

Users' Satisfaction and Loyalty in Hotel and Airbnb Hosting Services

Satisfação e Fidelidade dos Usuários nos Serviços de Hotel e Hospedagem do Airbnb

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Artigo recebido em: 16-02-2023

Artigo aprovado em: 25-11-2023

ABSTRACT

Peer-to-peer markets, collectively known as the sharing economy, have emerged as alternative providers of services historically delivered by hotel chains. In this context, the aim of this article is to analyze the factors affecting the loyalty and satisfaction of Airbnb and hotels users. Data collection was carried out by means of a descriptive survey. The sample consisted of 645 respondents, answering by accessibility and convenience. Multiple regression analysis was used for data treatment and analysis. As a result, the research showed that loyalty was dependent on the dimensions of installations, reliability, and value in the hotel chain, and on the value dimension for Airbnb. Customer satisfaction is influenced by dimensions of service, installations, reliability, and value in the hotel chains, and for the dimensions of installations and value on Airbnb. It was also found that 66.5% of the respondents, even with the advent of the sharing economy, opted to use the hotel chains as a means of lodging.

Keywords: Shared Economy. Airbnb. Hotel Chain. Loyalty. Satisfaction.

RESUMO

Os mercados *Peer-to-peer*, conhecidos coletivamente como economia compartilhada, surgiram como fornecedores alternativos de serviços historicamente fornecidos por redes de hotéis. Neste contexto, o objetivo deste artigo é analisar os fatores que afetam a lealdade e a satisfação dos usuários do *Airbnb* e da rede hoteleira. A coleta de dados foi realizada por meio de uma pesquisa descritiva. A amostra foi composta por 645 respondentes, sendo coletada por acessibilidade e conveniência. A análise de regressão múltipla foi usada para o tratamento e análise dos dados. Como resultado, a pesquisa mostrou que a lealdade era dependente das dimensões de instalações, confiabilidade e valor na rede hoteleira, e da dimensão de valor para o *Airbnb*. A satisfação do cliente é influenciada pelas dimensões de serviço, instalações, confiabilidade e valor nas redes de hotéis, e pelas dimensões das instalações e valor no *Airbnb*. Verificou-se também que 66,5% dos entrevistados, mesmo com o advento da economia compartilhada, optaram por utilizar as redes hoteleiras como meio de hospedagem.

Palavras-chave: Economia Compartilhada. Airbnb. Redes de Hotéis. Lealdade. Satisfação.

1. INTRODUCTION

The sharing economy has become a relevant competitor in the hotel industry. More recent evidence expresses that the sharing economy is a relevant current and future competitor for hotel chains in a diversity of consumer markets (Zervas, Proserpio, & Byers, 2017).

Given the adversities of the economic, social, and technological scenario, Chaney, Lunardo and Mencarelli (2018) mention that there are different studies on the consumption experience, however it is necessary to expand the number of researches on the subject, as there are still different directions that need to be explored. Collaborative consumption, according to Hamari, Sjöklint and Ukkonen (2015), it is strongly influenced by the consumption experience,

as it represents the conception trend and the way the consumer thinks, feels and acts. Among the incentives that drive consumers towards loyal behavior, Kim, Brent and McCormick (2012) stress the essentiality of assimilating the feeling of contentment and the experience of consumption. Assimilating user satisfaction or dissatisfaction in relation to the consumption experience is an essential factor to determine their future behavior (Ladeira, Santini, & Costa, 2013a; Lin & Worthley, 2012;). Furthermore, a user's consumption experience (which awakens the notion of reliability proper to an experience) must be observed through research to corroborate the relative experiences and consider them appropriate (Ladeira et al., 2013b; Lobo et al., 2016), thus building a unique and unforgettable experience. With this characteristic, Tussyadiah (2016) mention that one of the biggest challenges faced by hosting service providers is to provide a favorable feeling to customers, as a result of their perception of the perceived performance when using a product or service that meets and preferably exceeds their expectations, guaranteeing thus your satisfaction. As setbacks directly disturb consumer practices, this topic has become an object of study in disparate studies.

Likewise, Tussyadiah (2016) highlights the need to satisfy customers as one of the biggest challenges faced by service providers. As adversities directly affect consumption habits, this theme has become an object of study in several pieces of research.

Although there are numerous articles on loyalty and satisfaction, the topic is still enigmatic for academics and professionals in the area of hosting services (Lin & Worthley, 2012; Ramzi & Mohamed, 2010). Previous studies suggest that to better understand the user's relationship with the hosting service, it is necessary to conceive the relationship between the user's expectation (the level of service that the user expects from the service provider) and the consumption experience itself (experience that the user experienced with the services provided) (Shin, Zhong, & Biocca, 2020; Torres & Kline, 2006). From the relationship, expectation and experience of consumption, it is possible to obtain the reasons that lead the user of hosting services to repeat the use of the same service, that is, a consumer loyalty is created, thus generating the user's satisfaction with the services provided or in return for not using that service anymore, thus constituting a change in attitude, creating dissatisfaction (Indriastuti et al., 2022; Laili, 2022).

Starting in the 1990s, the advent of Information and Communication Technologies [ICT] gave rise to the sharing economy in the United States. According to Silveira et al. (2016), this economic model consists of new practices for sharing goods or services, which consider commercial practices that allow access, but without the need to obtain or move financially to

obtain it (Botsman & Rogers, 2010). This advent of ICT opened space for the growth of this new economy, as users rely on data extracted from the internet (Mody, Suess & Lehto, 2017).

These changes are even more evident when they indicate a modification in consumption habits, which enables a strong growth in the number of users who make shared use of goods or services, mainly related to economic issues offered by some of them, such as Airbnb, BlaBlaCar, Uber, car-pooling, ride-hailing, and bike-sharing (Corrêa, 2017; Spalenza, Ramalho, & Rigo, 2017). Möhlmann (2015) exposes the possibility that this service model is not just another option available in the market. It can be defined as a profitable trend for the peer-to-peer sectors (Botsman & Rogers, 2010; Medina-Hernandez et al., 2020), promoting economic growth and stimulating competition (Corrêa, 2017).

Trejos (2016) expresses that shared economy models do not compete with traditional economic models, due to the segmentation of users by groups or with different needs. Zervas et al. (2017) show that the attractiveness of prices perceived by users can influence the choice of new options when deciding which good or service to use.

In this context, Silveira et al. (2016) identified in their studies that only from 2012 onwards there was a significant number of research about the shared economy theme. The authors also express that studies on this subject can help to elucidate the intrinsic values of the user when expressing a preference for Airbnb or a conventional hotel. Lasmar Jr. et al. (2017) highlight the importance of expanding the amount of research on the aforementioned topic, since conventional business models have shown some incompatibility with the newly acquired consumer needs.

It is worth noting that studies that relate the influence of loyalty and satisfaction in the different services offered to Airbnb users and the hotel chain are not easily found in the literature. In view of this, it is necessary to investigate the way in which these interactions occur. That said, there is a research gap that needs to be filled, thus justifying the development of this study. In view of the above, the following research problem therefore arises: What factors affect the loyalty and satisfaction of Airbnb and hotel chain users?

Given the above, this article aims to analyze the factors that affect the loyalty and satisfaction of users of Airbnb or hotel chains. Thus, the research is justified due to the theme of sharing goods and services, or peer-to-peer (P2P), has gained prominence in academic and market analysis, seeking answers to fill the research gap by uncovering the reasons (attitudes) that identify the determinants of consumer choice for goods and services in different economies (Hamari, Sjöklint, & Ukkonen, 2015; Spalenza, Ramalho, & Rigo, 2017; Tussyadiah, 2016).

This document is structured as follows: the second section presents the literature review, the third demonstrates the methodological procedures, the fourth section highlights the results of the research and, finally, the conclusions and recommendations.

2. LITERATURE REVIEW

2.1 Shared Economies

Sharing has evolved over time and is being increasingly disseminated and facilitated through technological advances. The habit of asking or offering a ride and sharing the rent are common examples of sharing (Costa, 2015). Sharing is a phenomenon as old as humanity, and the “shared economy” comes from the development of the economy and society (Cheng et al., 2016; Gerwe & Silva, 2020).

The constant change in consumer habits associated with the consumption of numerous APS (Advanced Planning and Scheduling), created to facilitate the interrelationship between people, provided the creation of more conscious and collaborative consumption models. From this point of view, Costa (2015) cites this transformation through the following reflections: “we need music, not the CD”, “the transport, not the car” and “the content of the book, not the object”. From these needs, in a practical and comprehensive way, various platforms such as Airbnb, Uber and Blablacar emerged, spreading shared economy practices. Cheng et al. (2016) associate the sharing economy with a series of economic activities that take place in organized systems or digital platforms.

The emergence of platforms such as Airbnb, among others in the same segment, presents a new perspective for commercial initiatives. These models include transactions such as rent, exchanges, loans; that is, sharing in general. This is a new business model, known as "connected consumption", in which the reuse of products becomes essential to avoid unnecessary consumption and restrict intermediation between commercial transactions (Dubois et al., 2014).

According to Gansky (2010), the sharing economy is defined as a trend that expands through new organizations and business models, focusing on the sharing of human and physical resources by people and organizations. According to Barros and Patriota (2017), the sharing economy consists of a socioeconomic ecosystem established by the sharing of physical or human resources, being considered the elaboration, production, distribution, trade, and shared consumption of goods or services, carried out by organizations or people (Sutherland & Kiatkawsin, 2020).

The use of shared economy through digital platforms has become a very common practice among users. To better understand the central issues that underlie the collaborative economy, Anwar (2023) and Botsman and Rogers (2010) established four considerations in relation to the theme: a) technologies, in the context of creating connections, payment systems, building trust and location; b) changes in values, through reflection on what ownership and sharing mean in this environment; c) the need to rethink what wealth and growth mean, based on the physical reduction of goods and an increase in loans or exchanges; and d) the importance of improving the use of finite resources through space sharing, transportation, based on environmental sustainability.

Regarding technology, the perception that the shared economy model, like Airbnb, is favored with its evolution can be justified by the fact that it facilitates the development of trust between strangers and the viewing of profiles online between those involved in sharing (Botsman & Rogers, 2010; Molz, 2014). The rapid growth of peer-to-peer platforms between 2016 and 2017, in Brazil alone, was 120% in services offered in the area of alternative hosting by Airbnb. According to Zervas et al. (2017), the rapid evolution was attributed essentially to technological innovations (condition of simplifying the market entry for suppliers) and the flexibility of the offer (possibility of suppliers to quickly include and remove offered services).

2.2 Airbnb

Founded in 2008 in the state of California, Airbnb emerged after a financial crisis of its creators. Students had plenty of room and housed three travelers who needed a place to stay. Nowadays, the Airbnb platform has more than 4 million Airbnb hosts worldwide and 7 million active listings on the platform, available in 220 countries and regions with Airbnb listings. (Airbnb Citizen, 2023).

Since its creation, Airbnb has experienced rapid growth. As of January 2020, Airbnb was accessible in over 100,000 cities worldwide and was expected to welcome over 800 million guests guest arrivals in 2023 (Mariotti, 2023). In 2022, Airbnb had a gross booking value of \$63.2 billion from the 394 million 'nights and experiences' booked. Gross booking value is a key metric that the company looks at over time. This number is up 2.6x versus a gross booking value of \$23.9 billion in 2020 (Mariotti, 2023, s/p).

Airbnb is an acronym that in English means "air bed and breakfast". The model consists of property owners called "hosts" advertising their property for free on the platform's website, where interested people can effectively book the accommodation available anywhere in the world. Guttentag (2015) refers to Airbnb as a platform through which ordinary people rent their

space as accommodation for tourists (of a room, to an entire island). The rental process is carried out very simply, through registration on the platform and interaction between host and guest. All the peculiarities of the service and space available for booking can be found on the website. The author also points out that the host may or may not be residing in the property, and payment can be made through the Airbnb platform itself, where an average fee of 3% of hosts and between 0 to 20% of guests is charged (Airbnb Citizen, 2023). With this fast and practical model, Airbnb has become a hosting model, directly influencing the market segment of the hotel chain.

2.3 Hotels

Multinationalization stimulated the growth of world tourism, and, with the advent of technological modernization, the era of innovation and computerization was born. This has led to a process of transformation and adaptation in relation to the services provided by tourism organizations such as travel agencies, airlines, and hotels.

For Duduche et al. (2011), hotels can be considered as “service providers whose main activity is accommodation, differing from other economic activities, depending on their customers for their operation” (p. 106). The hotel chain's main objective is to increase its revenues, minimize operating costs and ensure and increase the productivity of employees, in order to offer fast, convenient, accurate services; ensure real human relationships; to meet the needs of consumers, saving time and money; in addition to expanding brand recognition and visibility in various social media (Leung, 2019).

Hospitality can be recognized as a fundamental activity for tourism, both in terms of relevance and the amount of capital invested by tourists in establishments (Brasil, 2015). The hotel sector is linked to the need for tourism, consisting of hotels, inns and guesthouses that provide services, fundamentally, to tourists or travelers (Mello & Goldenstein, 2016).

According to Frehse (2005), a hotel, to survive strong competition, needs to offer to its customers an added value, not provided by competitors. For Heo and Lee (2011), assigning a certain value to hotel depends mainly on the perspective of costs, the market, competition, and essentially the consumer. Regardless of the approach of the hotel, it becomes obvious that the results achieved depend fundamentally on sales materialized in the price of the products, ensuring the longevity necessary for the business.

Varma et al. (2016) claim that the evolution of the hotel chain must break its lethargy and become more dynamic in order to accompany the progress of the tourism sector, reconsidering its business model to face the challenges imposed by technological evolution and

the emergence new generation of consumers (Castillo & Quintero, 2013). Becerra, Santaló and Silva (2013) specify that conditions which are not under the control of the hotel chain, such as economy, consumer attitudes and virtual spaces, such as WhatsApp, YouTube, Instagram, Facebook, among others, can influence, restrict or direct the hospitality industry.

The investigations carried out by Hamari, Sjöklint and Ukkonen (2015) and Martínez and Del Bosque (2013) indicate that in a context where consumers feel more satisfied and recognized by the networks that provide hosting services, ethical consumerism and hospitality represent an essential role in the constitution of unforgettable experiences. It is up to the hotel chain to offer a more consistent and valuable hosting experience (Iglesias, Ind, & Alfaro, 2017), incorporating additional variables into the provision of services, which may contribute in an unusual way to the consumer experience (Teng, Wu, & Liu, 2015).

Among the additional dimensions that contribute to the hotel chain increasing the number of customers, differentiating it from the main competitors, Mokhtar, Mus and Sjahrudin (2019) stand out, which highlight the need for modernization of facilities, quick response to customers and the provision of security guarantees to customers regarding the fulfillment of promises at all times; expand technology-based services (Kotler & Armstrong, 2013); satisfy and surpass its competitors in all services provided (Sigala, 2005); create relationship management strategies that focus on strong, long-term relationship commitment (Dimitriadis, 2010; Malik, 2018); quickly understand customer needs and satisfy them (Makanyeza & Chikazhe, 2017); to offer a personalized and agile service to customers (Croteau & Li, 2003).

In Brazil, the hotel industry stands out as one of the main economic activities in the country's tourism sector. The hospitality activity, according to the Ministry of Tourism [MTur], represents a third of the contribution from the tourism segment (Brasil, 2016). In view of this, for the hotel industry to last in an increasingly competitive market, it is imperative that the main hotel executives conceive and put into practice marketing strategies that stimulate, preserve and expand customer satisfaction, which, in as far as you are concerned, you will be able to make customers loyal to the hotel's accommodation services (Al-Msallam & Alhaddad, 2016; Soares, 2017).

2.4 Airbnb and Hotels

The shared economy represents a recent event in which regular consumers have become providers of accommodation services, which was previously considered exclusive to hotel

chains (Sundararajan, 2016), thus increasing competition in the accommodation services sector (Almeida, Costa, & Simões, 2014).

Zervas et al. (2017) provide evidence in their research that Airbnb has been considered as a global precursor of peer-to-peer hosting services, being classified as a preponderant competitor of the hotel chain, causing a significant and unfavorable impact on revenue from the provision of accommodation services lodging offered by hotels.

It is indisputable that hotels and platforms such as Airbnb, both accommodation providers, have tourists as their main audience. However, the consumer profile can be quite different between those who opt for a more cautious experience and those who opt for a more original experience (André, 2018).

Oaten, Le Quesne and Segal (2015) explain that the hotel industry needs to adapt and live with the uncertainties inherent in the market for providing accommodation services. Strategically anticipating the constant changes is essential to survive the adversities imposed by competitors (Airbnb), minimize adverse effects and preserve and maintain the hotel's performance. To remain competitive in this market, the global hotel industry needs to better identify and understand the risks it is exposed to, prepare for the unpredictable, promote new brands and concepts and be efficient enough to react to new opportunities in order to compete more openly with Airbnb, providing a more authentic experience for users (André, 2018).

For a better understanding of the strength and degree of competitiveness of each organization, Costa Jr. et al. (2021) mentions the need to carry out an analysis of the enterprise, crossing the opportunities and threats of the analysis of the environment with the strengths and weaknesses of the analysis of the organization (SWOT Matrix), and later to create offensive, defensive, reinforcement and confrontation strategies, in order to understand what is intended to implement and improve each business model.

Figure 1 shows the SWOT matrix designed to analyze the strengths, weaknesses, opportunities and threats of each business model (Airbnb and Hotels).

Figure 1 - SWOT Matrix - Airbnb and Hotels



Source: adapted from Costa Jr. et al. (2021), Lin (2016) and Meleo, Romolini and De Marco (2016).

Generation Y, also known as Millennials, is part of a considerable number of consumers, but it is not the only one of Airbnb's strategic focuses. In this sense, a hotel chain, the Accor group, intends to seek as a differentiated strategy the offering of a homelier experience and interaction with people who live in the surroundings of the hotels (Oskam & Boswijk, 2016). Very similar to the service offered by Airbnb, in 2016 the Accor group integrated the startup One-fine-stay into its structure. The model is characterized by the short-term lease of private houses. Despite belonging more to the luxury segment, the principle of this segment is to offer stays in private homes, providing guests with a more familiar and unique experience (Onefinestay, 2017).

The model called Vacation Rentals, was conceived and managed by one of the largest hotel franchising groups in the world, Choice Hotels, which forms partnerships with autonomous local groups that have common goals in relation to tourist accommodation. Mainly carried out in the United States of America, the model is characterized by the direct and exclusive relationship between the consumer and the local autonomous groups for the rental of different types of self-sufficient accommodation (Boto-García et al., 2023; Soh & Seo, 2023).

Although with some initiatives, essentially regarding the effective results and the reacquisition of its market share, the hotels still present an imprecise scenario regarding the tendency to resemble the concept of services established by Airbnb.

2.5 Loyalty and Satisfaction

Loyalty translates into a “deep behavior in repurchasing or favoring a product/service in the future, causing brand repetition [...] (Oliver, 1999, p. 34). According to Dessart, Veloutsou and Morgan-Thomas (2015), the relationship between hotel service providers and the consumer is a process constituted by emotional phenomena, which explains that behavior can be understood as a predecessor of loyalty, and the retribution behavior needs to be identified as a driver of profitability (Anderson & Mittal, 2000).

Caruana (2002) mentions that the behavior is a full expression of loyalty to the hosting service provider, especially when the consumer intends to return and remain using a particular service (Kim, Brent, & McCormick, 2012), being considered as a loyalty indicator (Kotler & Keller, 2006).

The assiduous consumption of products and services from hosting service providers, loyalty, is influenced by several factors: by customer satisfaction, while customer satisfaction is influenced by the quality of service, and quality of the hosting service by the experience (Huang & Yu, 2019; Priporas et al., 2017).

Regarding the loyalty and quality of the services provided, Clauss, Harengel and Hock (2019) and Yang et al. (2017) mention that consumers who use peer-to-peer platforms with Airbnb recognize that the emotional perception they get from these platforms is the most essential support for loyalty. The way the Airbnb platform customer behaves, acts or reacts to certain situations, in the face of inconveniences in the provision of services, can be seen as a common expression of loyalty in the hotel and tourism literature, being stipulated as “a deep psychological commitment to repurchase a product or reproduce a service in the future” (Oliver, 2010, p. 23), a commitment that mediates between customer trust and loyalty (Yang et al., 2017).

In segments considered traditional, as in the case of hotels, the quality of services provided must be offered in such a way that the customer reaches the conclusion that the quality and expectations in what is related to him are fully met. Services must be offered within detailed sectorial standards, enabling changes to be put into practice and evolving in quality levels, with the aim of gaining the loyalty of real and potential customers (Lalicic & Weismayer, 2018;

Souza, Meira, & Maske, 2012). According to Kim and Kim (2020), in order to ensure that customers do not replace the hosting services offered by the competitor, it is necessary to consolidate and improve the level of consumer loyalty, adding aspects that encourage the set of customer attitudes and reactions in view of the services provided.

For Stefko et al. (2020) organizations providing hosting services should prioritize meeting customer needs, enhancing the added value, which is reproduced in the favorable evaluation and recommendation of products and services offered, becoming a differentiator in customer loyalty. As a rule, hotels must give priority to the quality of accommodation, cleanliness of the hotel, modern facilities and agility in service, contemplating and exceeding customers' expectations with the reality experienced. In addition, the quality of information has a favorable and relevant implication in user loyalty and satisfaction, driving the intention to purchase services (Chen & Chang, 2018).

Understanding users' perception of users in relation to the product or service contributes to customer satisfaction being measured. In view of this, Albrecht (1992) exposes that knowing how to discern the attributes of the product or service becomes critical to designing a competitive differential against competitors. Satisfaction is defined by Oliver (2010, p. 13) as "the consumer's satisfaction with his judgment about the products or services offered, and this contentment can be greater or lesser according to his evaluation". Solomon (2019) sums up this definition as a reaction or feeling about an expectation.

The primacy of services, according to Longenecker et al. (2007), it cannot be new for hosting service providers that aim to expand their competitive advantage. It is essential to consider the particularities that surround the service as business intelligence. Also, according to the authors, three factors were identified as responsible for the increase in the level of dissatisfaction among users: behavior or performance, responsible for 20% of the dissatisfaction results; unnecessary rules and procedures contributed to 40% of the dissatisfaction; and the remaining 40% are due to the misuse of products by customers. The primacy in providing services to customers and the intensity of pleasant memories experienced by guests intervene in word-of-mouth communication and overall user satisfaction (Vanhamme, 2000). Wang and Jeong (2018) point out that favorable attitudes in providing hosting services and satisfaction are essential predictors of customers' intention to choose and consume the products or services offered.

In the hosting services industry, recognizing the stage of maturity of the services offered by professionals in the hospitality sector, favors detecting possible existing adversities, understanding the dissimilarities between the organization and the competition and, above all,

making the concept known of utility for the well-being of clients (Casais et al., 2020). For Clauss, Harengel and Hock (2019) the quality of services provided is recognized by the customer through the professionals who effectively perform the hospitality services.

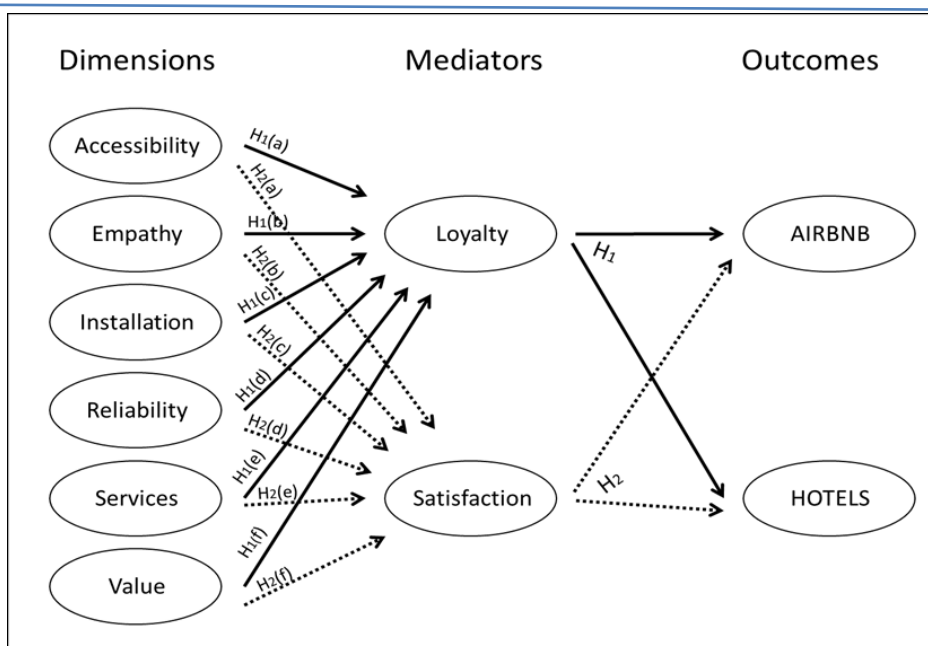
Understanding the human components in the provision of hosting services must be seen as an attribute of reliability, fulfilling the promises made to customers, being helpful, solving inconveniences and keeping the registered information of the customers up to date. From another point of view, it is important to make improvements to the facilities and have contemporary equipment in order to contribute to a differentiated perception of quality by the customer (Birinci, Berezina, & Cobanoglu, 2018). Sen and Bhattacharya (2019) mention that hotel professionals must quickly adapt to changes in accommodation services, and often seek new knowledge, especially in the area of technology, which is constantly changing quickly. The qualification of employees in accommodation services is essential to maintain a good relationship and effective communication with customers.

In order to create greater interactivity between customers and hosting service providers, Garrido-Moreno et al. (2018) state that social media, such as Facebook, Twitter, YouTube, Instagram, Pinterest and Flickr, among others, have reshaped the way organizations relate to the market, and their repercussion is being experienced especially in the hosting services. Marketing strategies based on the use of social media, in order to enable greater brand exposure, have become increasingly trivial among hotel chains, as they enable a better understanding of customers, favoring a prominent revenue generation, service particularization and the increase in the level of satisfaction with the hosting services provided. Zhu, Cheng and Wong (2019) demonstrate that the provision of correct information, transparent communication, a welcoming environment, favorable price and experience positively influence guest satisfaction.

The concept of the guest who uses the accommodation services, among the particularities existing in their analysis and consideration of the level of satisfaction, is to have different experiences in each visited place. The price paid to purchase the service and the costs of time, research, convenience, feelings and behavior of people can be seen as the main aspects considered by customers (Cabral, 2015).

The researchers proposed, based on the literature review, the following research structure, as illustrated in Figure 2. In the proposed structure, this study suggests that loyalty and satisfaction serve as mediators in the use of services offered to Airbnb users and the hotel chain.

Figure 2 - Conceptual framework



Source: prepared by the authors (2022).

In view of the reflections pointed out about loyalty and satisfaction, two hypotheses were created (Table 1), portrayed below:

Table 1 - Research Hypotheses

H_1 : Loyalty influences the use of services offered to Airbnb users and the hotel network.	H_2 : Satisfaction influences the use of services offered to Airbnb users and the hotel network.
$H_1(a)$: Accessibility influences loyalty;	$H_2(a)$: Accessibility influences satisfaction;
$H_1(b)$: Empathy influences loyalty;	$H_2(b)$: Empathy influences satisfaction;
$H_1(c)$: Installations influences loyalty;	$H_2(c)$: Installations influences satisfaction;
$H_1(d)$: Reliability influences loyalty;	$H_2(d)$: Reliability influences satisfaction;
$H_1(e)$: Services influence loyalty;	$H_2(e)$: Services influence satisfaction;
$H_1(f)$: Value influences loyalty.	$H_2(f)$: Value influences satisfaction.

Source: survey data (2022).

The two hypotheses constituted in the theoretical framework were empirically tested, and the way in which this occurred is presented below.

3. RESEARCH METHODOLOGY

The research is characterized by quantitative (Lindfelt *et al.*, 2018). The questionnaire consisted of 42 questions of 8 dimensions, focusing on identifying the attributes of Airbnb and the hotel chain services. The dimensions are Accessibility; Empathy; Installation; Reliability; Services; Value; Loyalty and Satisfaction. The questionnaire was developed based on Trentin *et al.* (2022) (Appendix 1), tested and validated through Structural Equation Modeling [SEM].

The questionnaire adopted a scale suitable for the Likert model, which expresses a favorable or unfavorable attitude towards a given subject, measuring the degree of agreement and disagreement in relation to a given statement. Each question in that questionnaire contains 7 answer options, ranging from (1) Very dissatisfied to (7) Very satisfied with the statements that composed the questions.

To obtain the data, a descriptive cross-sectional survey was carried out, using a structured questionnaire available for filling out via the web, through the website specialized in data collection, google forms. The sample consisted of 645 respondents, using accessibility and convenience. The survey data was collected in the first quarter of 2021 throughout Brazil. Then, the data were tabulated in an Excel® spreadsheet, imported and treated with the aid of the statistical software SPSS® (Statistical Package for the Social Sciences) version 28 to verify these relationships.

The analysis process begins with a review and organization of the data to inspect the integrity and consistency of the database. Descriptive statistics were used to improve understand the characteristics of the sampling. Through sampling, it is possible to analyze and obtain specific characteristics of the population (Hair Jr. *et al.*, 2009). Then, the comparison between the mean values was performed, using the Wilcoxon-Mann-Whitney test (U test). According to Campbell and Skillings (1985), the Wilcoxon-Mann-Whitney test (U test) is indicated to test the difference between two unpaired groups in a single ordinal variable. Multiple linear regression was also used to verify the influence of the investigated dimensions on customers loyalty and satisfaction. According to Fávero *et al.* (2009) multivariate regression quantifies the association between one or more predictor variables and an outcome variable. After describing the methodological procedures used for the development of the research, the analyzes of the results found are presented below.

The scale reliability of the investigated dimensions was assessed using Cronbach's Alpha test (Table 2). Alpha Cronbach is a useful statistic for investigating the internal consistency of the questionnaire scale. According to Hair Jr. *et al.* (2009) for a factor to present acceptable internal consistency, it must have a Cronbach's Alpha greater than 0.700. The dimensions of this research showed good reliability values of the data with coefficients $\alpha \geq 0.700$.

Table 2 - Reliability Analysis

Dimension	Cronbach's Alpha	No. Items
Accessibility	0.736	04
Empathy	0.914	05
Installation	0.909	04
Reliability	0.868	04
Services	0.797	05
Value	0.963	04
Loyalty	0.894	03
Satisfaction	0.960	03

Source: survey data (2022).

Through the KMO (Kaiser-Meyer-Olkin - Measure of Sampling Adequacy) test, which determines the sample adequacy regarding the degree of partial correlation, ranging from 0 to 1, KMO close to 1 indicates that it is very adequate to use of the Factor Analysis [FA] technique. On the other hand, values close to 0 reflect a weak correlation between dimensions. It is noteworthy that for the correct use of FA, the KMO must be at least 0.6 (Fávero *et al.*, 2009; Hair Jr. *et al.*, 2009). Therefore, the KMO test of the present research denoted reasonable explanatory power (0.924), as highlighted in Table 3. In turn, the Barlett's sphericity test presented a p-value of 0.000, indicating that there is a correlation between the dimensions, thus it is advisable to use of FA. It is evident that for the p-value to be significant it must be below 0.05 (Fávero *et al.*, 2009; Hair Jr. *et al.*, 2009). All 32 joint components in this study contributed to 65.28% of the total variance.

Table 3 - KMO and Bartlett tests from dimensions 1 to 8

KMO and Bartlett Test		
Kaiser-Meyer-Olkin measure of sampling adequacy.		.924
Approx. chi square		3546.657
Bartlett's sphericity test	Df.	28
	Sig.	.000

Source: survey data (2022).

4. RESULTS AND DISCUSSIONS

To better understand the characteristics of the sample, demographic aspects were investigated. Table 4 shows a predominance of female respondents (59.8%) and married marital status (54.1%) among the survey participants. Regarding the distribution of respondents by age group, it appears that 72.5% are aged up to 40 years. Most participants (93.3%) have undergraduate and graduate degrees as educational background, and 62.2% of the respondents have remuneration above R\$ 4,000.00.

Table 4 - Distribution of respondents

Gender	Male		Female		
	259	40.2%	386	59.8%	
Marital status	Married		Not married		
	349	54.1%	296	45.9%	
Education	Frequency	Percent	Age group	Frequency	Percent
Postgraduate	438	67.9%	over 51 years old	61	9.5%
Higher education	164	25.4%	From 41 to 50 years old	116	18.0%
Technical school	40	6.2%	From 31 to 40 years old	220	34.1%
High school	3	0.5%	From 18 to 30 years old	248	38.4%
Total	645	100.0%	Total	645	100,0

Source: survey data (2022).

There is a preference for services of hotels chain (55.7%) in relation to the Airbnb platform (44.3%). Oskam and Boswijk (2016) suggested that the choice of the guest for hotels is mainly due to the lived experience and the hospitality given to users. According to Richard and Cleveland (2016), hotels are exploring innovative and disruptive business models that make it possible to incorporate the shared economy. In this sense, it is possible to expand the preference for accommodation in the hotel network in view of the offer of differentiated

accommodation models. Peltier (2014) mentions the example of the BeMete.com platform as an innovation model. Accommodations are managed by Room Mate Hotels, following the shared economy model, but with access to all services provided by the hotel chain.

Table 5 also shows that the frequency of use of services has a higher concentration of use in the period of six to twelve months, in both service platforms.

Table 5 - Distribution of respondents (Continued)

	Airbnb		Rede Hoteleira		
	Frequency	Percent	Frequency	Percent	
What service do you prefer?	286	44.3%	359	55.7%	
Where was your last stay?	216	33.5%	429	66.5%	
How often do you use this service?	First time	21	7.3%	23	6.4%
	Weekly	3	1.0%	9	2.5%
	Monthly	21	7.3%	42	11.7%
	Semiannually	116	40.6%	137	38.2%
	Annually	125	43.7%	148	41.2%
When was the last time you used this service?	in the last 30 days	77	26.9%	88	24.5%
	From 31 to 60 days	31	10.8%	65	18.1%
	From 61 to 180 days	66	23.1%	81	22.6%
	From 181 to 365 days	51	17.8%	43	12.0%
	More than 1 year	61	21.3%	82	22.8%

Source: survey data (2022).

After completing the analysis of the distribution of respondents, a descriptive analysis of the sample was performed. Table 6 shows the mean value of each dimension, based on the results obtained. It was verified whether there is an alternation between the variables through the mean values assigned to the dimensions studied. Data were tested for normality using the Shapiro-Wilk test, but the results revealed that they do not have a normal distribution (p-value of 0.000 for all variables). According to Hair Jr. et al. (2011), when data are measured by ordinal or nominal scales, the assumption that the data are normal is not always valid. In these cases, the use of non-parametric tests is suggested. The absence of multicollinearity is checked by applying the Tolerance test (value > 0.2 and closer to 1) and Variance Inflation Factor [VIF] (value < 5) (Fávero et al., 2009) and also the absence of autocorrelation through the Durbin-Watson test (value between $1.5 < d < 2.5$ shows that there is no correlation) (Savin & White, 1977).

Thus, the nonparametric Wilcoxon-Mann-Whitney test (U test) was used to compare two independent samples (Siegel & Castellan, 2008). The Wilcoxon-Mann-Whitney test (U test) was used to determine whether the existence of variation between dimensions is

statistically significant, through the mean values of the groups of respondents from Airbnb and the hotels. In the Wilcoxon-Mann-Whitney test (U test), p-values less than 0.05 demonstrate that the groups are significantly different.

Table 6 – Descriptive analysis and Wilcoxon-Mann-Whitney test

		Dimension							
		Accessibilit y	Empathy	Instalação	Reliability	Services	Value	Loyalty	Satisfactio n
AIRBNB	Mean	5.32	6.04	5.83	6.20	5.17	5.78	5.81	6.06
	Standard deviation	1.079	1.012	1.023	0.946	1.169	1.211	1.348	1.151
HOTEL	Mean	5.48	5.99	5.85	6.18	5.52	5.70	5.79	5.99
	Standard deviation	1.079	1.007	1.095	0.964	1.050	1.204	1.278	1.095
≠ Averages (Airbnb / Rede Hoteleira)		0.16	0.05	0.02	0.02	0.35	0.08	0.02	0.07
TOTAL	Mean	5.41	6.01	5.84	6.19	5.36	5.73	5.80	6.02
	Standard deviation	1.082	1.009	1.063	0.956	1.116	1.207	1.309	1.119
Wilcoxon-Mann-Whitney (U test)	Result	≠ AV	≅ AV	≅ AV	≅ AV	≠ AV	≅ AV	≅ AV	≅ AV
	p-value	0.043	0.388	0.426	0.639	0.000	0.263	0.403	0.160
	U test	49594.5	49323.5	49476.0	50251.5	42269.5	48748.0	49409.5	48150.0

Caption: ≠ (Difference); ≅ (Similarity and/or equality); VM (Average Value).

Source: survey data (2022).

The results of the Wilcoxon-Mann-Whitney test (U test) showed that there is no difference between the mean values of both groups (Airbnb and Hotels), in relation to the dimensions of empathy, installation, reliability, value, loyalty and satisfaction. However, the accessibility and service dimensions showed a significant difference between the average total values observed, demonstrating a different perception.

To identify what affects the loyalty and satisfaction of users of Airbnb and hotel services, a multiple regression analysis was performed, considering loyalty and satisfaction as a dependent dimension and accessibility, empathy, installation, reliability, service, and value as independent dimensions.

The hypotheses of the relationship between the dimensions and their respective results are shown in Tables 7 and 8.

Table 7 - Multiple Regression Analysis - Loyalty Hypothesis

H₁: Loyalty influences the use of services offered to Airbnb users and the hotel chain.

Hypotheses	Service	β	p-value	Situation
<i>H_{1(a)}</i> : Accessibility influences loyalty;	Airbnb	0.089	0.081	Hypothesis rejected
	Hotel	0.078	0.072	Hypothesis rejected
<i>H_{1(b)}</i> : Empathy influences loyalty;	Airbnb	0.098	0.142	Hypothesis rejected
	Hotel	-0.033	0.531	Hypothesis rejected
<i>H_{1(c)}</i> : Installation influences loyalty;	Airbnb	0.119	0.081	Hypothesis rejected
	Hotel	0.245	0.000	Hypothesis not rejected
<i>H_{1(d)}</i> : Reliability influences loyalty;	Airbnb	0.053	0.430	Hypothesis rejected
	Hotel	0.268	0.000	Hypothesis not rejected
<i>H_{1(e)}</i> : Services influence loyalty;	Airbnb	0.038	0.489	Hypothesis rejected
	Hotel	0.015	0.784	Hypothesis rejected
<i>H_{1(f)}</i> : Value influences loyalty;	Airbnb	0.471	0.000	Hypothesis not rejected
	Hotel	0.326	0.000	Hypothesis not rejected

Adjusted $R^2 = 0.532$ (Airbnb); Adjusted $R^2 = 0.569$ (Hotel); $p < 0.05$.

Source: survey data (2022).

Table 7 presents loyalty as a dependent variable. Regarding hotel facilities, Minciotti, Santolia and Kaspar (2008) show in their research that the attributes of facilities (78.80%), private accommodation (82.20), and hygiene and cleanliness (89.30%) contribute to fulfilling needs of customers. For the authors, the provision of inadequate service results in frustration and annoyance; on the other hand, a service with the desired quality will satisfy and surprise the customer, making it possible to win their loyalty.

The results presented here corroborate Silvera and Pereira (2016), who demonstrated that the reliability dimension in the hotel services exceeded guests' expectations, reaching a positive gap of 0.16 between expectation and performance. Ellis (2000) considers that reliability, accessibility, emotions and feelings characterize loyalty, due to the experiences lived by the user of hosting services previously and also those that occur in the present moment.

Regarding the services provided in the shared economy model, Soares et al. (2018) highlight that the services offered through digital platforms provide a greater number of amenities and practicalities to users of this modality. For Yang et al. (2017) what conveys credibility to the shared economy is what awakens pleasure, well-being and makes the customer feel comfortable, that is, amenities, thus generating more trustworthy relationships and transactions. In view of this, Anaza and Zhao (2013) portray that facilitating services, whether

internal or external, actually create facilities and enable quick service for users of hospitality services, directly influencing loyalty, engagement and satisfaction. The authors found that the effect of consumer loyalty, when using facilitating services, influences the client's intention to recommend their use to other clients.

Vargina (2019) mentions that satisfaction with the accommodation service originates from silence, tranquility and mainly from the family and jovial atmosphere. In addition, creating new ways to obtain and appreciate guest feedback, in relation to reservation control, occupancy control, cleaning and maintenance, check in and check out, among others, will help to better understand the needs and desires of customers, favoring thereby improving the quality of the services provided. Nisara and Prabhakar (2017) show in their research an express connection between quality of services provided, loyalty and satisfaction.

Regarding the evidence addressed in this study, which shows that loyalty is influenced by perceived value for both, the hotel chain and Airbnb, it is noteworthy that Rocha et al. (2014) similarly found evidence that price is a loyalty generator. The study mapped more than 30 loyalty-generating factors in the literature, identifying price as a strongly mentioned factor. Price is one of the most relevant factors, followed by the empathy created between service providers and guests, and the reliability of the information provided (Cabral, 2015). Regardless of the attractions and amenities offered, the daily price can effectively be decisive for customer loyalty (Nogueira, Kuhnen, & Fiates, 2016).

Contrary to the result obtained in this research, Krüger (2018) stated that price was the second smallest predicting force (0.282) of loyalty. However, according to the author, this result does not exclude its importance on loyalty.

Table 8 shows satisfaction as dependent variable. According to Campos (2018) and Tavares and Brea (2018), personalized service seeks to establish an emotional symbiosis with consumers, essential in the consumption of hotel services, in order to keep customers desirous of a more personalized care, thus expanding the level of involvement and satisfaction during the course of your stay.

Table 8 - Multiple Regression Analysis - Satisfaction Hypothesis

<i>H₁</i> : Satisfaction influences the use of services offered to Airbnb users and the hotel chain.				
Hypotheses	Service	β	p-value	Situation
<i>H₂(a)</i> : Accessibility influences satisfaction;	Airbnb	0.054	0.187	Hypothesis rejected
	Hotel	0.012	0.706	Hypothesis rejected
<i>H₂(b)</i> : Empathy influences satisfaction;	Airbnb	0.105	0.051	Hypothesis rejected
	Hotel	0.077	0.044	Hypothesis not rejected
<i>H₂(c)</i> : Installation influences satisfaction;	Airbnb	0.183	0.001	Hypothesis not rejected
	Hotel	0.307	0.000	Hypothesis not rejected
<i>H₂(d)</i> : Reliability influences satisfaction;	Airbnb	0.067	0.210	Hypothesis rejected
	Hotel	0.269	0.000	Hypothesis not rejected
<i>H₂(e)</i> : Services influence satisfaction;	Airbnb	0.076	0.089	Hypothesis rejected
	Hotel	0.086	0.032	Hypothesis not rejected
<i>H₂(f)</i> : Value influences satisfaction;	Airbnb	0.503	0.000	Hypothesis not rejected
	Hotel	0.291	0.000	Hypothesis not rejected

Adjusted R² = 0.699 (Airbnb); Adjusted R² = 0.766 (Hotel); p < 0.05.

Source: survey data (2022).

Regarding the evidence addressed in this study, which shows that satisfaction is significantly influenced by the installations dimension on Airbnb and in the hotel services, it is worth highlighting the research carried out by Naoum (2011), who, similarly, showed that the comfort of facilities was considered as a generating factor of satisfaction, further enhancing the level of guest satisfaction. The lack of adequacy and comfort of the facilities can be negatively associated with satisfaction. Negative comments identified by Levy, Duan and Boo (2013), O'Connor (2010) and Chaves, Gomes and Pedron (2012) were related to bathroom cleaning, room cleaning, noise in the room, and temperature adjustment (air conditioning). For Stringam and Gerdes (2010), the bathroom was negatively associated with satisfaction, being related to the following terms: towel, toilet, shower, and sink. In the investigation by Jeong and Jeon (2008), it was identified that the deterioration of equipment and facilities has a negative impact on customer satisfaction. As for the positive comments, these were identified by Chaves et al. (2012), such as: cleanliness of rooms, comfort, appearance of facilities and internet.

Reinforcing the results of the present research, Kipper et al. (2015) portrayed that the dimension of reliability exceeded the perception of customers in relation to their expectations. João, Morgado and & Merlo (2010) presented reliability as one of the most relevant attributes for the satisfaction of consumers of accommodation services. The reliability dimension was related to the factors: service level, time of execution within the established deadline, fulfillment of promises, among others.

In agreement with the results of the present research, Hasegawa (2010) identified in his conclusions that empathy, availability of meals, and accommodation offered to customers are determinants of overall satisfaction. According to Radojevic, Stanisic and Stanic (2017), the intercultural competence of hotel employees, privileged location, hygiene and quality of facilities, modern, technological and spacious accommodations, benefits aimed at health and physical fitness, among others, contribute to lessening part of anxiety experienced by consumers as a result of integrating a new cultural landscape.

Regardless of the format of the accommodation services provided, Airbnb or hotels, the present research shows that satisfaction is influenced by the perceived value for both services. Corroborating these results, Cabral (2015), Liu et al. (2013), and Barcala, Díaz and Rodrigues (2009), highlighted value as one of the most relevant factors of satisfaction. For the authors, the perceived value influences customer satisfaction and their behavioral intentions. Branco, Ribeiro and Tinoco (2010), referring to satisfaction, identified that the price derives from the value perceived by the customer, that is, the cost-benefit ratio directly influences consumer satisfaction.

The results obtained by Figueiredo and Santos (2017) showed that it is not possible to affirm that the higher the price charged for accommodation services, the lower the satisfaction. The pricing of services must be linked to the value perceived by the customer, thus increasing the level of satisfaction. From another perspective, Möhlmann (2015) confirmed in his research that the reduction of prices positively influences satisfaction and the intention to use services again in the future. Lower prices, especially for share economy users, give consumers greater satisfaction.

In this same perspective, Tussyadiah (2016) revealed positive effects of economic benefits on satisfaction. The author confirms in his research that consumer satisfaction increases when they perceive greater value and lower cost in relation to the services offered.

5. CONCLUSIONS AND RECOMMENDATION

Despite the expansion of the shared economy as a likely alternative to meet a variety of consumer needs, this study showed greater representation for hotel services. The research aimed to analyze the factors that affect the loyalty and satisfaction of Airbnb and hotel users, seeking to understand which dimensions show differences when consuming these accommodation services.

The results of the hypothesis regarding loyalty, showed that for hotels, the dimensions of Installations, reliability and value significantly influence loyalty (Table 7). On the other hand, the dimension of value is the only one that directly influences loyalty of AirBnB customers.

The conclusions of the hypothesis regarding satisfaction showed that the dimensions of attendance, installation, reliability, services and value influence satisfaction of hotels costumers, and the dimensions of installation and value have influence on the satisfaction of Airbnb costumers (Table 8), demonstrating how consumers consider (make judgments), understand (reach a conclusion) and choose (express their preference) their place of accommodation.

The results suggested that the loyalty and satisfaction is influenced by value in both services. It should be noted that the hotel chain has shown flexibility in the provision of services, in contrast to Airbnb's innovative model, regardless of the prices charged between one business format and another. It was noticed in our analyzes that the installations dimension influences the satisfaction of customers of both services.

From this analysis, it can be inferred that, nowadays, the existing demand, both in the hotel services and in Airbnb itself, is more than enough for a harmonious coexistence between the two models. Airbnb can keep expanding its business and the hotel chain has the ability to evolve with its future plans in order to keep up with the advancement of the accommodation market.

As a recommendation for future research, it is suggested a new application in periods different from those applied in this research (such as seasonal periods) and in a network of researchers from different countries, applying it in their countries and comparing the results. This suggestion is based on considering the need to increase the number of respondents in order to increase the reliability of conclusions and results, and also identify whether respondents' assessments of satisfaction and loyalty are influenced in different periods and countries. Still as a space for new work, it is suggested to carry out more empirical studies regarding the shared economy (also in different types of sharing platform), since this is a model in constant evolution, as well as technology. Such studies corroborate the understanding and update regarding the impacts of sharing. However, it is emphasized that this research, by decision of the authors, did not address the post-pandemic period, which may influence expectations regarding the results of the analyzes carried out, thus considering it a limitation of this study.

The results of this research are contributions to researchers, professionals, organizations, universities and research institutions. This study provides an understanding for professionals who want to understand how to stay ahead of their competitors, focusing on

attributes that are difficult to earn and preserve, such as loyalty and satisfaction, especially when it comes to customer relationships.

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FORMATO PARA CITAÇÃO DESTE ARTIGO

Espig, A., Tonini, G., Silva, J. C., & Tretin, L. (2024). Users' Satisfaction and Loyalty in Hotel and Airbnb Hosting Services. *Revista de Turismo Contemporâneo*, 12(1), 01-34. DOI: 10.21680/2357-8211.2024v12n1ID31335
