

Title: What do P2P hosting users perceive? an analysis through the Airbnb platform

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Abstract: This study aims to examine what are the determinants that influence customer satisfaction and loyalty in peer to peer accommodation (P2P: network between peers). To do this, and in order to better understand the behavioral characteristics of the collaborative economy, we have based ourselves on a study of 107 Airbnb users, and it has been found that user satisfaction is conditioned by the tangibility of the accommodation, the reliability of the information provided and economic benefits. It should also be noted that user satisfaction is a determinant of loyalty towards the services offered through the Airbnb platform. On the other hand, it has not been possible to verify the impact of security and location aspects on customer satisfaction, for various reasons. We consider that this work can be useful to better understand the relationship between clients and P2P platforms.

Keywords: Customer satisfaction, Sharing economy, Loyalty, Airbnb.