

Satisfaction factors of tourists staying in Queenstown's Airbnbs: An exploratory study

Jiaxin Li

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Primary Supervisor: Dr. Pola Wang

Secondary Supervisor: Dr. Tracy Harkison

Abstract

Because satisfying customers is a persistent goal of the hospitality industry, many studies have aimed to determine the key factors of guest satisfaction. More recently, with the emergence of the sharing economy, Airbnb has also begun to attracting researchers' attention. Although there has been much research conducted on Airbnb elsewhere, this has not been the case in New Zealand, particularly in the area of tourist satisfaction. This study focuses on Airbnb properties in Queenstown, New Zealand, and uses online reviews from guests to determine the factors that influenced their satisfaction with Airbnb.

The study employed a constructivist paradigm and qualitative approach. Online reviews posted between November 2019 and April 2020 were collected on 20 Queenstown Airbnbs with star ratings of 4.8 or higher. Content analysis was used to analyse the 550 valid reviews collected.

Location, view, homely feeling, cleanliness, and the host, were the most significant factors affecting visitors' satisfaction with their Queenstown Airbnbs. In contrast, price was determined to have the least impact on satisfaction. These findings confirmed that the satisfaction of Queenstown Airbnb guests was influenced by similar factors to those found in the literature. The study provides practical suggestions for Airbnb hosts and entrepreneurs for increasing tourist satisfaction, and demonstrates the value of using Airbnb online reviews to determine satisfaction with Airbnb. Consistent with this, recommendations for future studies of Airbnb are offered.

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Attestation of Authorship

“I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.”

Signed

Jiixin Li

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Chapter 1 Introduction

1.1 Research background

With its natural attractions and Māori culture, New Zealand is a popular destination for tourists. It attracts a substantial number of domestic and international tourists annually. The increasing demand for accommodation from tourists has generated profits for the tourism and hospitality industry (New Zealand Tourism Report, 2019). In 2018, accommodation providers such as hotels, motels, backpacker hostels, and holiday camps in New Zealand, provide accommodation services for about 40.4 million guest nights, including 17.5 million guest nights for overseas tourists (New Zealand Tourism Report, 2019). According to Statistics NZ in 2018, the tourism industry contributes almost NZ\$16 billion to the gross domestic product (GDP), which accounts for more than six percent of the total GDP. The New Zealand Tourism Report (2019) claims that as one of the most significant industries in New Zealand, tourism has made significant contributions to the local economy. However, the rise of the sharing economy will enrich the development of tourism sectors.

Zamani et al. (2019) stated that the sharing economy can be simply explained as the use of idle resources to create value. The emergence of the sharing economy is playing an essential role in the tourism and hospitality sectors to add service and experience options that enable participants to enjoy the benefit of sharing (Eunsuk et al., 2018; Guttentag, 2015; Pung et al., 2019). Airbnb, as an online accommodation and experience-sharing platform, has emerged in many countries and fashionable destinations, and drawn attention globally (An et al., 2019; Zervas et al., 2017). Since the rise and development of Airbnb in New Zealand in 2015, more and more local hosts have become Airbnb entrepreneurs (Deloitte, 2018). They post their idle rooms on the Airbnb platform, which provides an alternative option for tourists besides hotels (Young et al., 2017). The idea of sharing one's spare room with others is one of the manifestations of the sharing economy concept. Airbnb hosts can get extra income by sharing their rooms, and tourists can enjoy the local culture by living in the locals' rooms (Pung et al., 2019; Zervas et al., 2017).

Queenstown, in the South Island of New Zealand, is surrounded by the Southern Alps, and situated on Lake Wakatipu. Queenstown is a famous tourist resort town with unique scenery in different seasons. Although the New Zealand Tourism Report (2019) argued that traditional hotel accommodations such as hotels and motels account for the majority of the market, Airbnb has become increasingly popular among tourists in Queenstown and its potential should not be ignored. Medina-Hernandez et al. (2020) explained that as tourists increasingly focus on experiences, simple accommodation can no longer satisfy their needs. Since 2015, over 95,000 guests have checked into Queenstown's Airbnb, and the number of Airbnb rooms has exceeded 2,000, yet those numbers are still increasing (Airbnb.com, 2020).

As Zervas et al., 2017 and Medina-Hernandez et al. (2020) stated, hotels are facing challenges to maintain and attract tourists with the expansion of Airbnb. While Airbnb is attracting more and more tourists, hotels are still the first choice for most tourists when considering a stay, largely because of familiarity and habit (Birinci et al., 2018; Mao & Lyu, 2017). In order to take advantage of the competition with hotels, Zervas et al. (2017) suggested that Airbnb operators should deeply understand their customers, tourists, before establishing strategies. Understanding factors that impact tourist satisfaction can help Airbnb to establish strategies and enhance its competitiveness (Zervas et al., 2017).

A number of studies have explored tourist satisfaction with hotels and recently with Airbnb (e.g. Cheng & Jin, 2019; Huarng & Yu, 2019; Jang et al., 2019; Ju et al., 2019; Priporas et al., 2017). Research has highlighted various factors affecting tourist satisfaction with Airbnb from different aspects. Location, cleanliness, facilities, view and service quality are agreed to be the factors that affecting tourist satisfaction in both hotel and Airbnb (Dolnicar & Otter, 2003; Tussyadiah & Zach, 2015). On the other hand, Airbnb takes advantages on offering the authentic experience to tourists which they seek and expect, including allows tourists to communicate with local people, supplies kitchens to meet their cooking needs, and even creates a sense of home for tourists (Guttentag, 2015; Liang et al., 2018; Ramkisson & Uysal, 2011). These factors differentiate Airbnb with hotels on establishing tourist satisfaction.

However, Airbnb should be investigated further. In the literature, there seems to be a lack of research on New Zealand, as research has mainly focussed on studying tourist satisfaction with Airbnb in such places as the United States of America (USA) and Europe (Jang et al., 2019; Xu et al., 2019). Whether factors found in studies based on other countries can apply to New Zealand or not is not known, which illustrates that New Zealand is an understudied destination. This study intends to explore the factors that affect tourist satisfaction with Airbnb in Queenstown. Importantly, this study aims to help Queenstown hosts and Airbnb entrepreneurs in New Zealand understand the needs of tourists and find the factors that influence tourist satisfaction, and further attract more tourists.

1.2 Research objectives and questions

Due to the lack of studies on the topic using Airbnbs in New Zealand, this study aims to explore the factors that impact tourist satisfaction with Airbnb in Queenstown. Two research objectives are addressed as follows:

1. To identify factors that affect tourist satisfaction with Airbnb in Queenstown.
2. To identify ways to help Airbnb hosts and entrepreneurs to improve tourist satisfaction.

As per the research objectives of the study, two research questions were established to guide the research. The research questions of this research are:

1. What factors influence the satisfaction of tourists with Airbnb in Queenstown?
2. How can these factors be applied in Airbnb operations to improve tourist satisfaction in Queenstown?

Through the analysis of the online reviews on the official website of Airbnb, the factors influencing the tourists' satisfaction of Queenstown Airbnb are determined. The results of this study can provide an example of using Airbnb online reviews to analyse their satisfaction factors. Secondly, this study helps to narrow the gap of researchers' satisfaction with Airbnb tourists, especially the satisfaction of private rooms and hotels in New Zealand. Thirdly, it puts forward a direction for future research on Airbnb in New Zealand or other places where there is no research on Airbnb.

1.3 Research methodology

This research employs a constructivist paradigm and a qualitative approach as a methodology. The constructivist paradigm provides a theoretical framework for establishing this research. It starts from the assumption that there is more than one factor that affects tourist satisfaction with Airbnb. A qualitative approach gives direction to this research, which analyses the online comments from tourists to determine the factors that satisfy them.

The purpose of this research is to explore the satisfaction factors affecting tourists on Airbnb in Queenstown. The population is all the tourists reviewed on Airbnb within the chosen period. According to the Airbnb website, there are over 2000 listings in Queenstown, and more than 95,000 guests stayed in these listed accommodations since 2015. It is difficult to analyse all the reviews of these tourists under time constraints. Due to the limited time and budget for this research, secondary data were therefore adopted instead of primary data. The secondary data of this research were the reviews of tourists on Airbnb, collected from the Airbnb.com website, the official website for booking Airbnb accommodation. As the research time is limited, it was decided in this study to collect comments on just twenty Airbnbs. Twenty Queenstown Airbnb properties with over 4.8 stars were selected for this study by judgement sampling, including ten for private rooms and ten for entire houses. Comments published from November 2019 to April 2020 were collected, from which 550 were treated as valid. Content analysis was employed to analyse the data. The process of data analysis follows the six steps of content analysis set out by Neuman (2014).

1.4 Research overview

This dissertation has five chapters over all. Each chapter is summarised below:

Chapter One begins with providing an explanation of the research background. This is followed by the establishment of the research objectives and two research questions. Then, the research methodology of this study is explained, including research approach and data collection. Finally, the overview of each chapter is outlined.

In Chapter Two, firstly the emergence of the sharing economy is discussed, and Airbnb as one of the examples of the sharing economy is highlighted for this study. Secondly, the definition and importance of tourist satisfaction is described. The next section explores the factors that influence tourist satisfaction with hotels and Airbnb. The following part presents the recent literature on factors that influence tourist satisfaction. Lastly, the role of social platforms is explained, the importance of Electronic Word of Mouth (E-WOM) and Airbnb are discussed.

Chapter Three presents the methodology and methods that are used in the study. A constructivist paradigm is employed as the research paradigm. Next, the qualitative approach is explained by comparing other approaches, such as quantitative and mixed-method approaches. The chapter continues by explaining the reasons for choosing secondary instead of primary data. The population and sample of this study are explained after a discussion about secondary data. Then, the data collection is described. Finally, the data analysis is explained, including the content analysis method as well as the steps of the analysis processes.

Chapter Four presents the findings and discussion of this research. It begins by presenting the results of the data analysis process by listing the frequency and percentages of the main categories of satisfaction factors mentioned in the comments, including location, room, interaction and price. Then, it discusses each of the factors that influence tourist satisfaction of the findings, with reference to the literature previously mentioned in Chapter Two. Moreover, some examples of comments are cited to explain tourist feelings more appropriately.

Chapter Five is the conclusion of this research, and begins with a summary of the findings and discussion chapter. Then, it compares the satisfaction factors for two different types of Airbnb, which are the entire place and a private room. Next, the theoretical and practical implications of this study are presented, including some suggestions for Airbnb hosts and Airbnb entrepreneurs. Finally, the chapter outlines the limitations of the research, and recommendations for future study.

Chapter 2 Literature review

2.1 Introduction

This chapter reviews the literature from different aspects to explore tourist satisfaction factors in different accommodation sectors. This chapter starts by discussing the emergence of the sharing economy and the development of Airbnb. The definition of tourist satisfaction and its importance to the hospitality industry are then presented. Based on the interpretation of extant Airbnb findings, satisfaction factors are categorised and discussed. The role of social media is analysed pointing out the importance of electronic word of mouth (E-WOM). Figure 1 outlines the contents of this chapter to provide a clear structure to aid understanding.

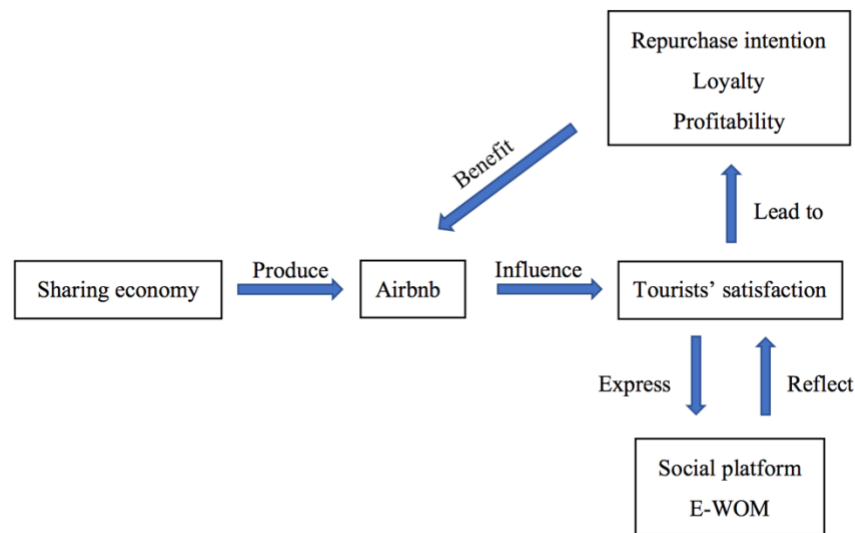


Figure 1. Overview of the Literature Review Topics

2.2 The impact of the sharing economy on the hotel industry

Eunsu et al. (2018) suggested that the idea of the sharing economy being considered as a new business model arose at the beginning of the 21st century. Vargas-Hernández and Rueda Gómez (2019) and Gerwe and Silva (2020) proposed that the emergence of the sharing economy was due to technological progress. The influence of the sharing economy has been expanded through digital platforms and has changed the traditional market system (Cusumano, 2018). The basis of a sharing economy is a socio-economic ecosystem that allows different individuals and organisations to share the creation, production, distribution, trade, and consumption of goods and services (Vargas-Hernández & Rueda Gómez, 2019). In such markets, underused resources and assets are reused or recombined to create value (Zamani et al., 2019). For business operators, it provides possibilities to exchange resources and reduce the cost of the transaction between

operators. For individuals, it allows them to exchange goods and services peer to peer at any time through digital applications (Gerwe & Silva, 2020; Möhlmann, 2015).

The sharing economy provides another possible selection for both business operators and individuals to trade by sharing other than traditional ways of trading (Barbu et al., 2018; Zamani et al., 2019). What is more, the sharing economy is increasingly being applied to daily activities, and changing the behaviours of consumers (Cusumano, 2018; Eunsuk et al., 2018). The business models of each subdivision of the sharing economy have been updated and applied significantly (Cusumano, 2018; Zamani et al., 2019). Various fields combine to form the characteristics of the industry, and connect idle resources with demand by building sharing platforms (Vargas-Hernández & Rueda Gómez, 2019). For example, platforms such as Airbnb have changed the way tourists find places to stay (Zamani et al., 2019).

The challenge for the traditional hotel industry is reflected in the increasing number of tourists choosing to share accommodations. According to Statsnz (2019), the number of nights that guests stayed in shared accommodation, and the resultant gross revenue, have continued increasing since 2013 in New Zealand. In 2018, there were over 8.8 million nights in which guests stayed in New Zealand sharing accommodation, producing more than NZD556 million gross revenue (Statsnz, 2019). Focusing on Airbnb, Deloitte (2018) reported that almost 580,000 Airbnb stays were booked by 1.4 million guests across 225 locations in New Zealand in 2017. These Airbnb guests contributed over \$660 million to the New Zealand tourism industry, including expenditure on accommodation, food and entertainment, as well as supporting more than 6,000 jobs across New Zealand (Deloitte, 2018). Furthermore, the New Zealand Tourism Report (2019) revealed that Airbnb has snowballed in the New Zealand market to more than 16,000 accommodation sites, with more than 2,000 in Queenstown alone. These increasing numbers illustrate the fact that sharing accommodation is popular in New Zealand (Deloitte, 2018; StatsNZ, 2019). Such rapid growth raises questions about why tourists enjoy staying in Airbnb, and what influences tourist satisfaction with Airbnb. Birinci et al. (2018) agreed that the hotel industry is facing a massive challenge with the emergence of Airbnb, which has led to researchers and industry operators hoping to find the Airbnb factors that satisfy tourists.

2.2.1 Airbnb

Airbnb was established in the USA in 2008, and is defined as a paid online peer-to-peer accommodation platform (Dolnicar, 2019). Guttentag (2015) outlined the essence of Airbnb as a network information platform, its function being to build a bridge between guests and hosts. This platform enables the exchange and communication of information between the two sides (Li et al., 2019). Abraham (2018) emphasised that effective communication of information is a necessary condition for both parties to reach a transaction, and is also the most significant role of

Airbnb in the transaction. In addition, Li et al. (2019) contended that the core of the Airbnb business model is the re-creation and utilisation of idle rooms and space. Airbnb provides an online platform for hosts to rent out their unused rooms and allows tourists to choose staying in these rooms (Deloitte, 2018; Guttentag, 2015; Guttentag et al., 2018). The emergence of Airbnb provides another selection for tourists, other than traditional accommodation such as hotels (Eunsuk et al., 2018).

There are differences between Airbnb and hotels with regard to both service and product. Birinci et al. (2019) noted that the operation of hotels is more inclined to standardisation, process, and branding. Airbnb is more inclined to individualisation and humanisation, emphasising differences and individuality (Birinci et al., 2019). Kim (2011) explained that hotels usually contain different departments and staff to serve the customers, such as housekeeping, food and beverage, and reception. Hotel rooms are designed with standardisation and are similar to those in other hotels. Staff are trained for serving customers (Kim, 2011). However, Sun et al. (2019) stated that Airbnb only has a host or host family to accommodate the guests. They are not trained for serving, but serve the guests as friends. Airbnb's rooms are value created from idle space, each with their own characteristics (Nowak et al., 2015).

A wide range of accommodation can be found on Airbnb's website, and prices vary widely. Other than common Airbnb types such as private rooms or entire places, there are also unique types of accommodation, such as treehouses, cabins, and tents (Abraham, 2018; Guttentag, 2015; Lyons, 2017). This peer-to-peer accommodation form provides a unique and authentic experience to consumers, unlike traditional accommodation choices such as hotels and motels (Medina-Hernandez et al., 2020). Airbnb encourages hosts and guests to interact throughout the experience (Deloitte, 2018). Their interaction promotes an understanding of each other's cultural habits and adds value to the experience (Eunsuk et al., 2018; Guttentag et al., 2018). It caters to current consumer demand of seeking authentic experience and leads to a significant challenge to traditional accommodation sectors (Medina-Hernandez et al. 2020).

The growth of Airbnb has caught researchers' attention to study. Some of the studies have focused on the motivation of tourists choosing Airbnb over hotels, and found that tourists are attracted by the practical benefits of Airbnb (Guttentag, 2015; Guttentag et al., 2018). In addition, there are studies focusing on the trust and privacy nature of Airbnb and sharing accommodation (e.g. Lutz et al., 2018; Teubner & Flath, 2019; Zarifis et al., 2019). There is also research into the service quality of Airbnb (Sun et al., 2019). Other researchers such as Lee et al. (2019) and Lu and Tabari (2019) explored customer behaviour by analysing online reviews.

2.3 Tourist satisfaction

Tourist satisfaction is often based on the subjective evaluations by customers of the actual product or service (Pizam et al., 2016). Generally, positive evaluation indicates satisfaction, whereas negative evaluation reflects dissatisfaction. Satisfaction is pleasurable and enjoyable reflection of the product or service used by the customer, which illustrates that the expectations and needs of the customer to the product or service were met (Liang et al, 2019). On the contrary, if customers' expectations and needs are not met, dissatisfaction increases. Moreover, tourist satisfaction can be affected by knowledge and experience, income, living habits and values of a customer, as well as external factors such as social media advertising and E-WOM (Pizam et al., 2016). Likewise, Maslow's hierarchy of needs (1970) highlighted that customers at different levels have different standards by which to evaluate products and services, which also explains the variation of customer evaluations and their satisfaction factors.

Tourist satisfaction has impact on different aspects. Firstly, tourist satisfaction has a direct influence on customer repurchase intention. Customers' repurchase intention is expressed as the repetition of consumption behaviour, which is based on the product, service or experience satisfying the demand (Huarng & Yu, 2019; Suh & Eck, 2019). Besides, Mao and Lyu (2017) argued that customer repurchase intention of Airbnb services can be affected by the customers' familiarity with it. This familiarity is based on the good impression that comes with the tourist satisfaction on the product or service. When customers have the same purchase intention, they tend to choose the products, services or experience that had satisfied them in the past, namely, familiarity (Mao & Lyu, 2017). It is worthwhile to acknowledge that the higher the tourist satisfaction, the more definite is the repurchase intention (An et al., 2019; Kim, 2011).

Secondly, tourist satisfaction can lead to customer loyalty. Kim (2011) and Pizam et al. (2016) contended that customer loyalty refers to the non-random behavioural reactions that show preference for a product or service many times in their purchasing decisions. It often includes dependence on the product or service, especially emotional dependence and preference (Kim, 2011). Customers with loyalty to the products or service are not easily affected by external factors (Ryu et al., 2012). Therefore, customer loyalty is essential for business operators. High tourist satisfaction can lead to customer recognition, as well as create customer loyalty (Suh & Eck, 2019; Huarng & Yu, 2019). Also, tourist satisfaction is an important goal for business operators, and is one of the most useful marketing tools for persuading the customer to purchase and continually purchase (Priporas et al., 2017).

Lastly, tourist satisfaction also has potential influence on business profitability. Tourist satisfaction is critical to the long-term success of a business because of its potential impact on profits (An et al., 2019; Ryu et al., 2012). Huarng and Yu (2019) suggested that high tourist

satisfaction can result in positive WOM that becomes powerful propaganda and reputation. Business operators can take advantage of the spread of the WOM, letting existing customers persuade new ones to participate, in order to reduce publicity and operating costs, and therefore, increase profits (Huang & Yu, 2019). What is more, business operators who attach importance to tourist satisfaction can improve their performance by understanding customers' needs, to enhance their competitiveness (Huang & Yu, 2019; Priporas et al., 2017). Overall, industry operators like Airbnb hosts are putting efforts into increasing tourist satisfaction in order to attract more customers as well as generating more profits and competitiveness (An et al., 2019; Huang & Yu, 2019).

2.4 Factors affecting tourist satisfaction

Kim (2011) pointed out that the factors affecting tourist satisfaction are complex and diverse, which depends on whether the hotel's service content satisfies the needs of customers. As the demand of current customers has shifted from products and services to experience, relying only on products or services can no longer meet the needs of customers (Young et al., 2017; Zervas et al., 2017).

2.4.1 Factors affecting tourist satisfaction in hotel industry

Many factors affect tourist satisfaction in the hotel industry, including rooms, service, staff, food and beverage, housekeeping, location, safety and security (Dolnicar & Otter, 2003; Tussyadiah & Zach, 2015). Walls (2013) classified these factors into two aspects, namely, the physical environment and human interaction. The physical environment contains cleanliness, security, safety, space and facilities. Human interaction covers staff attitude and professional service (Walls, 2013). Among these factors, Dolnicar and Otter (2003) pointed out that positive staff attitude, value for money, service quality, room cleanliness and location have a significant contribution to tourist satisfaction in hotels. Tussyadiah and Zach (2015) agreed with the importance of room cleanliness and argued that a clean room and comfortable bed are the essential requirements to satisfy the customer. As customers' expectations and needs are different, these factors affect their satisfaction differently. Poon and Huang (2017) and Young et al. (2019) mentioned that leisure and business tourists are the two main categories of customer segments of the hotel industry. Young et al. (2019) found that factors that business tourists tend to be satisfied in aspects like location, security, service and price. In contrast, leisure tourists satisfy more with price, location and room sizes.

2.4.2 Factors affecting tourist satisfaction in Airbnb

Tourist satisfaction factors in Airbnb are similar to hotels, though differences exist. Zhang (2019) argued that there are common aspects of hotel and Airbnb on factors that impact tourist satisfaction, such as room cleanliness, location, room experience and value for money. Compared

to traditional hotel accommodation, Airbnb pays more attention to experience, an authentic experience of living in the local community, and affordable price (Young et al., 2017). Nowak et al. (2015) and Tussyardiah (2016) stated that price is always a primary concern for tourists. Value for money that relates to the budget is also important for tourists and can influence their satisfaction with Airbnb (Jang et al., 2019; Klára, 2017; Nguyen, 2014). Paulauskaite et al. (2017) suggested that interactions with hosts, local culture interactions, as well as the uniqueness of room interiors and atmosphere, are the three key aspects influencing tourists' Airbnb experience. Guttentag et al. (2018) and Li et al. (2019) emphasised that local authenticity attracts tourists to choose Airbnb as their accommodation instead of hotels. Tourists expect to have local experience and novelty from Airbnb (Guttentag et al., 2018). Airbnb creates a shared space for tourists to interact with hosts, with secure interpersonal communication and cultural features (Sthapit & Jimenez-Bameto, 2018). This kind of interaction not only helps tourists to establish a new interpersonal and social relationship, expand the network, enhance self-confidence and trust, and find a sense of home and identity but also causes the collision of ideas and resonance of emotion because of the experience sharing and interest exchange between the host and guest (Ramkissoon & Uyasal, 2017).

2.4.3 Satisfaction factors from extant Airbnb studies

Table 1: Categories of Satisfaction Factors from Extant Airbnb Studies

Authors	Categories
Xu et al. (2019)	Location, host-guest experience, housing, facility, sensation
Ju et al. (2019)	Host, room, location and neighbourhood
Jang et al. (2019)	Price, location and home-like environment
Lin et al. (2019)	Facilities, space, decoration, price, purpose of the trip, convenient location and other aspects
Cheng and Jin (2019)	Host, amenities, location, and price, are not the key factors that influence tourist satisfaction

Table 1 presents research that studied tourist satisfaction with Airbnb more recently, and various other factors, are underlined by different researchers interesting in impacts on tourist satisfaction. Xu et al. (2019) categorised influence factors that impact tourist satisfaction with Airbnb into location, host-guest experience, housing, facility, and sensation, based on their research on Airbnb in London, United Kingdom (UK). Likewise, Ju et al. (2019) summarised satisfaction factors into

four major aspects, namely host, room, location, and neighbourhood, from their survey on Airbnb users of the USA and Canada. Also from a USA-based sample, Jang et al. (2019) revealed that price, location, and home-like environment, are the major factors that impact tourist satisfaction with Airbnb. However, Lin et al. (2019) claimed that Hong Kong tourists considered the facilities, space, decoration, price, purpose of the trip, convenient location, and other aspects, to determine their satisfaction with Airbnb. Also, Cheng and Jin (2019) concluded that host, amenities, and location, were the significant influencing aspects for tourists to Airbnb. They found that price was not the key factor that influenced tourist satisfaction with their research into Airbnb in Sydney, Australia. Overall, these studies contain similar influence factors, such as host, facilities/amenities, room, and location, yet they seem to have different opinions on the price factor. The next sections go more deeply into these factors.

Firstly, interaction is part of the host-guest experience (Xu et al., 2019). There are no staff in a room in the Airbnb experience, but only hosts. Cheng and Jin (2019) and Ju et al. (2019) claimed that Airbnb hosts as service providers play essential roles in the experience that guests encounter. Hosts offer assistance and guidance to guests, and hosts' attitudes towards guests may directly impact their satisfaction with the experience (Mao & Lyu, 2017; Ramkissoon & Uyasal, 2017). Since booking on the platform online is required before checking into Airbnb, tourists can only check in after the host agrees (Sun et al., 2019). The experience starts at that time, and it includes their online communicating experience and offline staying experience (Huang & Yu, 2019; Moro et al., 2019; Priporas et al., 2017). Hosts and guests are allowed to communicate through the platform once the reservation is made. However, whether the communication is harmonious and efficient can also have an impact on the experience and satisfaction of tourists (Zhang, 2019). Likewise, Egresi et al. (2020) proposed that good communication is one of the significant factors that contribute to guest satisfaction. In other words, positive attitudes of hosts and good communication within the interaction often end up with good tourist satisfaction (Egresi et al., 2020; Mao & Lyu, 2017). During the experience, hosts' attitude and communication can be classified into the interaction category of influencing tourist satisfaction.

Secondly, factors that in the Airbnb room can also impact on tourist satisfaction, including facilities, space, decoration, cleanliness, and homely feeling (Guttentag et al., 2018; Jang et al., 2019; Lin et al., 2019; Tussyadiah & Zach, 2015). Guttentag et al. (2018) suggested that factors like space, homely feeling, and household amenities, show the advantage of Airbnb. Among them, Cheng and Jin (2019) and Ju et al. (2019) argued that facilities are one of the factors that contribute to tourist satisfaction, based on their studies in Australia and the USA. They agreed that adequate facilities can facilitate tourists and enhance the stay experience (see Cheng & Jin, 2019; Ju et al., 2019). Additionally, a homely feeling underlines the uniqueness of Airbnb and the concept of "home away from home" (Guttentag et al., 2018). Jang et al. (2019) and Xu et al. (2019) had similar findings for tourists in the USA and in London, UK that home environment and home

experience were attracting tourists to Airbnb, and also having important effects on their satisfaction with Airbnb.

Lin et al. (2019) suggested that Airbnb users in Hong Kong and China do not expect Airbnb accommodation to have high standards of facilities and decoration, but that they prefer a comfortable living environment. Lin et al. (2019) stated that tourists with ample space in Airbnb rooms tend to be more satisfied than those without. Liang et al. (2019) stated that space is one of the factors that determined tourist satisfaction: the more space they have, the more comfortable they feel, and the more satisfaction they have. Tussyadiah and Zach (2015) emphasised that keeping the room clean and tidy is the basic hygiene standard for accommodation providers. Also, a clean and tidy room can make the accommodation comfortable for living in (Tussyadiah & Zach, 2015). Thus, cleanliness, space, decoration, and a homely feeling as room environment factors, influence the satisfaction of tourists with Airbnb (Guttentag et al., 2018; Jang et al., 2019; Lin et al., 2019; Xu et al., 2019).

Furthermore, the location factor is also important for tourist satisfaction on Airbnb. According to Deloitte (2018), convenient locations are an advantage of Airbnb from guests' perspectives. Zervas et al. (2017) and Guttentag (2019) explained that since most Airbnb facilities are provided by locals, and their properties are located in many different places, this provides various convenient locations for guests to choose from (Guttentag, 2019; Zervas et al., 2017). Due to the Airbnb rooms' locations in different places, views from those locations also attract tourists (Cheng & Jin, 2019; Zhang, 2019). Cheng and Jin (2019) suggested that in Australia a good view can enhance Airbnb's appeal and improve the tourists' experience, and even satisfaction. Zhang (2019) highlighted that tourists visiting Airbnb in the USA showed that good scenery has a positive impact on tourist satisfaction. In addition, Klára (2017) and Lin et al. (2019) mentioned that quietness of the rooms is also a concern for tourist satisfaction, as some prefer suburban rooms for peace, whereas others enjoy living near the city centre for convenience. However, Cheng and Jin (2019) agreed that the quietness factor should be part of the location aspect, showing that quietness is not a big concern affecting tourist satisfaction.

Overall, these studies highlight different angles of tourists' satisfaction factors on Airbnb, which can be categorised as an interaction category (host and communication), room category (cleanliness, decoration, space, facilities, homely feeling), location category (location, view, quietness) or price category. Many studies have been made into Airbnb tourist satisfaction of tourists in different countries and cities (e.g. Cheng & Jin, 2019; Guttentag et al., 2018; Jang et al., 2019; Lin et al., 2019; Xu et al., 2019; Zhang, 2019;), but it seems that there is little research on tourist satisfaction with Airbnb in New Zealand, especially in Queenstown. Therefore, there is a research gap about identifying tourist satisfaction with Airbnb. In order to fill the gap in the

literature, it is critical to explore the factors that affect tourist satisfaction and to define ways to assist Airbnb hosts and entrepreneurs to enhance tourist satisfaction.

2.5 The role of social platform in the hotel industry

Voorveld et al. (2018) claimed that the rapid development of Internet technology is reshaping the behaviour pattern of tourists, and social media is playing an increasingly important role as one of the sources of receiving and sharing information for tourists. Likewise, Gupta (2019) defined social media as an information broadcasting platform as well as a communication channel. Social media are a virtual community and an online platform for people to create, share, and exchange ideas, opinions, and experiences (Kaplan & Haenlein, 2010; Voorveld et al., 2018). They are kinds of media that highlight social functions and make the dissemination of information more personal and circle-based on people's social attributes. Social media exist in many forms and serve many purposes (Voorveld et al., 2018). Kietzmann et al. (2011) assumed that what social media users post through social media is usually a mixture of facts and personal opinions or emotions, with visible subjective characteristics. This content is often provided with relevant experience and shared online. It also affects other users and their behaviour (Kietzmann et al., 2011).

2.5.1 The importance of Electronic Word of Mouth

Due to the different functions of different social media platforms, Kietzmann et al. (2011) proposed that there are seven functions of social media platforms: identification, conversation, sharing, presence, relationship, reputation, and groups. Gupta (2019) summed up the main categories of tourism social media platforms. For example, firstly, there are platforms such as Facebook that are mainly based on social networks; secondly, there are platforms such as TripAdvisor that are mainly based on tourism comments and sharing, or online booking platforms such as booking.com (Gupta, 2019). Kietzmann et al. (2011) and Gupta (2019) highlighted the fact that tourists can employ different functions according to their needs, and these functions have made their travel convenient and efficient.

Social media and digital technology have made a significant contribution and influence on the accommodation sector (Nilashi et al., 2019). Viglia et al. (2016) proposed that with the popularity of tourism networks and electronic information products, online tourism reviews, tourism blog sites, and tourism information searches have become valuable E-WOM marketing products. Castellano and Dutot (2017) maintained that these massive E-WOM outlets form a new way for consumers to obtain and analyse travel-related information to guide consumer behaviour. Therefore, this phenomenon has a significant impact on decision-making in tourism consumption, which is one of the most significant aspects of tourism destination selection. Standing et al. (2016) and Viglia et al. (2016) agreed that before tourism products are consumed, or before tourists arrive at the destination, they cannot be evaluated.

In many cases, the description of tourism products or accommodation services is invisible and unclear, which leads to the complicated decision-making process of tourism (Padlee et al., 2019). Another aspect is that tourists' decision-making on accommodation can be easily affected by positive and negative reviews from the previous customers' experience posted online (Castellano & Dutot, 2017). Therefore, Hernández-Méndez et al. (2015) revealed that many tourists usually go through three steps before they make a travel decision: search and survey, evaluate the value, and make a choice. This can be explained in that before choosing a tourist destination, consumers must know what kind of place they are going to. In short, E-WOM has always been a rich source of information for the decision-making process of tourists on social media platforms (Nilashi et al., 2019).

2.5.2 E-WOM and Airbnb

Online evaluation is usually an important indicator of whether customers are satisfied or not, and it has absolute reference value for other consumers when choosing accommodation (Xie & Mao, 2017; Zhu et al., 2019). Usually, after a customer checks out, they receive an online evaluation invitation from the platform. Customers can express their opinions and satisfaction with the accommodation in words or ratings (Lee & Kim, 2019). Airbnb uses the standard of the full score of five stars for customers to rate the experience, with one star as the lowest and five stars as the highest. Among them, guests can evaluate the Airbnb according to the six aspects of accuracy, location, communication, check-in, cleanliness, and value (Airbnb, 2020; Sun et al., 2019).

Firstly, *accuracy* is needed to evaluate if the actual accommodation matches the description and the pictures shown on the platform. Secondly, *location* means whether the location of the particular accommodation is convenient or not, for example, with access to public transport, airport, city centre, or attractions (Guttentag, 2015; Jefferson-Jones, 2014; Xie & Mao, 2017). Thirdly, *communication* includes whether the communication with the host is harmonious or not, and also the response speed of the host on the platform. *Check-in* often refers to the complexity of getting into the accommodation, and *cleanliness* represents the hygiene level of the accommodation. Finally, the *value* indicates if the accommodation is worth the price or not.

Martin-Fuentes et al. (2018) and Lee and Kim (2019) indicated that guest users of Airbnb can rate their experience according to their judgment. Also, the host users of Airbnb can also rate the guests based on their performance. The comments for each other show up once both of the parties complete the evaluations for each other. In this way, comments could reflect the real feelings of the posters, and can be considered as reliable and objective because they are not affected by others' comments (Lee & Kim, 2019). Zhu et al. (2019) noted that a guest's evaluation and rating of hosts and the accommodation comes up on the Airbnb platform, which becomes the curriculum vitae of the host and allows other Airbnb users to review for reference. Likewise, the evaluation of the guests by hosts becomes the curriculum vitae of the guest users. These comments influence the

first impression of the next host to the guest when the guest applies for the next accommodation (Zhu et al., 2019).

2.6 Summary

Overall, it is critical to explore the satisfaction factors of tourists on Airbnb in order to understand tourists' experience. Firstly, this chapter explained the emergence of the sharing economy and Airbnb, which outlined the background of this study. Secondly, the chapter described tourist satisfaction, and highlighted the importance of tourist satisfaction in the hotel industry. Then, factors affecting tourist satisfaction in hotel industry were pointed out. Based on satisfaction factors from extant Airbnb studies, location, room, interaction and price were classified as the categories that influence tourist satisfaction. Next, the role of social platforms was described, and the importance of E-WOM addressed. Lastly, through presenting E-WOM and Airbnb, Airbnb was differentiated from other types of accommodation, showing the attractiveness of Airbnb. Therefore, by reviewing comments on different Airbnb types, the factors that influence tourist satisfaction can be explored.

Chapter 3 Methodology

3.1 Introduction

This chapter explores the methodology and methods of research to determine the factors that influence tourist satisfaction with Airbnb. First of all, the chapter starts with discussing the research paradigm employed in the research, which includes the definition of a research paradigm and explanations of the constructivist paradigm. Then, the reasons for choosing a qualitative approach as the methodology is discussed. Next, the population and sample size is explained, and finally, the descriptions of data collection and analysis are provided.

3.2 Research paradigm - Constructivism

A paradigm is defined as a world view or a belief system, which is simply described as a different way of looking at the world (Davies & Fisher, 2018). In research, the paradigm informs researchers on how to ask research questions and conduct the research, and is considered the basis for conducting research (Creswell, 2014). Research paradigms can assist researchers to discover and interpret research findings from different perspectives or world views (Bryman, 2012). In general, a research paradigm consists of four parts: ontology, epistemology, axiology, and methodology (Bryman, 2012; Davies & Fisher, 2018; Raines, 2013). Raines (2013) and Davies and Fisher (2018) argued that ontology refers to the essence of reality and truth. Epistemology is the essence of knowledge, which, in other words, is the definition of the way the researcher understands things. Axiology can be described as knowing what is valuable. Finally, how researchers find results is called the *methodology* (Raines, 2013). Overall, these aspects of research establish a world-view framework for researchers to conduct research (Davies & Fisher, 2018).

There are four commonly accepted research paradigms: positivist, post-positivist, interpretive, and critical paradigm (Bryman, 2012; Davies & Fisher, 2018). Different research paradigms aim at different investigation purposes. Bryman (2012) and Creswell (2014) agreed that paradigms often determine what researchers think of objects and how researchers describe and interpret them. Therefore, finding a suitable research paradigm is an essential prerequisite for conducting research and a critical factor influencing research results (Creswell, 2014).

The positivist paradigm's epistemology insists on understanding the single reality by investigating physical phenomena with an objective and impartial attitude (Harrits, 2011). Harrits (2011) claimed that a positivist believes that the real-world and truth are constants. The positivist paradigm generally employs large sample sizes of quantitative approaches such as surveys or questionnaires, in order to investigate the single reality in an objective way (Schreier, 2018). Harrits (2011) argued that the post-positivist paradigm holds that human behaviour is complex

and changeable, which cannot be summed up in a single reality. The emergence of post-positivism is to criticise positivism, and it is impossible to emphasise pure objectivity (Davies & Fisher, 2018). However, post-positivists are widely criticised for their inability to get clear answers to research questions (Raines, 2013).

The constructivist paradigm, also known as an explanatory paradigm or naturalistic paradigm, holds that there is more than one reality or truth in the world (Raines, 2013). The constructivist paradigm is different from the positivist paradigm, both ontologically and epistemologically. The constructivist argues that a unique reality does not exist independently of human thinking activities. Instead, there are different versions of facts that are constructed by human beings (Harrits, 2011). Reality has various manifestations for different people because it is the product of its construction. Therefore, from the perspective of the constructivist's ontology, the truth is diverse and flexible (Davies & Fisher, 2018). In terms of epistemology, Harrits (2011) and Raines (2013) believed that constructivism holds that knowledge or truth is created rather than discovered through thinking. Hence, with different perspectives or positions, people create different awarenesses (Raines, 2013).

Furthermore, the constructivist often attempts to collect rich and in-depth data and describe the personal experience of the subject by using qualitative research methods with a small sample size (Schreier, 2018). Schreier (2018) argued that constructivism allows researchers to explore the motivations, experiences, meanings, and background behind each research subject. Due to the reality involved, it usually means different meanings, characteristics, as well as personal emotions. Being able to understand and explain the truth becomes the significant argument of the constructivist paradigm (Raines, 2013). Observation, interviews, focus groups, and analysis of personal experience are considered as the approaches for constructivist data collection (Davies & Fisher, 2018; Flick, 2018).

The ontology of this study is that there are factors affecting tourists' satisfaction with Airbnb, while the epistemology of this study is that tourist satisfaction is affected by various factors. Also, this study is devoted to an analysis of the reviews on Airbnb to explore the factors influencing tourists on Airbnb. Thus, through considering the four paradigms and their method of collecting data, the constructivist paradigm seems most suitable for this research. To conclude, the constructivist paradigm is chosen to be the paradigm for this research.

3.3 Research methodology

In general, research methodologies include the qualitative approach, quantitative approach, and mixed-method approach (Creswell, 2014; Oliver, 2010; Yilmaz, 2013). The purpose of qualitative research is to explore the relationship between different components of things and reveal the qualitative regularity of things in order to make a general explanation of items in every

environment (Merriam & Tisdell, 2016; Schreier, 2018). As a research method, qualitative research is mainly based on the intuitive experience of researchers to analyse the nature, characteristics, development, and changes of research objects to obtain research results (Oliver, 2010; Slevitch, 2011; Vogt, 2014). On the contrary, the purpose of quantitative research is to show the relationship and interaction between things quantitatively (Schreier, 2018). Oliver (2010) and Yilmaz (2013) pointed out that quantitative research attempts to give a particular explanation to a specific situation or thing. Moreover, it generally establishes mathematical models according to statistical data and adopts the models to analyse various values or indicators (Oliver, 2010). In other words, qualitative research is focused on breadth, while quantitative research is focused on depth (Yilmaz, 2013). Qualitative research often adopts secondary research, in which the data are collected by others (Slevitch, 2011). Both qualitative and quantitative research methods have their advantages and disadvantages. Therefore, the researcher should define the purpose of the research before choosing the appropriate way.

This study conducts a qualitative research method to explore the factors the influence tourist satisfaction factors with Airbnb in Queenstown by analysis of the online comment on Airbnb. The qualitative research method is appropriate for this study as the online comments are shown by words, and these words represent tourists' experience and feelings, which needs the intuitive experience of researchers to analyse. Moreover, the characteristic of the qualitative research method is that it is easy to operate. However, it has intense subjectivity, so the results are often abstract and challenging to reflect some local differences between things (Davies, 2003). As this study aims for exploring influencing factors, the challenge of reflecting on local differences between things is not necessary. Therefore, qualitative approach is decided on as the research method for this study. The next section covers the explanation of secondary data.

3.4 Population and sample

Fisher and Bloomfield (2019) stated that the totality of an object to be examined is called a population and each purpose to be observed that makes up the population is defined as an individual. A subset of individuals taken from the population is called a sample of the population (Fisher & Bloomfield, 2019). Schreier (2018) pointed out that the number of individuals in a sample is called the size of the sample. A sample is part of the population, and the way of choosing the sample from the population is identified as sampling (Schreier, 2018). Since the population is large, it is difficult for researchers to investigate all the individuals of the population (Grafström & Schelin, 2014). Adopting sampling to select samples from the population to represent the whole population, helps researchers to save time and effort collecting data (Grafström & Schelin, 2014; Schreier, 2018). Therefore, sampling has the characteristics of efficiency and practicability.

There are different ways of sampling (Schreier, 2018). According to Schreuder et al. (2001) and Uprichard (2013), sampling can be roughly separated into two broad categories: probability sampling, and non-probability sampling. Among them, probability sampling is divided into sub-categories, such as simple random, systematic, stratified, and cluster. El-masri (2017) argued that in probability sampling, each individual in the population has an equal chance of being selected. This provides researchers with the best opportunity to create a sample that truly represents the population. On the other hand, a non-probability sampling includes convenience, quota, judgmental, as well as snowball sampling. In a non-probability sample, all individuals have a different chance of being selected (El-masri, 2017). As a result, there is a significant risk that researchers end up with an unrepresentative sample that may not yield universal results.

Non-probability sampling is chosen as the sampling method for this research. Merriam and Tisdell (2016) and Schreier (2018) discussed the idea that judgmental sampling, being one of the non-probability sampling methods (also known as purposive sampling), is based on the judgment of the researcher to select the samples from the population. Merriam and Tisdell (2016) believed that it is based on the researchers' understanding of the research object, their experience, and intuitive feelings, through the subjective judgment to determine the sampling method to select samples. The method of judgment sampling is convenient and straightforward, which is in line with the purpose of this investigation (see Schreier, 2018).

Since the research objective is to explore the factors that influence tourist satisfaction with Airbnb in Queenstown, Airbnb locations that are in Queenstown were selected for this research. However, more than 300 Airbnb places showed up when searching Airbnb in Queenstown on the website. Referring to the statistics of the Airbnb website (shown on Figure 2), it shows the average rating of Airbnb in Queenstown is 4.8 stars out of 5 stars, which means that the satisfaction of Airbnb in Queenstown is reasonably high (Airbnb, 2020). In order to save time and effort of researcher (Grafström & Schelin, 2014; Schreier, 2018), Airbnb accommodation with scores of over 4.8 stars can be considered as above average, with higher tourist satisfaction. In other words, they are able to display the factors that influence tourist satisfaction.

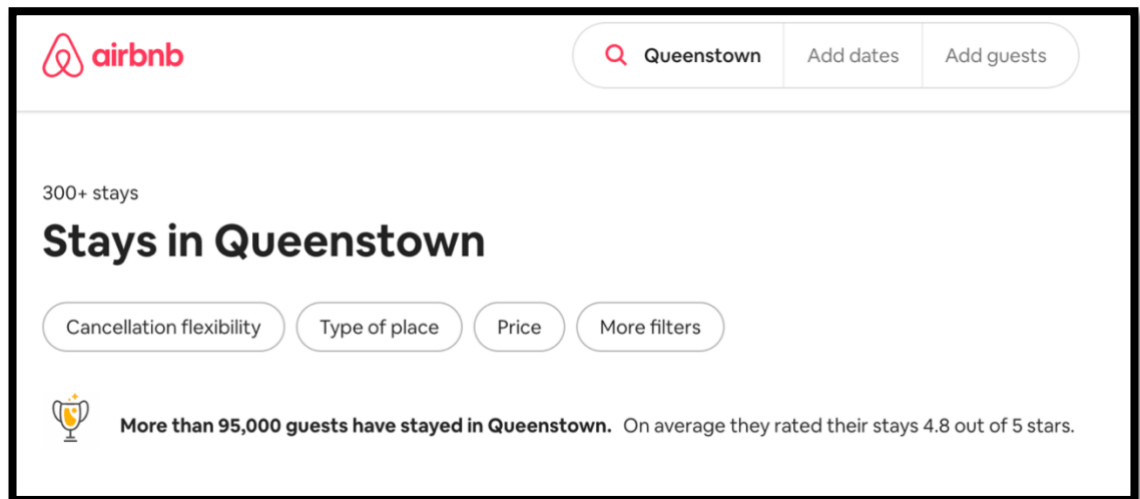


Figure 2. Screenshot of Queenstown Airbnb Average Star Rating from Airbnb.com

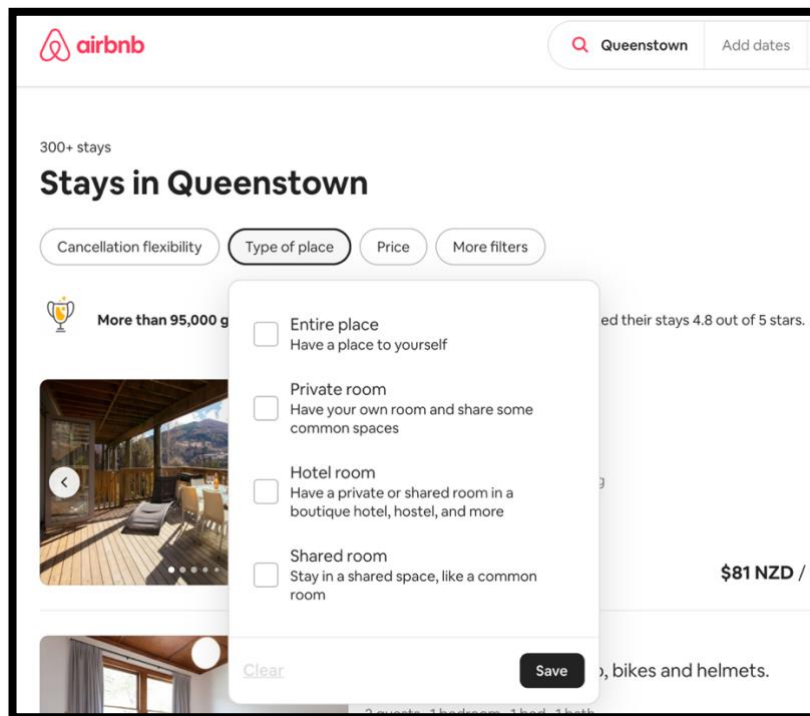


Figure 3. Screenshot of Airbnb Types from Airbnb.com

The type of Airbnb accommodation is also a consideration for tourists, other than ratings. Figure 3 presents the types of Airbnb accommodation tourists can choose when browsing the website (Airbnb.com, 2020). As per the Airbnb website, there are four types of places, which are entire place, private room, hotel room, and shared room. Each of these Airbnb types is defined and shown on the platform to assist users to choose the type they want. Based on Airbnb.com (2020)

and Figure 3, the *entire place* is explained as the place that guests use without sharing with hosts or other guests during their stay. Differently from the entire place, *private room* means that guests have their rooms but need to share common places with the hosts or other guests. A *hotel room* is accommodation from boutique hotels or hostels that are posted on the Airbnb platform, and which are different from the previous two types. Last is the type of *shared room*. This is described as the accommodation that shares all the space with others, even the bedroom. However, within this type, almost all the listings are from backpackers (Airbnb.com, 2020). It is difficult to find accommodation where the guest has to stay in a room with someone they do not know (Zamani et al., 2019). Overall, guests can choose the types they prefer according to their needs.

Over the four Airbnb categories, because hotel rooms and shared rooms are basically from boutique hotel or hostels and backpackers, they were not considered in this study. Thus, private room and entire place were the two types of Airbnb accommodation selected for this study. However, the quantity of over 4.8 stars' private rooms and entire places was still high. Tullis and Wood (2004) suggested that sample size around 20 to 30, can represent over 90% correlation between the study results and the final results. Nielsen (2004) argued that a sample size of 5 could result in 75% of correlation, and to be able to get 90%, a sample size of 15 is enough. Taking consideration of time and budget limitation, this study decided to take 20 Airbnbs as the appropriate sample size. As the entire place and private room were the two types of Airbnb accommodation to be analysed for this research, it was decided that there would be ten for private rooms and ten for entire places. Therefore, the results of this study can remain between 75% to 90% correlation, which means the result can be representative of the majority. Since this study adopts judgmental sampling of non-probability sampling, the private room and entire place that collected for this study needed to be over 4.8 stars and available during May 2020, which was the data collection period. The first ten Airbnbs that appears on the website and match the previous two conditions are selected. Hence, a total of 20 Airbnb places in Queenstown were selected for this study and presented in Table 2 and Table 3.

Table 2: Ten Private Room Type Airbnb Accommodations in Queenstown

	Name	Stars	Total No. of reviews	No. of reviews (From NOV 2019 – APR 2020)
1	Lakefront 5 minutes' walk to town but quiet street	4.96	269	13
2	Private big room, bathroom, breakfast, views	4,94	243	33

3	Aspen View Queenstown- queen	4.90	203	22
4	Spacious luxury with ensuite	4.89	466	28
5	Single room. Airport location	4.89	326	37
6	Bellbird studio with own bathroom	4.88	212	27
7	Queenstown artist's home	4.88	207	27
8	Newly refurbished large room in sunny Frankton	4.87	278	28
9	Cosy private room	4.86	301	33
10	Panoramic views and own bathroom	4.86	252	21

Table 3: Ten Entire Place Type Airbnb Accommodations in Queenstown

	Name	Stars	Total No. of reviews	No. of reviews (From NOV 2019 – APR 2020)
1	Marina view studio	4.98	320	27
2	Wakatipu height- comfort, views, location	4.98	287	47
3	Spacious garden apartment, lake and mountain views	4.98	229	26
4	Luxury cottage by the lake – breakfast included	4.97	225	31
5	Lakefront self-contained quality studio	4.97	220	33
6	Stunning mountain and lake views. Warm and private	4.96	312	32
7	Beautiful views- close to everything!	4.96	246	24

8	Beautiful, elegant apartment with stunning views	4.96	215	28
9	Goldrush escape	4.95	252	27
10	Lake view modern apartment short walk to town	4.92	246	34

3.5 Data collection

3.5.1 The use of secondary data in qualitative research

Goodwin (2012) noted that primary data, as information materials obtained directly by researchers through a questionnaire, interview, enquiry, actual measurement, and other ways, often take researchers much time, energy, and funds to collect. But because they are the data collected according to the research purpose, they can directly provide the information needed by the research (Goodwin, 2012).

Secondary data refers to the use of other people's research data and official statistical results as research materials (Goodwin, 2012; Irwin, 2013). Hanafiah and Zulkifly (2019) claimed that their advantage is that they do not need a lot of time and cost to collect, and are easy to obtain. However, because the initial research purpose of data is different from the current object, researchers need to comb these data to collect valuable data for their research (Irwin, 2013). In general, when choosing data types, researchers should consider the actual needs and their conditions, such as research problems, budget, time, and technology, to select their research types (Renbarger et al., 2019). In consideration of the research question and the time limitation, this study employed secondary data, being the reviews of tourists on Airbnb, to be the research data.

3.5.2 Data collection process

Comments made between November 2019 to April 2020 from the 20 properties discussed, were collected as the data for this study. Counting all the comments of these 20 Airbnb showed that there was a total of 578 comments. However, not all of the comments were valid, as some mentioned only a few words. For example, words like “nice,” “great,” and “highly recommended,” did not show the factors that satisfied these tourists on Airbnb. After screening all the reviews, 550 valid comments are selected for this study. The next part presents the data analysis process of this study.

3.6 Data analysis techniques

Data analysis is the process of analysing the collected data with an appropriate method in order to extract useful information and form conclusions (Guo et al., 2019). According to Fisher and Bloomfield (2019), the most common qualitative data analysis methods include thematic analysis, content analysis, constant comparative analysis, framework analysis, discourse analysis and grounded theory. Content analysis was selected for analysing the online comments in this study.

3.6.1 Method- content analysis

Content analysis was conducted to study the satisfaction factors of tourists on Airbnb by analysing the reviews posted by tourists on the Airbnb website. Vaismoradi and Snelgrove (2019) and Marvasti (2019) discussed the fact that content analysis, which is a systematic, objective, and quantitative description of the content, is often used in qualitative research. Vaismoradi and Snelgrove (2019) stated that systematic description means that the choice of material or category should be based on consistent criteria. Moreover, Vaismoradi and Snelgrove (2019) and Roller (2019) discussed the idea that an objective description means that analysis must be performed according to clearly defined rules to ensure that different people can derive from the corresponding materials the same result. Furthermore, *qualitative description* refers to the measurement of the frequency of occurrence of the categories and analysis units in the research by statistical methods, and the results of the link content analysis are expressed in the form of numbers or graphs (Guo, 2019; Vaismoradi & Snelgrove, 2019).

The content analysis method can be used to understand the *quality* reflected in the research content more deeply, accurately, and comprehensively, and overcome the difficulty of finding information through the coding process (Scotland, 2012). A coding process often employs manual encoding or software. However, software encoding does not readily reflect the context of tourists' comments, and cannot express the relationship within the coding, yet manual coding can (Guo et al., 2019). Content analysis was adopted in this study to review the comments of tourists, and manual encoding was used to calculate the number of times these comments describing Airbnb experience or tourist satisfaction elements were written. Nevertheless, due to the researcher's adopting of secondary data, limited data, and unreliable comments could become the limiting factors in this research.

3.6.2 Process of data analysis

Neuman (2014) proposed six steps to conduct content analysis in a qualitative study. The steps employed in this study are showed in Table 4.

Table 4: Process of Data Analysis

	Literature	Applied to this study
Step 1	Formulate the research question	This study aimed to explore the satisfaction factors of tourists on Airbnb
Step 2	Decide on units of analysis	The population of this study was the tourists who chose Airbnb in Queenstown. Twenty Airbnb sites with over 4.8 stars were selected as the research sample units. 578 online reviews posted between Nov 2019 to Apr 2020 were chosen. Among the 578 comments, 550 comments were considered useful for this study.
Step 3	Develop a sampling plan	Comments were collected from the Airbnb website and manually copied to Excel and then coded. Each comment could contain one or more codes that related to describing satisfaction factors found by reviewing the comments and extracting the words and phrases from the content in order to represent the satisfaction factors.
Step 4	Construct coding categories and a recording sheet	From the previous step, many codes were established. To be able to classify the codes, this step assigned these codes to different categories. Table 5 below, shows the codes and categories for classifying from the words and phrases in the comments. Categories were identified according to interaction, room, location, and price.
Step 5	Coding and inter-coder reliability check	To keep the reliability and accuracy of the data in this study, it was necessary to repeat the previous steps. This was to make sure the categories included every code, and no extra codes appeared. After repeating the steps, the results were the same. Therefore, the researcher was able to go to the next step.

Step 6	Data collection and analysis	Next, the frequency and percentage of the categories in the online comments were calculated. Tables were drawn up to display the results of the data analysis. Since content analysis was used to make subjective judgments about the keywords or types of comments, it was possible to ignore the comments themselves. When interpreting research results, one can use a direct reference to a comment that helps explain it.
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Table 5 presents examples of coding, which is mentioned in step 4 of the data analysis process (see Table 4). Words and phrases of Table 5 are cited from the online reviews from Airbnb tourists, and these words and phrases are classified into different codes. Then, these codes are summarised into different categories that are identified previously in Chapter Two. The mention frequency of each code and category is shown.

Table 5: Examples of Coding

Categories	Codes	Words and phrases
Interaction (431)	Host (290)	Hospitable, helpful, welcoming, friendly, sweet, accommodating
	Communication (141)	Fast, quick, great, amazing, recommendation, tips, advice
Room (559)	Facilities (96)	Well-equipped kitchen, amenities, comfortable bed and shower, spa
	Space (31)	Large, big, good size, spacious, parking space
	Decoration (83)	Modern, stylish, beautiful, extra touches
	Homely feeling (165)	Homely, comfortable, relax, comfy, cosy
	Cleanliness (157)	Sparkling clean, spotless, tidy

	Privacy (27)	Private, privacy
Location (698)	Location (351)	Close to town, walking distance, convenient, away from town, transportation, near supermarket
	View (305)	Stunning views, amazing views, incredible views, breath-taking scenery, fantastic views
	Quietness (42)	Cosy, comfy, relax, comfortable, peaceful, quiet, noise
Price (12)	Price (12)	Value for money, affordable, budget

3.7 Summary

This chapter described the research paradigm of the constructivist paradigm and explained the reasons for adopting it. Then, the qualitative approach was applied as the methodology for the study. Because this study collected online reviews from the Airbnb platform, the online comments were considered as secondary data. The chapter explained how to select a sample from a population and choose the sample size of the research. The population of this study was the tourists that chose Airbnb in Queenstown. Ten private rooms and ten entire place type Airbnb sites in Queenstown with over 4.8 stars and with over 550 total comments were selected as the sample for this study. Lastly, the chapter described the process of analysing the data through content analysis. The next chapter presents the findings and results based on the data analysis from this chapter.

Chapter 4 Findings and discussion

4.1 Introduction

This chapter presents the findings of the data analysis process and provides discussions of these results. The first part determines the satisfaction factors that influences tourists on Airbnb. The frequency and percentage of the main categories and the satisfaction factors included are listed in different tables. The following sections elaborate on the satisfaction factors that tourists consider when choosing a private room or entire place Airbnb type, based on the established categories. Finally, a summary of the findings and discussions is provided.

4.2 Summary of satisfaction factors

This section presents the findings of categories that tourists consider when choosing Airbnb, such as location, room, interaction, and price. These results come from the tourists' comments on ten private rooms and ten entire places when renting Airbnb accommodation in Queenstown between November 2019 and April 2020. Table 6 shows that “location,” at 41.1%, was the top category that tourists considered for Airbnb. “Price,” at 0.7%, was noted as the least frequent category of the factors. The other categories were “room” (32.9%) and “interaction” (25.3%).

Table 6: Satisfaction Categories that Tourists on Airbnb

Categories	Private room		Entire place		Total		Rank
	Frequency (n=737)	%	Frequency (n=963)	%	Frequency (n=1700)	%	
Location	296	40.2%	402	41.7%	698	41.1%	1
Room	233	31.6%	326	33.9%	559	32.9%	2
Interaction	200	27.1%	231	24.0%	431	25.3%	3
Price	8	1.1%	4	0.4%	12	0.7%	4

Table 6 presents the comparison of the satisfaction factors of tourists between private rooms and entire place types in Airbnb. It shows that tourists of both types placed emphasis on location, then room, and then interaction. Price was given the least emphasis. The frequency percentages for the “location” category, at 40.2% for a private room and 41.7% for the entire place, were the highest

of all categories. After location, it was the “room” category, which had 31.6% for the private room and 33.9% for the entire place. It can be seen that the “entire place” had a higher mention rate than did the “private room” in both location and room categories. “Interaction,” with 27.1% frequency for a private room and 24.0% for the entire place was placed third, behind the “room” category. Although the “interaction” category was ranked third of the four categories, the mention percentage for private rooms was higher than for entire places. Lastly, the “price” category, with a 1.1% mention frequency for private rooms and a 0.4% mention frequency for entire places, was the least mentioned category of all.

The findings of satisfaction factors seem to reflect what the literature has already shown (e.g. Cheng & Jin, 2019; Egresi et al., 2020; Guttentag et al., 2018; Ju et al., 2019; Mao & Lyu, 2017; Tussyadiah & Zach, 2015; Xu et al., 2019). The “location,” “room,” and “interaction” categories affected tourist satisfaction. Surprisingly, the “price” category showed the least effect on tourist satisfaction on Airbnb, which is in contrast to the findings of Xu et al. (2019) and Jang et al. (2019), both of whom stated that price was one of the key factors that influenced tourist satisfaction with Airbnb. Nguyen (2014) and Klára (2017) also argued that tourists care about and are sensitive to price. However, the findings of this study on Airbnb in Queenstown, New Zealand, seem to have the same results as the findings of Cheng and Jin (2019) on the price factor. Cheng and Jin (2019) also noticed that price did not have a significant effect on tourist satisfaction with Airbnb in Sydney, Australia. The following section describes each factor and compares them with the findings in the literature mentioned in Chapter Two.

4.3 Location

Table 7: Tourist Satisfaction with Location

Factors	Private room		Entire place	
	Frequency (n=296)	Percentage	Frequency (n=402)	Percentage
Location	156	52.7%	195	48.5%
View	127	42.9%	178	44.3%
Quietness	13	4.4%	29	7.2%

According to Table 7, within the “location” category, “location” was the most frequently mentioned factor for both Airbnb types: “private room” was 52.7% and “entire place” was 48.5%.

In second place was the view, wherein entire places had a 44.3% mention rate while private rooms had 42.9%. Lastly, “quietness” showed the lowest mention rate within the “location” category, with 4.4% for private rooms and 7.2% for entire places, which means that it had the least impact of the three, on tourist satisfaction. In order to understand these three factors more, the following section discusses them separately.

4.3.1 Location

Location is one of the categories of satisfaction factors for tourists with Airbnb. In their comments, tourists described the location positively, with descriptive words such as, "great", "quick drive" or "walking distance," to show their attention to the Airbnb location. Location near the airport, bus stops, supermarket, restaurants or other daily essential shops was also attractive to tourists. However, it was interesting to discover that some tourists preferred staying out of town in order to be out of the crowded areas, and to have a quiet environment, over staying close to the town centre for convenience. For example:

- *It's really near to the airport, just a short 15-minute walk so it's perfect for a night's rest if you've just arrived in Queenstown before beginning your travels the next day. Everything you need is really close by too within walking distance - supermarket, liquor store, restaurants, gyms... (Private room)*
- *Emma's cosy studio is perfect for a stay in Queenstown. It is near the water taxi stop along the river for a quick boat ride to the quayside. (Private room)*
- *Location is in that sweet spot of a nice walk to town/a cheap Uber, while avoiding the hustle and bustle. (Private room)*
- *Perfect distance from Queenstown where you're close enough to check it out, but far enough to avoid noise and hum drum of the city. (Entire place)*

As shown in Table 7, location was the most frequently mentioned factor for a private room (52.7%) and the entire place (48.5%). In this study, tourists of both types of accommodation showed their satisfaction with a convenient location. As Zervas et al. (2017) and Guttentag (2019) mentioned, Airbnb rooms are located in different places, and tourists can enjoy the location by choosing it. Deloitte (2018) agreed that the convenient location of the Airbnb site is attractive to tourists. The high-frequency characteristic words, such as "location," "town centre," "airport," and "supermarket," reflect that the convenience of the surrounding environment is one of the satisfying factors for tourists in Airbnb accommodation. Clearly, from some of the tourist reviews, what the literature reveals is confirmed. However, there were some tourists who enjoyed living away from the town centre, preferring quietness over convenience. The diversity of Airbnb locations offers the possibility of choice for particular needs (Guttentag, 2019; Zervas et al., 2017).

Location is still important for them though they have different expectations from other tourists. Location also contributes to satisfaction with Airbnb in general.

4.3.2 View

Besides location, the view was the other repeatedly mentioned factor in the reviews. This reveals that tourists cared about the view from their accommodation. Because of the surrounding mountains and lake, the views in Queenstown are stunning. If an Airbnb site can offer a beautiful view, there is no doubt that it is attractive to tourists. Many of the compliments were found in words in the comments, such as “incredible,” “fantastic,” “spectacular,” “amazing,” and “breath-taking”. These are some examples of the comments:

- *All the right touches at this Airbnb. We always looked forward to ending the day here and enjoyed spectacular breakfast views from the balcony. Highly recommend and hope to be back one day soon! (Private room)*
- *The view is to-die-for. We were sad to close the curtains at night and eager to open them in the morning. Selfies on the patio are a must! Great stay, 5 stars! (Private room)*

In these comments, tourists were complimenting hosts on the stunning view from the Airbnb site. They enjoyed their Airbnb experience with the scenery. On the Airbnb platform, beautiful pictures that present a fantastic view or stylish decoration were found to be eye-catching. This concurs with the work of Cheng and Jin (2019) who stated that in Australian Airbnb accommodation, a good view can increase the appeal of Airbnb, as well as the satisfaction of tourists. Zhang (2019) also agreed that a good view had a positive impact on tourist satisfaction of Airbnb in the USA, and various locations of Airbnb allow tourists to enjoy different scenery. Therefore, it seems that tourists in Queenstown were also attracted by the scenery, which had a positive impact on their satisfaction with Airbnb.

4.3.3 Quietness

Although the quietness factor is considered as having a lower impact than location and view, it still represented some of the tourists’ degree of satisfaction. In general, a town centre is less quiet than is an outside area, as it is more bustling and lively. As discussed in section 4.3.1., some tourists enjoyed staying outside of the town centre to avoid the crowd and noise, whereas others enjoyed the convenience of living near the town centre. Therefore, the quietness factor evinces both positive and negative aspects, as these examples show:

Positive

- *Emma provides a bright and comfortable self-contained studio that is located in a quiet and pleasant neighbourhood. (Private room)*
- *I really enjoyed this staying. The place was so quiet, peaceful and artistic! (Private room)*
- *The place is simply amazing. It's in a perfect location close to the town but far enough away to enjoy the quiet. (Entire place)*

Negative

- *And there is a little traffic noise from the main road. But I loved it here. Highly recommended. (Private room)*
- *The only problem we had were the guests above us were very noisy, I know that's out of control of Michelle but just put a downer on the trip. (Entire place)*

Although tourists pointed out that their satisfaction had been affected by the quietness factor, it was not the most significant factor that influenced their satisfaction. As shown from the comments, tourists understood the noise caused by the location even though they did not like it. Generally, quietness depends on where tourists live and how accepting they are of quietness. As Klára (2017) and Lin et al. (2019) proposed, different tourists have different preferences for deciding where they would like to stay, either close to a city centre or a suburban area. Tourists seem to be affected by other factors more than quietness. The findings of this study seem to agree with those of Cheng and Jin (2019), that quietness is not a significant influencing factor in tourist satisfaction with Airbnb.

4.4 Room

Table 8: Factors that Affect Tourist Satisfaction with their Room

Factors	Private room		Entire place	
	Frequency (n=233)	Percentage	Frequency (n=326)	Percentage
Homely feeling	74	31.8%	91	27.9%
Cleanliness	69	29.6%	88	27.0%
Facilities	26	11.2%	70	21.5%

Decoration	25	10.7%	58	17.8%
Space	21	9.0%	10	3.1%
Privacy	18	7.7%	9	2.7%

Table 8 shows the comparison between private rooms and entire place satisfaction levels on six factors. “Homely feeling” and “cleanliness” were the top two factors for both Airbnb types. The frequency of tourists mentioning a homely feeling was 31.8% from private rooms, and 27.9% from entire places, and the frequency rate for the cleanliness factor was 29.6% for private rooms and 27.0% for entire places. By observing the frequency rates of these two factors, it can be seen that homely feeling and cleanliness factors seemed to be more influential for private room tourists than for entire place ones. Facilities and decoration were mentioned more frequently for entire places than for private rooms. For entire places, the mention frequency of facilities and decoration were 21.5% and 17.8%, but they were 11.2% and 10.7% for private rooms. Therefore, facilities and decoration factors are seen as more important for entire place tourists than for private room tourists. Compared with these factors, space and privacy factors had less impact on tourist satisfaction. The frequency rate for private rooms of space and privacy factors were 9.0% and 7.7%, whereas the frequency rate for entire places of these two factors were only 3.1% and 2.7%.

4.4.1 Homely feeling

According to the findings, a homely feeling was one of the important factors of the room category, which accounted for 31.8% in private rooms and 27.9% in entire places. “Feels like home,” “home away from home,” and “homely,” were phrases often used by guests in their online comments to express their impressions of staying with Airbnb. The words “comfortable,” “relax,” and “cosy,” were often adopted to describe the accommodation. These example comments are from guests mentioning the homely feeling:

- *...and always felt at home because of the very generous amenities we were provided with. (Private room)*
- *I was able to relax and enjoy myself because it felt like home. (Private room)*
- *This place is super cute and comfortable. We immediately fell in love with it. 100% recommend staying here. (Private room)*
- *We spent more time in the Airbnb than we had expected due to some unforeseen rain, and we were thankful we had such a comfortable and liveable space. It was more than we expected, and Joan was a sweetheart. (Entire place)*
- *The house is very comforting and comfortable and liveable. Very welcoming and warm.*

(Entire place)

As Xu et al. (2019) highlighted, sensation plays an important role in affecting tourist satisfaction. “Home” often relates to relaxation and comfort. These high-frequency words, “feels like home,” “home away from home,” and “homely,” express the atmosphere of home that travellers expected to get and the satisfaction they felt afterwards in the process of experiencing Airbnb. These high-frequency feature words and specific tourist review texts all pointed to the apparent homely feeling characteristics of Airbnb, which is consistent with previous researchers’ conclusion (i.e. Guttentag et al., 2018) that Airbnb can make tourists feel a sense of belonging in a place. Moreover, the research findings by Jang et al. (2019) and Xu et al. (2019) on Airbnb tourists in the USA and UK also emphasised that home environment and home experience affected tourist satisfaction. Therefore, from the findings and the literature, a homely feeling is seen as one of the key influencing factors for tourists with Airbnb in Queenstown.

4.4.2 Cleanliness

According to Table 8, the mention frequency of the cleanliness factor was 29.6% for a private room and 27.0% for the entire place. The percentages of these two types of Airbnb are close, and they took the second most important position in Table 8, indicating that cleanliness was another significant influence factor on tourist satisfaction within the room category. “Sparkling clean,” “pretty clean,” “super clean,” and “spotlessly clean,” were phrases used to describe the cleanliness of the accommodation by tourists, as seen in the following examples:

- *The house is cosy and sparkling clean with lots of options for breakfast and tea provided by Kat. (Private room)*
- *Nicola keep the place pretty clean and tidy up the room when we are away. (Private room)*
- *It was spotlessly clean with everything we needed. (Entire place)*
- *Such a beautiful space and spotlessly clean. (Entire place)*

In describing their experiences, tourists mentioned cleanliness factors quite often, which showed that it was important in their experience. Referring to Dolnicar and Otter (2003), cleanliness is one of the factors that influences tourist satisfaction with hotels. Tussyadiah and Zach (2015) also highlighted that providing a clean room was the basic hygiene standard for a hotel room as well as for other accommodation providers such as Airbnb. Zhang (2019) agreed that cleanliness was one of the factors that was important to both hotels and Airbnb in tourist satisfaction. Also, cleanliness was one of the evaluation factors when tourists rated their Airbnb experience. Hence, cleanliness was confirmed to have an impact on tourist satisfaction with Airbnb in Queenstown.

4.4.3 Facilities

“Facility” was one of the factors within the “room” category, and had a 11.2% frequency rate for private rooms and 21.5% for entire places (see Table 8). Tourists in entire places seemed to value facilities more than did tourists in private rooms. In regard to the comments, facilities and amenities were the most frequently mentioned, especially the kitchen. “Well-equipped,” appeared as the most common descriptive phrase for talking about facilities and amenities. For example:

- *The bed was comfy, the kitchen well equipped and the view fantastic. (Private room)*
- *We also appreciated amenities and details like chilled water upon check-in and fresh/clean mugs after we used ours in the morning. (Private room)*
- *It was also super nice having a kitchen and being able to enjoy breakfast on the porch, and super nice having laundry. (Entire place)*

In accommodation, facilities give rooms different functions. For example, a well-equipped kitchen allows tourists to cook in their Airbnb accommodation. As Guttentag et al. (2018) claimed, household facilities show the advantage of Airbnb. Studies on Sydney, Australia (Cheng & Jin, 2019), on Hong Kong (Lin et al., 2019) and on London, UK (Xu et al., 2019), were in agreement on the impact of the facility on tourist satisfaction with Airbnb. They noted that facilities are useful for tourists and that these functional advantages and convenience affected their satisfaction levels. Clearly, the findings of this research agree with them on this point, especially its effect on tourist satisfaction with entire places. Although the “facilities” factor did not have a significant impact on private room tourist satisfaction, it still had some impact.

4.4.4 Decoration

“Decoration” was one of the factors that tourists in the room category considered with respect to satisfaction. Table 8 shows a mention rate for private rooms of 10.7%, and entire places of 17.8%, indicating that decoration of an entire place had a higher impact on tourist satisfaction than it did for a private room. Words that were used the most to describe the decoration were “beautiful,” “stylish,” and “modern.” For example:

- *Beautiful cosy room, gorgeous lake view, well designed space, and provides what you need to enjoy a nice breakfast. (Private room)*
- *The room is stunning. Beautifully decorated and the views are amazing. (Private room)*
- *The view is amazing and you won’t get bored with all the interesting things, like the greatest Star Wars LEGO collection, around the house! (Private room)*
- *What a fantastic little place! I found the ambience warm and comfortable. The view amazing! I loved the artistic touches and uniqueness of the place. (Private room)*

Decoration reflects the atmosphere of Airbnb accommodation, and the comments showed that tourists paid attention to the room decorations. The decoration and arrangement of each Airbnb reflected the host's attitude towards life and aesthetic orientation, like the LEGO collection and other artistic touches. The small details behind these designs not only gave Airbnb a unique taste but also made the accommodation scene created by the host become a primary way for tourists to experience the local culture as well as the authenticity (see Li et al., 2019). Lin et al.'s (2019) study on Airbnb in Hong Kong discovered that a high standard of decoration was not what tourists expected from Airbnb; they preferred a comfortable environment. Therefore, it is believed that a nicely decorated and comfortable Airbnb is attractive and loved by tourists, which was also one of the factors that they considered when looking for Airbnb accommodation in Queenstown. However, compared with the other factors (homely feeling, cleanliness and facilities), decoration factor was less influential on tourist satisfaction.

4.4.5 Space

“Space” was another factor mentioned by tourists. As presented in Table 8, space in a private room was rated much higher than in an entire place. Private rooms had a 9.0% mention rate on space, but the entire places had only 3.1%. Descriptive words and phrases like "lots of," "spacious," "big," "large," and "good size," often appeared in the guests' reviews. This showed that tourists enjoyed ample space or having suitably sized accommodation. Parking space was also important for tourists, especially those with cars. For instance:

- *You have your own bathroom and lots of space. (Private room)*
- *The accommodation is spacious. The bed was very comfortable! (Private room)*
- *What a beautiful place! Great location with amazing views. And having your parking is a great perk! (Entire place)*

Lin et al. (2019) argued that having more space was satisfying to tourists in Hong Kong Airbnb places. Tourists expected a comfortable environment, and having enough space could achieve it (Lin et al., 2019). Liang et al. (2019) agreed that the more space offered, the more comfort and satisfaction tourists had. In general, a private room is smaller than an entire place. Therefore, tourists in private rooms may have more concern about space than those tourists in entire places. From the findings of this study, it is evident that tourists that stay in private rooms (9.0%) cared more about the size of the space than those who chose an entire place (3.1%). Overall, space was one of the factors affecting some of the tourists in Airbnb, but it was not as significant a factor in tourist satisfaction as the other factors discussed.

4.4.6 Privacy

Although privacy was mentioned less often than the categories previously discussed, it still featured in some of the tourists' considerations. As shown in Table 8, privacy ranked seventh of the eight categories. It scored 7.7% of the mentioned frequency for private rooms and 2.7% of the mention frequency for entire places, which showed that private room guests had more to say about privacy than did entire place guests. These examples demonstrate this.

- *Really appreciated the beautiful merge of giving us complete privacy but also providing such thoughtful touches. Would definitely return. (Private room)*
- *The host gives you complete privacy but it's a room inside their own house, gets a little awkward every time you come in & think of going out. (Private room)*
- *Loved how private the owner made us feel but yet so welcome with excellent communication! (Entire place)*
- *The whole place is very private, the only other person we saw in our 6 days' stay was the lovely gentleman who does the spa maintenance every Monday. (Entire place)*

The findings show privacy to be more significant for guests in private room than in entire place. Private room guests still valued privacy though sharing a common area with others. According to the online comments, guests enjoyed having private space to keep their privacy. However, recent research findings regarding privacy are mainly focused on the privacy and security on online platforms as well as being concerned about personal information exposed through the sharing economy (e.g. Lutz et al., 2018; Teubner & Flath, 2019; Zarifis, Ingham, & Kroenung, 2019). It seems that the privacy factor in the “private room” category was not as important as the other factors.

4.5 Interaction

“Interaction” was one of the frequently mentioned categories, and was usually associated with the behaviour of the host interacting with guest, in the online reviews. The host, as a service provider to the guests, participates in the interaction with the guests (Mao & Lyu, 2017; Ramkissoon & Uyasal, 2017). In the course of the interaction, communication between the two sides is inevitable (Huang & Yu, 2019; Moro et al., 2019). When evaluating the experience, guests tend to describe the host they encounter as well as the conversation they have with the hosts about local information (Zhang, 2019). The frequency of the host and communication factors mentioned are shown in Table 9.

Table 9: Interaction Factors that Satisfy Tourists

Factors	Private room		Entire place	
	Frequency	Percentage	Frequency	Percentage
Host	146	73.0%	144	62.3%
Communication	54	27.0%	53	37.7%

Of the two factors in the “interaction” category, both private room and entire place guests put a higher emphasis on host factors, with a 73.0% mention rate for private rooms and 62.3% for entire places. The communication factor was mentioned less than the hosts factor, with 27.0% for private rooms and 37.7% for entire places.

4.5.1 Host

In Table 9, it can be seen that 73.0% of private room guests and 62.3% of entire place guest mentioned the host on their reviews. While referring to the host and talking about the experience, guests often used adjectives like "helpful," "friendly," "welcoming," "accommodating," and "hospitable." These adjectives reflected their pleasure of having such hosts in their experience. For example:

- *They are incredibly kind and helpful hosts, even before checking in they responded quickly to any questions I had. (Private room)*
- *Chris and Brian are amazing hosts. Friendly, generous, and always welcoming. We are so happy we stayed here and would highly recommend it to anyone else travelling to Queenstown. (Private room)*

According to the comments, words such as "helpful," "hospitable," "friendly," and "welcoming," in the evaluations indicated that host attitudes were observed by tourists in their experience. For tourists being the guests to stay in the hosts' accommodation, the attitude of the host is essential for their experience (Mao & Lyu, 2017; Ramkissoon & Uyasal, 2017). With such high frequency (73.0% for private rooms and 62.3% for entire places), the host was seen as one of the influencing factors for tourist satisfaction in Queenstown Airbnb. Current studies like those of Xu et al. (2019), Ju et al. (2019), Cheng and Jin (2019), also highlight the impact of the host on tourist satisfaction in their findings. Therefore, the host was one of the factors confirmed to have an impact on tourist satisfaction with Airbnb.

4.5.2 Communication

Table 9 shows that 27.0% of private room guests and 37.7% of entire place guests mentioned their experience of communicating with the host. Tourists in entire places had a higher frequency of mentioning communication factors than did those in private rooms. This suggests that entire place guests seem to care more about communication with the host than did private room guests. From the comments, it was evident that tourists seemed to enjoy having a conversation with the host, as they used words such as "amazing," "great," or "loved," to describe their communication with the host. Also, "fast" and "quick" were often used to show that the host was quick to respond to enquiries, especially when talking about the online conversation on the Airbnb platform. For example:

- *She offered fantastic locals advice and had amazing communication throughout our whole stay. (Private room)*
- *We really loved chatting with her over breakfast about all of her adventures & especially the ride she gave us in Mz Pink (her famous vintage roadster)! (Private room)*
- *The communication was great as well, fast and patient. We really couldn't ask for more! This is probably the best Airbnb experience I have ever had, 12/10 experience! (Entire place)*
- *Her recommendation to the Cow Restaurant & Boat Shed Cafe were really good! And we will highly recommend to all our friends! (Entire place)*

These illustrate that guests valued having opportunities for communication with the host. As Egresi et al. (2020) stated, having good communication with the host is one of the factors that tourists expect when considering Airbnb. Paulauskaite et al. (2017) underlined that interactions with hosts and the local culture are two of the unique qualities of Airbnb experience. They value not only the experience of the interaction and the response speed but also the content of the conversation, and they are interested in listening to and sharing stories with the host. This relates to the social function and experience exchange of interaction stated by Ramkissoon and Uyasal (2017). Moreover, recommendations and suggestions from the host provide directions for guests to seek authentic food and entertainment experiences such as excellent restaurants or local attractions. Young et al. (2017) claimed that Airbnb sites focussed on providing authentic experience, and Guttentag et al. (2018) and Li et al. (2019) pointed out that local authenticity attracts tourists to choose Airbnb. Overall, communication was identified as an important factor that affected tourist satisfaction with Airbnb in Queenstown, although it was not as significant as the host factor.

4.6 Price

As presented in Table 5, “price” categories are located at the bottom of the categories. There was a 1.1% mention rate for “price” or “value for money” from private room guests and 0.4% for entire room guests. Both types of Airbnb guests rarely mentioned “price” or “value for money” in their reviews, compared with other factors. This indicated that price may not be as important as the other factors discussed. These examples were selected from the reviews.

- *This is a super amazing place and you get twice the value for your money if not more. (Private room)*
- *Great location, really good communication with Pauline - who is a lovely host, and value for money. Just what you need for a stop-over on your travels, especially being so close to the airport. (Private room)*
- *We went a little out of our budget, but it was totally worth it for these two nights and would do the same again! (Entire place)*
- *Million dollars view! Easily access to airport and city centre with our car. Stylish set up furniture and thoughtful details! Very value for money! (Entire place)*

Research by Xu et al. (2019) and Jang et al. (2019) studied factors that influenced tourist satisfaction with Airbnb in London, UK, as well as in the USA and Canada. They both highlighted the importance of price on tourist satisfaction with Airbnb. However, the findings of this study present a different result on the price factor, which was shown to have the lowest impact on tourist satisfaction compared with the others. Cheng and Jin (2019), in their research on Airbnb in Sydney, Australia, surprisingly found that price was not as important as it was in previous studies that mentioned Airbnb tourist satisfaction, which agrees with the findings of this study. Overall, this suggests that other categories such as location, room, and interaction, were more important for these tourists in Queenstown. Once these factors were satisfied, the price factor became less significant.

4.8 Summary

This chapter provided the findings of the categories that travellers considered when choosing Airbnb, particularly private rooms and an entire place. It also compared the findings with those in the literature review in Chapter Two, to develop the discussion for this study. The results of the discussion are as follows. Firstly, location, view, homely feeling, cleanliness, and host, were the main satisfaction factors of travellers. Secondly, there was more than one factor that satisfied travellers in private rooms or the entire place. Thirdly, price became less important when travellers were attracted by other factors, such as a stunning view and good location. The following chapter presents the conclusion for the study.

Chapter 5 Conclusion

5.1 Introduction

This chapter concludes the findings of this research. Firstly, a summary of the findings presents the answers for the two research questions, which explore the satisfaction factors of tourists to Airbnb in Queenstown and how these factors improve the attractiveness of Airbnb. Secondly, the theoretical and practical implications of this research are highlighted. Lastly, the limitations of this research are discussed, and recommendations proposed for future studies.

5.2 Summary of findings

The objective of this study was to identify factors that affect tourist satisfaction with Airbnb in Queenstown and identify ways to assist Airbnb hosts and entrepreneurs to improve tourist satisfaction. This research was designed to explore the satisfaction factors of tourists on Airbnb. A qualitative approach was adopted for this study, and 550 online reviews which were posted by tourists between November 2019 and April 2020 from 20 Queenstown Airbnb properties were selected as the secondary data. Content analysis was conducted to analyse the comments.

The findings showed that location, room and interaction were the most significant factors affecting tourist satisfaction. Both types of Airbnb that were studied, private room and the entire place, had similar findings with respect to these factors. Suitable location and stunning views were attractive to tourists in Queenstown, as well as making a large contribution to tourist satisfaction. Homely feeling and cleanliness brought comfort to tourists, whether they were staying in private rooms or entire places, whereas the facilities factor was more important for tourists in entire place locations, who wanted to use facilities such as a kitchen. The host was another critical factor that influenced tourist satisfaction. Tourists preferred hospitable and friendly hosts who could assist them and make them feel welcome. However, the price factor was found to have only a small effect on tourists in Queenstown, contrary to findings in the literature.

Further to these findings, differences in these satisfaction factors between a private room and the entire place are identified. The findings indicate that location, room and interaction are the most significant categories affecting tourist satisfaction in Queenstown Airbnb among both private room and entire place. However, focusing on the factors within each category, the importance of each satisfaction factor appears differently to these two types of tourists. Although location factor is the top influential factors on tourist satisfaction with both types, private room tourist tends to care more on location comparing with the entire place. Entire place tourists seem to focus more on view factor and quietness factor than private room tourists. Homely feeling and cleanliness are agreed to be the significant factors that impact tourist satisfaction with both types, private room tourists are affected more by these two factors than the entire place. Facilities factor and

decoration factor in room category are much more effective on entire place tourist than a private room, whereas space factor and privacy factor are in contrast. Host factor and communication factor are identified as important for tourist satisfaction of both types. The findings show that host factor is more influential on satisfaction with private room compared with the entire place, though the findings for communication factor is the opposite. Communication factor for entire place tourist is more important than private room on satisfaction. Lastly, price is more significant for private room tourist satisfaction than the entire place, though they both considered as the least influential factor in tourist satisfaction with Queenstown Airbnb.

5.3 Implications

5.3.1 Theoretical implications

From a theoretical perspective, the most significant contribution of this study is that the research explored factors affecting tourist satisfaction with Airbnb in Queenstown, and confirmed that there are more than one factors affecting tourist satisfaction with Airbnb. The results of this study echo findings from the extant Airbnb literature (e.g. Guttentag et al., 2018; Tussyadiah & Zach, 2015; Zhang, 2019; Xu et al., 2019). On the one hand, the findings of the three main factors of location, room and interaction, were confirmed to have a significant influence on tourist satisfaction with Airbnb. These three important factors were also highlighted in studies by Jang et al. (2019), Xu et al. (2019), and Cheng and Jin (2019). Furthermore, according to the findings, under these three significant factors, location, view, homely feeling, cleanliness, and host factors, were identified as the specific factors that influenced tourists the most over the other factors affecting satisfaction with Airbnb. Convenient location, stunning views, sense of feeling home, clean room, hospitable and friendly hosts were identified as essential to improve tourist satisfaction.

On the other hand, this study also found that price was not as important as described in most literature (Jang et al., 2019; Lin et al., 2019), but was the same finding with respect to price as that of Cheng and Jin (2019), on investigating Sydney Airbnb. It is worthwhile to acknowledge that not all the factors that affected tourist satisfaction in other studies can be applied to Queenstown Airbnb; the price factor is a good example. Besides, the findings showed that customers had different satisfaction factors on private room and entire place, though their major influencing factors of location, room and interaction are in common. Customers in the private room care more on location, host, homely feel, cleanliness, space, privacy and price than those in the entire place. Those in entire place concentrate more on view, quietness, communication, facilities and decoration instead. These factors found in the findings were not discussed in the existing literature because the current literature did not specifically discuss these two types of Airbnb.

In short, this study contributes to Airbnb researchers' methods of using Airbnb online reviews as a database to determine the factors that affect tourist satisfaction with two types of Airbnbs. Airbnb researchers can make use of factors affecting satisfaction with Airbnb, and continue to conduct more profound research on known factors, and explore other factors. Lastly, they can examine these factors with Airbnb in different areas.

5.3.2 Practical implications

As the findings and previous literature discussed, location, room, and interaction are the major categories that influence tourist satisfaction with Airbnb. Among these categories, factors such as location, view, homely feeling, cleanliness, and host, are the most significant factors that affect the satisfaction of tourists in Airbnb in Queenstown. Moreover, these results indicate that there is more than one factor influencing the satisfaction of tourists in Airbnb. If these factors are satisfied, repurchase intention and loyalty may be established. Airbnb hosts should focus on more than one aspect to please tourists. Research objective two was to identify ways to assist Airbnb hosts and entrepreneurs to improve the satisfaction of tourists based on the factors identified in the findings of this study. The following suggestions are proposed for Airbnb entrepreneurs and hosts.

Location and view have an impact on tourist satisfaction with both Airbnb types studied, private room and entire place. Airbnb sites in convenient locations should take advantage of their location, highlighting it to attract tourists. However, rooms that are situated in inconvenient locations and without good views might need to rely on other factors to keep tourists satisfied. In addition, the room and interaction factors should have paid more attention. Factors such as interaction and homely feeling can better highlight the quality of Airbnb service and the advantages of an Airbnb location. In order to increase the satisfaction of the tourists, it is essential to value the impact on tourists of interaction and home benefit factors.

Compared with the factors that depend on the fixed advantages of location and view to improve the satisfaction of tourists, the factors of homely feeling, cleanliness, and host attitude, are easier to improve. Homely feeling and cleanliness are the two of the most influencing factors of the room category. Concerning the homely feeling, the definition of home differs from person to person, but being warm, comfortable, and relaxed, should reflect most people idea of home. An Airbnb host can decorate a place or room with more local elements to let tourists know more about the local area in order to increase the authentic feeling and the sense of belonging. As a basic requirement for accommodation, cleanliness is an important area the host should pay attention to it. Even a smear can affect tourist experience or even satisfaction. The host should study and follow the standard cleaning requirements to check the room cleanliness before tourists arrive to ensure that the room is clean and ready for guests.

As an important factor within the scope of interaction, the host plays an important role in influencing tourist satisfaction. The attitude of the host towards the tourist can impact the tourist experience. A host with positive attitudes, such as being helpful, friendly, and hospitable, will easily enhance tourist satisfaction. Therefore, the hosts should be aware of their attitudes when interacting with tourists. To sum up, these aspects enable tourists to enrich their experience so that they will become the stories that they can tell in their reviews. Their stories can reflect not only on their satisfaction with the experience but also provide an expectation amongst review readers to experience the same. Therefore, these stories can become E-WOM that attract potential customers.

There is an interesting finding in this study. Some tourists prefer to stay out of town, whereas most tourists prefer living close to town. Those who enjoyed staying out stated that they wanted to be away from the crowds and that they preferred a quiet environment. Their travel motivations tended to be to escape their daily busy lives to have a peaceful time. In the same way as most tourists caring about location, they also valued location though they preferred it to be out of town. Therefore, Airbnb hosts do not have to be worried if the location and view of their room are not the most popular. Hosts can emphasise unique attributes of their room that attract those tourists who are keen on those attributes. Providing some instructions for taking public transport, or a map of the area can enrich tourist experiences.

First of all, identifying the strengths, weaknesses, opportunities and threats of accommodation is important for entrepreneurs. These can help understand the position in the market and potential target customers. Airbnb entrepreneur, who operates private room should focus more on presenting the advantages of location, hosts, homely feel and cleanliness aspects. Moreover, for the other entrepreneur who runs the entire place, view and facilities aspects should be highlighted when advertising the Airbnb. For example, for entrepreneur, who wants to promote themselves in order to attract more customers, can film some room tours with their rooms to provide online previews for tourists. Room pictures shown on the website, are often photo-shopped, which makes them look good, but the actual room may not be as good as shown in the photos. Adopting video can enhance the authenticity of the room preview. By hosts showing off their room, they can tell stories about their homes and take advantage of tourists' curiosity to attract them to choose the accommodation, then follow a link to access within the description of the room on the Airbnb platform. This link can be a YouTube link, as YouTube provides view analyses for account owners. Then the host can find potential customers by reading the YouTube report on the video viewers and further adjust the position and service content of the room in the market.

Secondly, for Airbnb host, location, room, and interaction play important roles to contribute to tourist satisfaction. For private room host, it is necessary to maintain a friendly host attitude and sparkling clean room, as well as providing a sense of feeling home to meet tourist satisfaction.

For entire place host, comprehensive facilities and stunning view are the two aspects that should be focused on in order to attract more customers and satisfy them. For instance, location and view are fixed and difficult to change. Airbnb hosts can offer airport pick ups and drop offs by confirming flight information with the tourists. Also, decorating the room with some warm and relaxing elements can make the guests feel that they are at home. Highlighting the uniqueness of the room enables a room to be differentiated from others. Asking tourists whether they have some special needs, such as extra towels or cooking facilities before they arrive, and being helpful and friendly to guests to reduce their worries and enhance their sense of belonging by greeting them. Furthermore, Airbnb host can increase satisfaction from the tourists' perspective by providing meticulous service and comprehensive facilities. Suggested examples are preparing umbrellas for guests to use in case of bad weather, and designing some publicity brochures with travel information to help tourists arrange their activities in Queenstown. Lastly, some extra touches from the host can make the guests feel welcomed and memorable. As mentioned in the reviews, some hosts provide wine and homemade cookies to the guests. Although these things are not of high value, these little touches and little surprises can make the guest feel warm and welcoming, which can quickly increase their satisfaction.

5.4 Limitations

Despite the contribution of this study to Airbnb research in New Zealand, several limitations need to be borne in mind. First of all, there is a location limitation. This study uses data only from Queenstown Airbnb, which means that the results may differ when research is done on Airbnb outside Queenstown. Therefore, the satisfaction factors obtained in this study may not strictly apply to other tourists travelling in New Zealand. Secondly, this study adopted a qualitative approach with secondary data of online reviews collected from the Airbnb platform, and not interviews or focus groups. Users with several sentences often summarised these online reviews, and it was not easy to extract the satisfaction factors precisely. Moreover, tourist backgrounds were not shown from comments, and it was challenging to identify whether background had an influence on selection as well as the satisfaction of Airbnb. Lastly, the limited time for collecting data, and the timeline focus on six months' data of 20 Airbnb in Queenstown, led to the collected data being limited, which may lead to the omission of information.

5.5 Recommendations for future study

With the results of this study and the limitations borne in mind, recommendations for future studies are presented as follows. Firstly, future studies on Airbnb satisfaction factors can focus on studying other places in New Zealand, for example, Auckland, Christchurch, and Wellington. Secondly, future studies for similar research objectives can employ different qualitative approaches, such as interviews and focus groups, if time allows. Interviews and focus groups can explore tourist satisfaction factors deeply, especially the influence of tourists' background on their

satisfaction with Airbnb. Additionally, future studies can expand the number of Airbnb sites selected for study, to reduce the limitation of online reviews on exploring the satisfaction factors. Lastly, future studies can be specific to exploring different tourists, such as family, friends, couples, solo travellers or international and domestic tourist satisfaction factors on Airbnb in New Zealand, to fill the literature gap.

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