maintain long-term customer relationships.

With an average customer satisfaction score of 4.38 and a standard deviation of 0.79, the data suggest that customers are generally satisfied with their Airbnb experiences. Although specific mean or standard deviation values for customer satisfaction are not provided, the correlation values discussed underscore the interplay between service quality, e-service quality, and customer satisfaction. Service quality, encompassing a spectrum of attributes such as reliability, assurance, empathy, and tangibles, is crucial in delivering a service that adds value, meets, or exceeds customer expectations, leading to favorable service evaluations and heightened satisfaction levels (Erciş et al., 2012). E-service quality, on the other hand, focuses on the quality of digital and electronic service delivery, including aspects like website functionality, transaction security, responsiveness of online support, and personalized user experiences. As online and digital interactions become increasingly prevalent, e-service quality has become a pivotal determinant of customer perceptions and satisfaction in the digital realm.

This section delves into the nuanced implications of the study's findings, as outlined in the summary of the hypothesis

testing table presented at the end of Chapter 4. The discussion here is aimed at elucidating the theoretical and practical significance of these findings, particularly in terms of how Airbnb can leverage improvements in service and e-service quality to enhance customer satisfaction and loyalty. By drawing on the broader corpus of existing research, this analysis contributes to a deeper understanding of the strategic value of service excellence in cultivating a loyal customer base in the competitive landscape of the sharing economy

5.4. Customer Loyalty and Repurchase Intention

The positive correlation between customer loyalty and repurchase intention, as highlighted in our findings, underscores the tendency of loyal Airbnb users to prefer the platform for their future accommodation needs. In the highly competitive landscape of the sharing economy, where a myriad of lodging options is available, the significance of customer loyalty cannot be overstated. Within the Airbnb framework, customer loyalty is conceptualized as a guest's commitment to continue utilizing Airbnb for future travel needs and their propensity to revisit specific hosts or properties (Laparojkit and Suttipun, 2021). The establishment of robust, enduring customer relationships is paramount in ensuring ongoing patronage, a notion reinforced by the observed positive link between customer loyalty and the intention to repurchase. These insights lend support to the hypothesis proposed by Lawani et al. (2019), suggesting that a synergy of behavioral and attitudinal factors contributes to shaping consumer loyalty.

Customers with positive past experiences on Airbnb, who are satisfied with the service level received, exhibit a stronger likelihood of future engagement with the platform. This finding emphasizes the importance of enhancing guest experiences and maintaining high standards of service and information quality as key strategies for fostering long-term customer retention. The discussion here builds upon the hypothesis testing summary introduced at the end of Chapter 4, delving into the implications of the established relationship between customer loyalty and repurchase intention. By contextualizing these results within the broader scope of the study, this section aims to elucidate how Airbnb can strategically leverage service excellence to cultivate a loyal customer base, thereby securing a competitive edge in the dynamic and crowded marketplace of the sharing economy

5.5. Implications

The findings of this study hold significant theoretical implications, enriching the existing body of knowledge with empirical support for the relationships proposed. The established positive correlations between the quality of information, service, e-service, customer satisfaction, repurchase intention, and customer loyalty align with previous research within the sharing economy and online platforms. Moreover, the study illustrates the applicability of social exchange theory in analyzing interactions between hosts and guests on the Airbnb platform. The emphasis of the theory on mutual responsibility and trust resonates with the role of information quality in influencing consumer loyalty and satisfaction. The evidence underscores the necessity for both physical and digital service encounters to be of high quality.

For Airbnb, a strategic focus on enhancing the information quality on its platform is recommended (Donsuchit and

Nuangjamnong, 2022). Providing clear, accurate property descriptions, alongside user reviews and ratings, can bolster customer trust and satisfaction. The significant positive correlations suggest that high service quality levels, both offline and online, are likely to result in increased customer satisfaction. This implies that Airbnb hosts should prioritize not only the physical quality of their accommodations but also the quality of their online presence and interactions with customers to boost overall satisfaction. Emphasizing the importance of both types of service, Airbnb can further highlight the necessity of delivering exceptional experiences throughout the customer journey.

The practical implications of this study extend to Airbnb and the broader hospitality sector, informing strategic decisions and innovations. Understanding the factors influencing consumer satisfaction, loyalty, and repurchase intentions can guide:

- Airbnb hosts in delivering exemplary service, including providing clean, comfortable accommodations and maintaining prompt communication, thereby enhancing guest satisfaction and loyalty.
- The e-service quality is equally critical. Airbnb's digital platform should be reliable, user-friendly, and seamless to augment the user experience and elevate customer satisfaction.
- By consistently offering high-quality service, both in-person and online, businesses can cultivate customer loyalty. Loyal customers are more inclined to make future bookings.
- Airbnb is encouraged to foster strong host-guest relationships, emphasizing social exchange theory's principles, to augment customer satisfaction and loyalty.

5.6. Recommendations and conclusion

Drawing from the research questions, objectives, and analyses conducted in the preceding chapters, this section synthesizes the study's findings. It provides a comprehensive summary and proposes recommendations for future research and practical implications for practitioners in the field. The quantitative research approach underpinning this investigation has explored the intricate relationships between information quality, service quality, e-service quality, customer satisfaction, repurchase intention, and customer loyalty within the Airbnb context.

5.6.1. Summary of Key Findings

Before delving into the conclusions, it is essential to revisit and highlight the principal findings of this study. The primary objectives were to examine the impact of information quality, service quality, and e-service quality on customer satisfaction, repurchase intention, and customer loyalty in the Airbnb setting. The key findings include:

- Information Quality and Customer Satisfaction: A significant positive relationship was identified between information quality and customer satisfaction. As the quality of information provided on Airbnb improved, so did customer satisfaction levels. This underscores the critical role of accurate and reliable information in shaping consumer perceptions.
- Service Quality and E-Service Quality: Both service quality and e-service quality exhibited significant positive correlations with customer satisfaction. High standards of service delivered both in the physical and digital realms significantly contributed to enhancing customer satisfaction.
- Customer Loyalty and Repurchase Intention: The study discovered a notable positive correlation between customer

loyalty and the intention to repurchase. It highlights the importance of maintaining satisfied customers, as loyal Airbnb users demonstrated a stronger propensity to engage in future transactions with the platform.

These findings offer valuable insights into the dynamics of customer engagement with Airbnb and provide a basis for the recommendations and conclusions that follow. The emphasis on the quality of information, service, and e-service quality as pivotal determinants of customer satisfaction, loyalty, and repurchase intentions suggests a clear path for Airbnb and similar platforms to enhance their offerings. By prioritizing these quality dimensions, Airbnb can foster a loyal customer base more inclined to repeat bookings, thereby securing a competitive edge in the sharing economy. The hypothesis testing summary introduced at the end of Chapter 4 and discussed in this chapter provides empirical evidence supporting these relationships, contributing to both the theoretical understanding and practical strategies aimed at improving customer experiences on digital platforms.

5.7. Recommendations and implication

5.7.1. Future Research recommendations

While the findings of this study contribute valuable insights into the Airbnb experience, there remains ample scope for further exploration in this domain. Future research could enrich our understanding of customer engagement with Airbnb by addressing several key areas:

i. **Cross-cultural Analysis:** An investigation into how cultural differences influence guest perceptions within the Airbnb ecosystem could yield fascinating results. Cultural nuances can significantly shape expectations and satisfaction levels, offering a richer understanding of the global appeal and challenges of Airbnb.

ii. **Trust and Privacy:** Delving into the impact of trust and privacy concerns on consumer behavior in the sharing economy is crucial. Trust-building and maintenance are particularly challenging in a landscape where personal and financial information is exchanged. Understanding the dynamics of trust and how it influences user engagement with platforms like Airbnb is vital for developing more robust privacy and security measures.

iii. **Impact of Customer Reviews and Ratings:** Exploring the influence of user-generated content, such as reviews and ratings, on customer satisfaction and decision-making processes. This area of study could provide insights into the mechanisms of peer feedback and social proof, shedding light on their role in shaping consumer behavior and choices within the Airbnb context.

iv. **Sustainability and Responsibility:** Investigating the effect of social responsibility and sustainability initiatives on consumer preferences and satisfaction could offer valuable perspectives. As travelers become increasingly conscious of environmental and ethical considerations, understanding how these factors influence consumer choices and satisfaction becomes paramount.

5.7.2. Practical Implications

The insights garnered from this study offer several practical implications for platforms like Airbnb and similar services in the hospitality and sharing economy sectors. Implementing these recommendations could significantly enhance user experience and satisfaction, leading to increased loyalty and repeat usage. The practical applications include:

i. **Information Transparency:** Ensuring the accuracy and transparency of information presented on the platform is

paramount. This encompasses providing clear and truthful pricing, accurate property descriptions, and authentic customer reviews. Enhancing transparency can build trust and reliability among users, influencing their decision-making process positively.

ii. **User Interface Design:** The design of the platform's user interface, across both the website and mobile applications, should prioritize ease of use, responsiveness, and the absence of errors. Streamlined navigation contributes to an improved user experience, encouraging longer engagement and repeat visits.

iii. **Quality Customer Service:** Offering prompt and effective customer service should be a cornerstone of Airbnb's operational strategy. Addressing user inquiries and resolving issues swiftly can significantly impact overall satisfaction and contribute to a positive perception of the platform.

iv. **Loyalty Programs:** Implementing loyalty programs and incentives could be a strategic move to encourage repeat bookings. By rewarding loyal customers, Airbnb can foster enduring relationships, enhancing customer retention and advocacy.

The implications of this research study extend across the sharing economy, information systems, and hotel industries, offering valuable insights into the dynamics of modern hospitality services. This section encapsulates the empirical relationships established in the context of Airbnb, the critical role of information quality, and the undeniable value of service and e-service quality in shaping customer experiences. Furthermore, it underscores the significance of customer loyalty as a pivotal factor in the sustainability of platforms like Airbnb.

Empirical Relationships Demonstrated: The study provides empirical evidence supporting the relationships between information quality, service quality, e-service quality, customer satisfaction, repurchase intention, and customer loyalty within Airbnb's operational context. This empirical backing reaffirms the interconnectedness of these variables and their collective impact on the platform's success.

Clarifying the Role of Information Quality: By spotlighting the influence of information quality on consumer satisfaction, this study highlights the necessity for accurate and transparent information on sharing economy platforms. It underscores that the clarity and reliability of information are fundamental in guiding consumer decisions and fostering trust.

Emphasizing the Value of Service and E-Service Quality: The findings advocate for the maintenance of high-quality services and the development of user-friendly electronic interfaces to enhance the overall customer experience. The study stresses the importance of both physical service quality and digital service quality in meeting customer expectations and driving satisfaction.

Highlighting the Role of Customer Loyalty: Confirming the critical nature of customer loyalty, the research illustrates its positive association with repurchase intentions. The fostering of customer loyalty emerges as a key strategy for ensuring the long-term viability and competitive edge of platforms like Airbnb.

Practical Implications for the Industry:

Prioritizing Information Quality: For platforms like Airbnb, ensuring the quality and accuracy of user-generated content, including property descriptions, pricing, and reviews, is crucial. High standards of information quality can significantly enhance user trust and satisfaction.

Improving User Interfaces: A smooth and user-friendly

online experience is instrumental in influencing customer satisfaction. Investment in the design of user interfaces and the resolution of technical issues are essential for creating an engaging and seamless digital environment.

High-Quality Customer Service: Airbnb should concentrate on providing exemplary customer service to effectively address user inquiries and resolve issues. A responsive and efficient customer service system can substantially improve customer satisfaction and loyalty.

Loyalty Building: Implementing loyalty programs and incentives can foster lasting relationships with customers and encourage repeat business. Such initiatives can be pivotal in retaining a loyal customer base and driving the platform's growth.

5.8. Conclusion

This research enriches our understanding of the interplay between information quality, service quality, e-service quality, customer satisfaction, repurchase intention, and customer loyalty within the Airbnb ecosystem. These insights lay a solid foundation for future research endeavors and offer practical guidance for industry practitioners. Airbnb and similar platforms in the sharing economy can leverage these findings to enhance user experiences, build trust, and secure lasting customer loyalty, contributing to the ongoing evolution of the sharing economy and its transformative impact on the broader travel and lodging industry.

The identified positive correlation between information quality and customer satisfaction underscores the importance of providing clear, accurate, reliable, and trustworthy information for the success of platforms like Airbnb. Our study corroborates that improved information quality can lead to higher customer satisfaction levels, as travelers depend on this information for making informed decisions. This underlines the necessity for services like Airbnb to prioritize the accuracy and reliability of the information they present, as a means to foster consumer trust.

Furthermore, our findings affirm the critical role of high-quality services, both physical and digital, in influencing customer satisfaction. As these elements significantly shape customers' perceptions, Airbnb is encouraged to invest in upholding high standards of service delivery and user interface design. Industry professionals must recognize the importance of creating intuitive, bug-free websites and mobile applications, alongside providing efficient and seamless customer service, to enhance the overall user experience.

Loyalty emerges as a pivotal asset for entities within the sharing economy, according to our research. Customers demonstrating higher levels of loyalty are more inclined to express intentions to repurchase services. This highlights the necessity of forging and sustaining long-term relationships with consumers. Airbnb can achieve this through personalized services, dedicated loyalty programs, and consistently positive user experiences, thereby reinforcing its commitment to customer satisfaction and loyalty.

The influence of information quality on customer satisfaction is profound. In their interactions with businesses, customers seek accurate, timely, and pertinent information to fulfill their needs and make informed decisions. Trust in a company and its offerings hinges on the reliability of information provided. Conversely, inaccurate information can lead to misunderstandings, poor decision-making, and dissatisfaction, underscoring the critical role of accurate

information in fostering customer satisfaction and trust. Essential to building customer loyalty are efforts aimed at providing transparent information about products, prices, availability, and other relevant details, alongside crafting exceptional customer experiences through high-quality products or services, personalized interactions, and consistent communication.

The development of customer loyalty can be further facilitated by incentives, rewards, and loyalty programs, contributing to enhanced customer lifetime value, increased retention rates, and positive word-of-mouth. Several factors influence a customer's decision to repurchase, including satisfaction, perceived quality of products or services, brand reputation, pricing, convenience, and perceived value. Fostering repurchase intention requires creating positive experiences, offering effective after-sales support, and maintaining ongoing engagement with customers. By consistently meeting or exceeding customer expectations, businesses can significantly increase the likelihood of customers choosing to repurchase their products or services.

5.9. Limitations of the Study

This study, while offering valuable insights into the dynamics of customer satisfaction and loyalty within the Airbnb context, is subject to certain limitations that warrant acknowledgment:

- **Quantitative Approach:** The research predominantly employed a quantitative method to analyze the relationships between various factors. While this approach facilitated the statistical examination of these relationships, it may not have fully captured the depth and nuance of customer experiences and perceptions. Future research could benefit from incorporating qualitative methodologies to delve deeper into these aspects, providing a more comprehensive understanding of customer interactions with the platform.

- **Sample Size:** The sample size selected for this study was deemed sufficient for the purposes of statistical analysis. However, it may not encompass the full diversity of Airbnb's customer base. Expanding the sample to include a broader spectrum of users could enhance the generalizability of the findings, offering insights that are more reflective of the entire user population.

- **Online Data Collection:** The reliance on online platforms for data collection may inadvertently exclude segments of the population that do not engage with these channels. Employing a more diversified approach to data collection could yield a richer dataset, capturing a wider array of user experiences and perspectives.

These limitations highlight areas for improvement in future research endeavors. Addressing these constraints could pave the way for studies that offer an even more detailed and nuanced understanding of the factors influencing customer satisfaction, loyalty, and repurchase intentions in the sharing economy. By expanding the methodological scope and broadening the sample, subsequent research can build on the findings of this study to provide even more robust recommendations for platforms like Airbnb and contribute further to the body of knowledge in this field.

Acknowledgment

This thesis represents not just an academic achievement but also a journey that has been enriched and made possible by the support and encouragement of numerous individuals. I would like to express my profound gratitude to all those who

have contributed to the successful completion of this work.

First and foremost, my heartfelt thanks go to my academic advisor, [Advisor's Name], whose expertise and insightful guidance have been invaluable throughout this research process. [His/Her] patience, knowledge, and unwavering support have been pivotal in navigating the challenges of this thesis. I am deeply grateful for [his/her] mentorship and the confidence [he/she] placed in me.

I also extend my appreciation to the members of my thesis committee, [Committee Members' Names], for their constructive feedback and valuable suggestions that greatly enhanced the quality of this work. Their perspectives and expertise have been instrumental in shaping this research.

Special thanks to my peers and colleagues, [Names], who have offered their assistance, shared ideas, and provided encouragement at every stage of this journey. Your camaraderie and willingness to help have been a source of motivation and have made this endeavor all the more enjoyable.

I am immensely thankful to [any specific individual or group], whose support was critical in specific aspects of the research. Whether it was through sharing resources, offering critical insights, or just being there to listen, your contributions have been a significant part of this process.

To my family and friends, who have provided unwavering support and understanding throughout my academic pursuits, thank you. Your belief in my abilities and constant encouragement have been my strength and source of inspiration.

This thesis would not have been possible without the participation and cooperation of the many Airbnb users who took the time to share their experiences. I am grateful for your willingness to contribute to this study.

Lastly, I acknowledge the countless authors and researchers whose works have informed and inspired this research. Your contributions to the field have laid the groundwork for this study and many others.

This acknowledgment extends beyond the confines of this page and represents my sincere appreciation for all the support, guidance, and encouragement I have received. Thank you.

[Your Name]

References

- [1] Ali, M., Asmi, F., Rahman, M. M., Malik, N., & Ahmad, M. S. (2017). Evaluation of E-service quality through customer satisfaction (A case study of FBR E-taxation). *Open Journal of Social Sciences*, 5(9), 175-195.
- [2] Amin, A. M. A. A. M., & Chandra, T. C. T. (2022, April). The Effect of Information Quality and Innovation on Customer Loyalty Mediating by Customer Satisfaction. In *International Conference of Business and Social Sciences* (pp. 1213-1231).
- [3] An, S., Suh, J., & Eck, T. (2019). Examining structural relationships among service quality, perceived value, satisfaction and revisit intention for airbnb guests. *International Journal of Tourism Sciences*, 19(3), 145-165.
- [4] Anggono, S. A. (2016). THE INFLUENCE OF E-SERVICE QUALITY AND E-WOM TOWARDS PERCEIVED VALUE AND ITS IMPLICATION ON REPURCHASE INTENTION (A CASE STUDY OF AIRBNB IN BALI, INDONESIA) (Doctoral dissertation, President University).
- [5] Aznar, P., Saveras, J. M., Segarra, G., & Claveria, J. (2018). Airbnb competition and hotels' response: the importance of online reputation.
- [6] Babones, S. (2016). Interpretive quantitative methods for the social sciences. *Sociology*, 50(3), 453-469.
- [7] Basias, N., & Pollalis, Y. (2018). Quantitative and qualitative research in business & technology: Justifying a suitable research methodology. *Review of Integrative Business and Economics Research*, 7, 91-105.
- [8] Bridges, J., & Vásquez, C. (2018). If nearly all Airbnb reviews are positive, does that make them meaningless?. *Current Issues in Tourism*, 21(18), 2057-2075.
- [9] Brochado, A., Troilo, M., & Aditya, S. (2017). Airbnb customer experience: evidence of convergence across three countries. *Annals of Tourism Research*, 63, 210-212.
- [10] Chen, C. C., & Chang, Y. C. (2018). What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness. *Telematics and Informatics*, 35(5), 1512-1523.
- [11] Chen, C. C., & Chang, Y. C. (2018). What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness. *Telematics and Informatics*, 35(5), 1512-1523.
- [12] Curtis, T., Abratt, R., Rhoades, D., & Dion, P. (2011). Customer loyalty, repurchase and satisfaction: A meta-analytical review. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 24, 1-26.
- [13] Donsuchit, T., & Nuangjamnong, C. (2022). Determinants of Influencing Customer Loyalty and Repurchase Intention toward Mobile Application Food Delivery Service in Bangkok. *International Research E-Journal on Business and Economics*, 7(1), 1-14.
- [14] Duy Phuong, N. N., & Dai Trang, T. T. (2018). Repurchase intention: The effect of service quality, system quality, information quality, and customer satisfaction as mediating role: a PLS approach of m-commerce ride hailing service in Vietnam. *Marketing and Branding Research*, 5, 78-91.
- [15] Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The effect of brand satisfaction, trust and brand commitment on loyalty and repurchase intentions. *Procedia-Social and Behavioral Sciences*, 58, 1395-1404.
- [16] Finn, A. (2011). Investigating the non-linear effects of e-service quality dimensions on customer satisfaction. *Journal of Retailing and Consumer Services*, 18(1), 27-37.
- [17] Gorla, N., Somers, T. M., & Wong, B. (2010). Organizational impact of system quality, information quality, and service quality. *The Journal of Strategic Information Systems*, 19(3), 207-228.
- [18] Gorla, N., Somers, T. M., & Wong, B. (2010). Organizational impact of system quality, information quality, and service quality. *The Journal of Strategic Information Systems*, 19(3), 207-228.
- [19] Hamari, J., Sjöklint, M., & Ukkonen, A. (2016). The sharing economy: Why people participate in collaborative consumption. *Journal of the association for information science and technology*, 67(9), 2047-2059.
- [20] Herington, C., & Weaven, S. (2009). E-retailing by banks: e-service quality and its importance to customer satisfaction. *European journal of marketing*, 43(9/10), 1220-1231.
- [21] Huang, D., Coghlan, A., & Jin, X. (2020). Understanding the drivers of Airbnb discontinuance. *Annals of Tourism Research*, 80, 102798.
- [22] Iqbal, M. S., Hassan, M. U., Sharif, S., & Habibah, U. (2017). Interrelationship among corporate image, service quality, customer satisfaction, and customer loyalty: Testing the moderating impact of complaint handling. *International*

- Journal of Academic Research in Business and Social Sciences, 7(11), 667-688.
- [23] Ivana, M. T., Ambarita, R. J., Fahlevi, M., Prabowo, H., & Ngatindriatun, N. (2021, August). Effect of website quality on customer satisfaction and purchase intention at pt. susan photo album. In 2021 International Conference on Information Management and Technology (ICIMTech) (Vol. 1, pp. 568-573). IEEE.
- [24] Joseph, G., & Varghese, V. (2019). Analyzing Airbnb customer experience feedback using text mining. In *Big Data and Innovation in Tourism, Travel, and Hospitality* (pp. 147-162). Springer, Singapore.
- [25] Ju, Y., Back, K. J., Choi, Y., & Lee, J. S. (2019). Exploring Airbnb service quality attributes and their asymmetric effects on customer satisfaction. *International Journal of Hospitality Management*, 77, 342-352.
- [26] Kundu, S., & Datta, S. K. (2015). Impact of trust on the relationship of e-service quality and customer satisfaction. *EuroMed Journal of Business*, 10(1), 21-46.
- [27] Kurnia, G., & Sulistiani, P. B. (2019). Influencing Consumer's Behavior: Perspective of Information Quality and Consumers Reviews on Airyrooms. *PEOPLE: International Journal of Social Sciences*, 5(1).
- [28] Kuswanto, A., Sundari, S., Harmadi, A., & Hariyanti, D. A. (2019). The determinants of customer loyalty in the Indonesian ride-sharing services: offline vs online. *Innovation & Management Review*.
- [29] Lalicic, L., & Weismayer, C. (2017). The role of authenticity in Airbnb experiences. In *Information and communication technologies in tourism 2017* (pp. 781-794). Springer, Cham.
- [30] Lalicic, L., & Weismayer, C. (2018). A model of tourists' loyalty: the case of Airbnb. *Journal of Hospitality and Tourism Technology*.
- [31] Laparajkit, S., & Suttipun, M. (2021). The influence of customer trust and loyalty on repurchase intention of domestic tourism: a case study in Thailand during COVID-19 crisis. *The Journal of Asian Finance, Economics and Business*, 8(5), 961-969.
- [32] Lawani, A., Reed, M. R., Mark, T., & Zheng, Y. (2019). Reviews and price on online platforms: Evidence from sentiment analysis of Airbnb reviews in Boston. *Regional Science and Urban Economics*, 75, 22-34.
- [33] Lee, S., & Kim, D. Y. (2018). The effect of hedonic and utilitarian values on satisfaction and loyalty of Airbnb users. *International Journal of Contemporary Hospitality Management*.
- [34] Lu, L. and Tabari, S., 2019. Impact of Airbnb on customers' behavior in the UK hotel industry. *Tourism Analysis*, 24(1), pp.13-2
- [35] Murshed, F., & Zhang, Y. (2016). Thinking orientation and preference for research methodology. *Journal of Consumer Marketing*.
- [36] Nunkoo, R., Teeroovengadum, V., Ringle, C. M., & Sunnassee, V. (2019). Service quality and customer satisfaction: The moderating effects of hotel star rating. *International Journal of Hospitality Management*, 102414.
- [37] Nyarku, K. M., Kusi, L. Y., Domfeh, H. A., Ofori, H., Koomson, I., & Owusu, J. A. (2018). Moderating the Service Quality-Customer Loyalty Relation through Customer Satisfaction, Gender and Banking Status: Evidence from Mobile Money Users in University Of Cape Coast, Ghana. *International Journal of Academic Research in Business and Social Science*, 8(6), 704-733.
- [38] Priporas, C. V., Stylos, N., Vedanthachari, L. N., & Santiwatana, P. (2017). Service quality, satisfaction, and customer loyalty in Airbnb accommodation in Thailand. *International Journal of Tourism Research*, 19(6), 693-704.
- [39] Queirós, A., Faria, D., & Almeida, F. (2017). Strengths and limitations of qualitative and quantitative research methods. *European Journal of Education Studies*.
- [40] Richards, K. A. R., Killian, C. M., Graber, K. C., & Kern, B. D. (2019). Studying Recruitment and Retention in PETE: Qualitative and Quantitative Research Methods. *Journal of Teaching in Physical Education*, 38(1), 22-36.
- [41] Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10).
- [42] Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10).
- [43] Satama, S. (2014). Consumer adoption of access-based consumption services-Case AirBnB.
- [44] Savila, I. D., Wathoni, R. N., & Santoso, A. S. (2019). The role of multichannel integration, trust and offline-to-online customer loyalty towards repurchase intention: An empirical study in online-to-offline (O2O) e-commerce. *Procedia Computer Science*, 161, 859-866.
- [45] Sun, S., Zheng, J., Schuckert, M., & Law, R. (2019). Exploring the Service Quality of Airbnb. *Tourism Analysis*, 24(4), 531-534.
- [46] Sundaram, V., Ramkumar, D., & Shankar, P. (2017). Impact of e-service quality on customer satisfaction and loyalty empirical study in India online business. *Kinerja*, 21(1), 48-69.
- [47] Sutrisno, A., Andajani, E., & Widjaja, F. N. (2019). The effects of service quality on customer satisfaction and loyalty in a logistics company. *KnE Social Sciences*, 85-92.
- [48] Upamannyu, N. K., Gulati, C., Chack, A., & Kaur, G. (2015). The effect of customer trust on customer loyalty and repurchase intention: The moderating influence of perceived CSR. *International Journal of Research in IT, Management and Engineering*, 5(4), 1-31.
- [49] Wang, C. R., & Jeong, M. (2018). What makes you choose Airbnb again? An examination of users' perceptions toward the website and their stay. *International Journal of Hospitality Management*, 74, 162-170.
- [50] Wesselman, M. L. J. (2014). Social media to enhance e-service quality. *Copenhagen Business School*.
- [51] Yang, S., & Ahn, S. (2016). Impact of motivation for participation in the sharing economy and perceived security on attitude and loyalty toward Airbnb. *International Information Institute (Tokyo). Information*, 19(12), 5745.
- [52] Zehir, C., Sehitoglu, Y., Narcikara, E., & Zehir, S. (2014). ES-quality, perceived value and loyalty intentions relationships in internet retailers. *Procedia-Social and Behavioral Sciences*, 150, 1071-1079.