Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb

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ABSTRACT

This article explores the relationships between satisfaction, trust and switching intention as well as repurchase intention in the Airbnb context. A theoretical framework is proposed regarding the relationship between trust, satisfaction, repurchase intention and switching intention. A distinction is made between transaction-based satisfaction and experience-based satisfaction, while trust is separated into institution-based trust (trust in Airbnb) and disposition to trust (trust in hosts). The model was tested with empirical data collected in North America. Results show that transaction-based satisfaction is a related but distinct construct from experience-based satisfaction. There was a significant effect of transaction-based satisfaction on experience-based satisfaction. Trust was determined to be the mediator between transaction-based satisfaction and repurchase intention. However, trust in Airbnb did not statistically influence trust in hosts. The implication is that industry professionals should not neglect transaction-based satisfaction as it has significant effects on experience-based satisfaction, trust and repurchase intention.

1. Introduction

Satisfaction and trust are two popular constructs that have been widely explored by researchers for their effects on repurchase intention in the context of online consumer behavior (Chiu et al., 2013; Kim, 2012). However, these two constructs are generally recognized as multidimensional since their effects and types vary in different contexts. Despite numerous studies that focused on either satisfaction or trust, only a small number have examined the relationships between trust, satisfaction, repurchase intention and switching intention. Furthermore, the majority of these looked at satisfaction from an overall perspective whereas it should be measured separately for transaction-based and experience-based satisfaction since consumers might well consider different criteria when evaluating their level of satisfaction during the two distinct processes (Huang and Dubinsky, 2014).

The increasingly large variety of business models and the rise of the sharing economy have made online consumer behavior even more complicated. Consumers are eager to participate in the peer-to-peer economy, trading all possible resources they have with strangers, including renting out their homes much like a hotel (Botsman and Rogers, 2010). Airbnb, one well-recognized representative of the peer-to-peer economy, trades accommodation "between individuals (normally strangers) via an online matching platform that offers a private room/apartment online match booking service for a fee by a company that

also charges a service fee." (Liang et al., 2017 p.2). Thousands of Airbnb hosts welcome strangers from all over the world to stay in their home. What makes tourists stay with Airbnb hosts? Do they trust each other? What is the relationship between satisfaction and trust? How do these factors influence Airbnb consumers' repurchase intention and switching intention?

To answer these questions, our study identified two different types of trust and satisfaction. Trust was measured as institution-based trust (trust in Airbnb) and disposition to trust (trust in hosts), while satisfaction was explored based on the transaction and experience processes. This more finely grained analysis of satisfaction and trust provides significant implications for exploring repurchasing intention in the online context. As the spotlight is put increasingly on the sharing economy, many service encounters are being explored by researchers around the world, and hence it is important to remind researchers that satisfaction and trust might be more accurately studied from the perspective of their component parts.

2. Literature review

The popularity of the concepts of "satisfaction" and "trust" have resulted in a very large number of hospitality and tourism studies examining them in many different contexts, online and offline, as mediators and as moderators. The recent rise of the sharing or collaborative

economy, or as we refer to it "peer-to-peer" economy, has been accompanied by a number of new insights into their impact on behavior and behavioral intentions. The context for this study is Airbnb, one of the most successful sites for shared accommodation.

2.1. Satisfaction

There exist a number of effective models and theories to define and explore consumer satisfaction. Oliver's (1980) expectancy-disconfirmation theory, later extended by Kristensen et al., (1999) into expectation- confirmation theory, remains dominant. It seeks to explain post-purchase satisfaction based on four primary constructs: expectations, perceived performance, disconfirmation of beliefs, and satisfaction. According to Oh and Parks (1997), there are eight other theories or concepts that explore consumer satisfaction. Generally speaking, researchers seem to agree on the broader definition of satisfaction. For example, Fang et al. (2014) adopted Holmes (1991) definition of satisfaction, referring to it as the evaluation result of past related experiences and exchanges, which is similar to Kim's (2012) that satisfaction is perceived as an attitude that results from a mental comparison of the service and quality that a customer expects to receive from a transaction after purchase.

In spite of these extensive efforts to understand satisfaction, there is little research distinguishing transaction-based from experience-based satisfaction, even though it is recognized that consumers may employ different evaluative criteria in different processes (Huang and Dubinsky, 2014). Therefore, this study attempts to examine both types of satisfaction, by differentiating the impacts they exert on repurchase intention and switching intention as well as trust.

2.1.1. Transaction-based satisfaction

Treatment of satisfaction related to transactions is rare in the context of online repurchase studies. Bitner and Hubbert (1994) argued that satisfaction should be explored as "encounter satisfaction" and "overall satisfaction". They defined the former as the consumer's dis/satisfaction with a discrete service encounter (e.g. a haircut, an interaction with a dentist, a discussion with a repair person, an experience at a hotel check-in desk.), while overall service satisfaction derives from the consumer's overall dis/satisfaction with the organization based on all encounters and experiences with that particular organization (p.76-77).

The term "transaction-specific satisfaction" was used by Jones and Suh (2000) to refer to a "consumer's dis/satisfaction with a discrete service encounter" (p. 148). According their study, this type of satisfaction is not necessarily related to overall satisfaction as customers may experience a different level (e.g. high, intermediate or low) of service quality from each discrete transaction. Although this study is valuable in tracking the influence of each discrete transaction-specific satisfaction on overall satisfaction, in the context of Airbnb, the situation might be more complicated than distinguishing transaction-based satisfaction and overall satisfaction because the consumer would be dealing with two different actors before actually completing a purchase. For instance, every time a customer books a place via Airbnb, he or she needs to deal with a new host and a different type of accommodation (e.g. sharing a room or whole place) though using the same Airbnb platform service.

We therefore propose that Airbnb is a service encounter that consumers evaluate in terms of their level of satisfaction with each aspect of the transaction process using different criteria from those used to evaluate the actual lived experience. We use the term "transaction-based satisfaction" to define the Airbnb consumer's overall judgement of the various aspects of making a purchase on Airbnb before the completion of an actual transaction.

2.1.2. Experience-based satisfaction

The term "experience-based" is most commonly employed in

information technology research and refers to a specific experience with a software, platform or new technology device. Nevertheless, satisfaction can also be measured based on a specific experience. For example, experience-based norms were used to model the consumer satisfaction process, although not tested (Woodruff et al., 1983). Woodruff et al. (1983) suggested that consumers compare their previous experience with the current one to determine their satisfaction. Experience may be gained from the usage of a product or service, or from information received.

Similarly, Airbnb consumers might compare their previous experience to their current one and thus determine their satisfaction level. No matter how satisfaction was influenced, our focus is on the Airbnb consumers' experience-based satisfaction which we consider as the experience of staying in an Airbnb accommodation, including the interaction with the host.

2.2. Trust

A number of disciplines (e.g. psychology, marketing) have utilized trust and interpersonal interaction in different contexts, concluding that its definition has various dimensions but overall tends to remain nebulous and somewhat confused (Tan and Sutherland, 2004). Bicchieri et al., (2004) suggest that trust refers to a "disposition to engage in social exchanges that involve uncertainty and vulnerability, but that are also potentially rewarding" (p. 286). While most scholars agree that trust is a psychological state (Rousseau et al., 1998), it can be studied in terms of its cognitive or affective aspects (Lewis and Weigert, 1985; Johnson and Grayson, 2005). Studying financial advisory services, Johnson and Grayson found that when there are "good rational reasons why the object of trust merits trust" (p. 972), the trustor extends cognitive trust; however, when trust is exclusively based on positive emotions, then this is known as affective trust. In both instances, trust involves only two parties. However, in the case of Airbnb there are three different parties within one transaction. Whether one trusts the Airbnb platform/company should not be confused with trusting the hosts (or the hosts trusting the guests), regardless whether the trust is cognitive or affective. Therefore this study examines two types of trust: institution-based trust (trust in Airbnb) and disposition to trust (trust in hosts or guests).

2.2.1. Institution-based trust

There are few online repurchase studies that provide insight into institution-based trust. In studying an online auction-based B2 B marketplace, Pavlou (2002) perceived it to be efficient at enhancing a trustworthy environment in the context of online trading and explored the relationship between institution-based trust and inter-organizational trust. By extending this study to online auction marketplace buyers, Pavlou and Gefen (2004) found that mechanisms like perceived effectiveness of feedback, escrow services, and credit card guarantees as well as trust in the intermediary, can strengthen institutional-based trust toward the entire online community. Thus, this form of trust can be defined as a buyer's perception that appropriate conditions are in place to facilitate transaction success with the marketplace's sellers. In highlighting the function of institutional-based trust, Pavlou seems to neglect its social dimension as part of the definition. This was addressed by McKnight et al., (2002) who treat institution-based trust as a belief in the possibility of gaining "a satisfactory outcome from a transaction made on a presented structural condition" (i.e. in the Internet) (p. 316). It refers to an individual's perception of the institutional environment—in their case an experimental website providing advice on legal matters. Adapting McKnight et al.'s definition to this study on Airbnb, institution-based trust refers to an individual's perception of the institutional environment, including its structures and regulations that contribute to making him/her comfortable with making a purchase through this website.

2.2.2. Disposition to trust

Different from institution-based trust, which mainly focuses on the mechanism, disposition to trust emphasizes humanity. It is regarded as a prerequisite of social behavior and is a general, rather than situation specific, inclination to display faith in humanity and to adopt a trusting stance toward others (Gefen, 2000). Although there is no universal definition of trust, Tan and Sutherland (2004) argued that competence, benevolence and integrity are three important components of trust. McKnight et al. (2002) defined disposition to trust more specifically in the online context "as the extent to which a person displays a tendency to be willing to depend on others across a broad spectrum of situations and persons" (p. 339). It refers to a general propensity to trust others, which can also influence an individual's beliefs and intentions towards a web-based vendor. This study adapts their definition as the extent to which an Airbnb consumer displays a tendency to be willing to trust Airbnb hosts across a broad spectrum of situations.

2.3. Influence of satisfaction and trust on behavioral intention

The effect of satisfaction on repurchase intention has been extensively studied. For instance, satisfaction was found to enhance repurchase intention when consumers/students are characterized as having higher risk preference (Wu and Chang, 2007). This was done through examining the effect of evaluation-based satisfaction and emotion-based satisfaction on repurchase intention by drawing on adaptation-level theory and attribution theory. An et al. (2010) explored the relations between "travel satisfaction", perceived risk and repurchase intention, and found that it has a positive influence on repurchase intention. Satisfaction with a product or a service is decisive in determining repurchase intention. Similarly, customer satisfaction is found as a dominant direct determinant of repurchase intention by guests in first class and luxury hotels and brand trust is a moderator between them (Wilkins et al., 2009). Kim, et al. (2009b) focused on service recovery in these types of hotels and found trust as a mediator between recovery satisfaction and word-of-mouth/revisit intention. They suggested that long-term relationship can be formed when strong trust is established between the service provider and the customer. In other words, trust influences customers' retention behavior.

However, most of the studies consider satisfaction as a holistic concept, whereas satisfaction in the peer-to-peer economy should be studied from two perspectives. For instance, in the context of Airbnb, consumers are actually interacting with two different actors − the Airbnb platform/company and the hosts. Do customers evaluate their cognition of satisfaction differently during the transaction versus the experience process? Does transaction-based satisfaction impact consumers' satisfaction based on their actual experience as well as their repurchase intention? These questions remain unclear in the online consumer behavior literature, although Möhlmann (2015) studied the determinants of satisfaction in the collaborative online economy (both B2C and C2C) and found that utility, trust, cost savings, and familiarity are essential in both instances.

Trust in the online environment has also been actively explored by researchers. As diverse risks exist in the online shopping environment compared to physical retail stores, the question about the effect of trust is crucial (Chiu et al., 2013) since it is a very important factor in predicting online behavioral intention (Fang et al., 2014; Wen et al., 2011).

Although the literature has indicated that both satisfaction and trust are critical to understanding consumers' behavioral intention, research is limited with respect to exploring the relationship between these two concepts. Kim et al., (2009a,b) studied trust and satisfaction to predict repurchase intention over the pre-purchase, purchase and post-purchase periods. While they mainly focused on measuring satisfaction with purchasing a good online through different time phases, their study did not identify the transaction and experience process.

Most previous studies have suggested that customers would switch to a different product or service provider based on their satisfaction

judgement during the consumption process. Influences were determined to include customer's evaluation of value in full-service restaurants (Kim et al., (2010), perceived value and attitude (Zhang et al., 2007), as well as service quality and innovation in mobile services or social network sites intention (Malhotra and Kubowicz Malhotra, 2013; Fei and Bo, 2014). Early stage switching intention investigations applied grounded theory (Keaveney, 1995) and the push-pull-mooring model (Bansal and Taylor, 1999; Nimako and Winneba, 2012). Antecedents that affect consumer switching intention were identified as time or money constraints, lack of alternatives, switching cost and habit (Bitner, 1990), convenience, price and availability (Cronin and Taylor, 1992). Nevertheless, all of these studies suggested that those antecedents would influence consumer switching intention through satisfaction. Other scholars focused on the mediating effect of satisfaction on switching intention through price unfairness, anger incidents, etc. (Antón et al., 2007), while Lehto et al., (2015) studied switching cost, service quality, satisfaction, comparative attractiveness, variety seeking and past switching in the hotel sector.

To better understand the behavioral intention of Airbnb consumers, clarifying the differences between different stages of satisfaction as well as trust is critical, especially since the premise of the entire Airbnb platform was designed around trust: trust in the platform, hosts trusting guests, and guests trusting hosts. Furthermore, the relationship between switching intention and repurchase intention in the online context has not been studied. In an effort to enrich the extant literature, this study specifies two types of satisfaction as well as trust, to build a theoretical framework of the relationship between them, repurchase intention and switching intention.

2.4. Studies on Airbnb

Research on Airbnb is very limited and recent (mainly 2014–2016), addressing a variety of issues. Some studies focused on the supply side, including the hosts' motivation for listing their properties on Airbnb (Stern, 2014; Ikkala, 2014), host performance (Li et al., 2015), legal issues (Edelman and Geradin, 2015; Lee, 2016), the Airbnb platform system (Fradkin et al., 2014; Ert et al., 2015), or Airbnb's branding strategies (Yannopoulou et al., 2013), while others explored the impacts of Airbnb on the hotel industry (Zervas et al., 2014; Neeser et al., 2015), or on tourism employment (Fang et al., 2015).

A few studies also explored the consumer view for Airbnb experiences. Guttentag (2015) categorized Airbnb as a disruptive innovation and found that low cost is the main draw of consumers participating in Airbnb. Different from hotel services, the tourists may obtain a feeling of home away from home during their trip and some useful local advice. Liang et al. (2017) explored the repurchase intention of Airbnb consumers based on the perception of risk and value. They identified three main attributes − perceived authenticity, price sensitivity and electronic word-of-mouth − that are in line with Panda et al., (2015) findings in India. Using netnography, they determined that online reviews play an important role in the decision-making process of Airbnb consumers.

To summarize, these studies have broadly touched on different areas, with none exploring the repurchasing and switching intention of Airbnb consumers. Building on the work of Liang et al. (2017), this study offers another way to explore the repurchasing behavior of Airbnb consumers, and at the same time, expanding the literature on switching intention.

3. Hypotheses development

The model of combining trust and satisfaction to predict repurchase intention over a longitudinal period from pre-purchase, purchase to post-purchase was shown to be feasible by Kim et al., (2009a,b). Although they only explored trust in the pre-purchase stage and satisfaction in the post-purchase stage, their study offers great theoretical

support for the idea of combining satisfaction and trust to predict repurchase intention and switching intention. Ranaweera and Prabhu (2003) went a step further when they argued that the interaction between satisfaction and trust has a significant influence on customer retention.

The mediating position of trust has been empirically supported by many studies. For example, Ha et al. (2010) found that trust, adjusted expectations and positive attitude were found to have a mediating effect between satisfaction and repurchase intention. They also argued that trust plays a critical role in understanding the relations between satisfaction and repurchase intention and that a higher level of satisfaction might enhance consumers' trust towards a seller or a platform. Hence, we suggest that trust is a mediator between satisfaction and repurchase intention as well as switching intention.

Prior research has found that satisfaction exert direct influence on switching intention and repurchase intention. For example, Chiu et al. (2013) explored the relationships between switching cost, satisfaction, trust and repurchase intention based in part on expectancy-disconfirmation theory. A positive influence of satisfaction on repurchase intention was found. On the other hand, Shukla (2004) found that satisfaction has a direct and strong correlation with brand switching intention in five product categories (vehicles, television, soap, hair oil and ice cream). Li et al., (2007) also found that satisfaction is the most critical discriminant factor that influences college students switching to alternative websites.

Trust has been found to have direct effects on repurchase intention (Fang et al., 2014; Chiu et al., 2013; Wen et al., 2011) as well as switching intention (Li et al., 2007; Ranaweera and Prabhu, 2003). More specifically, Fang et al. used the data from an online survey to examine the relationship between perceived effectiveness of e-commerce institutional mechanisms[1] and satisfaction, trust and repurchase intention. Trust was found to have a positive and significant effect on consumers' intention to repurchase. As well, they researched the consumers' intention to switch websites by comparing five dimensions, including commitment, satisfaction, trust, comparison level of the alternative and non-retrievable investment. Trust was determined to be the second crucial factor that affects their intention to switch websites.

However, satisfaction and trust are multi-dimensional constructs. As such, their component parts need to be measured separately, i.e., transaction-based satisfaction and experience-based satisfaction; institution-based trust (trust in Airbnb) and disposition to trust (trust in hosts). In this way, we argue that it would be clearer to distinguish the relationship between satisfaction and trust and their influence on repurchase and switching intention. Therefore, the following hypotheses for each proposed construct are proposed:

*The satisfaction level of Airbnb consumers **during the transaction process** has a positive relationship with*

- *Their repurchase intention. −H1a*
- *Their trust in Airbnb. −H1b*
- T*heir trust in hosts. −H1c*
- *Their satisfaction level during the experience process. −H1d*

but has a negative relationship with

- *Their switching intention −H1e*

*The satisfaction level of Airbnb consumers **during the experience process** has a positive relationship with*

- *Their trust in Airbnb.- H2a*
- *Their trust in hosts. −H2b*
- *Their repurchase intention. −H2d*

but has a negative relationship with

- *Their switching intention. −H2c*

*Airbnb consumers' **trust in Airbnb** has a positive relationship with*

- *Their repurchase intention. −H3a*

but a negative relationship with

- *Their switching intention. − H3b*

Institution-based trust is perceived to enhance disposition to trust in this study. Jia et al., (2014) explored the effect of trust in intermediaries and in online sellers on repurchase intention. Trust in the intermediary was found to have a significant influence on trust in online sellers. Gefen (2000) was also able to show that disposition to trust was influenced by trust in the vendor. Both of these studies provide the foundation for the following hypotheses:

- *H3c: Airbnb consumers' trust in Airbnb has a positive relationship with their trust in hosts.*

*Airbnb consumers' **trust in hosts** has a positive relationship with*

- *Their repurchase intention. − H4a*

but a negative relationship with

- *Their switching intention. −H4b*

4. Methodology

4.1. Research design and sampling

Since reaching Airbnb consumers directly is very difficult and costly, an online panel member database of residents in Canada and the United States was chosen through collaboration with a research company. Based on their areas of interest, panel members are solicited and rewarded when they complete a survey.

Since the chosen constructs have been relatively well-examined in the prior studies, existing scales of each construct were adopted with minor changes to suit the context for this study. In addition, the survey contained a series of demographic questions.

Convenience sampling was used for this study, and potential systemic error was taken into consideration. To increase the content validity of the study and the reliability of the questionnaire, a pretest was carried out with 10 graduate students who had used Airbnb prior to the distribution of the final survey link. Minor changes, including wording and questions sequencing, were made based on the pretest result.

Invitation letters were sent to the panel members from the specified database to obtain their agreement to participate in the study. Only participants who had experiences with Airbnb were qualified to participate. Since participants will be rewarded by the research company, potential malice respondents were anticipated. To reduce the possibility of disingenuous data, two identical but opposite questions (Q12-1 "I cannot trust Airbnb" and Q12-7 "Airbnb is trustworthy") were integrated into the survey. All of the measuring scales used a 5-point Likert type scale, rating from 1 = strongly disagree to 5 = strongly agree. The scales were all adopted from the literature so as to be operationalized, as this study was undertaken within a specific context (Airbnb).

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[1] This term refers to online customer perceptions that third-party safeguarding mechanisms, such as online credit card guarantees, escrow services and privacy protection, exist to protect them against potential risks in the e-commerce environment. (Fang et al., 2014, p. 409)

The data were collected over a month-long period (mainly in January 2015). A total of 584 eligible responses were recorded; 189 were eliminated because they either showed contradictions in answering Q12-1 and Q12-7, answered all questions the same, or skipped too many questions. Therefore, only 395 surveys were retained for the analysis of this study.

5. Data analysis and results

Various statistical methods were used to examine the relationships among the mentioned constructs. The demographic information of the sample was summarized using frequencies in SPSS 22.0. Anderson and Gerbing (1988) proposed a two-step procedure to analyze a proposed model. Following their approach, a confirmatory factor analysis (CFA) was employed to identify the validity of the measuring items, and structural equation modeling (SEM) was performed to examine the model fit, since it is a theoretical model. Both steps were completed in Amos 21.0. CFA was performed for this study instead of exploratory factor analysis (EFA) because all the latent constructs and the measurement items were employed from prior studies that showed them to be acceptable, reliable and valid.

5.1. Demographics of the respondents

Among the respondents, 52.2% are female and 46.8% are male. Their ages range from 18 to 75. More specifically, 31.9% are 46 years or older, 17.7% are 35–45, 25.6% are 25–34, and 17.7% are under 25. A majority (58.9%) of them have university or higher education degrees, while 26.6% graduated from college/technical school and 13.9% have educational levels of high school or less. On their most recent trip using Airbnb, 42.8% of participants chose a private room and 40% the whole house or apartment. A total of 53.9% of Airbnb consumers stayed between 2 and 4 nights. The main purpose of the trip was for leisure (66.6%), and they were either travelling alone (21.8%) or with a partner (41%).

5.2. Scale validity and reliability

The reliability of constructs was examined using composite reliability (CR). According to Nunnally (1978), to achieve reliability of a construct, Cronbach's Alpha should be greater than 0.7 for an existing scale (Nunnally and Bernstein, 1994). However, Cronbach's Alpha was critiqued by Peterson and Kim (2013) as being a lower-bound statistic and hence possibly not efficient to demonstrate true reliability. They suggested CR as a popular alternative coefficient alpha, which is usually calculated as part of SEM. A CR value of 0.7 or higher suggests good reliability (Churchill, 1979; Hair et al., 1998) (Table 1). The CR values range from 0.82 to 0.90, indicating a relatively good reliability of the measuring constructs. Both switching and repurchase intention were measured through only one item. Convergent validity was achieved because all values of AVE are above 0.5 (Hair et al., 1998), which means more than 50% of the variance of the measurement item can be accounted for by the latent variables. The correlation matrix in Table 2 shows all bivariate correlations between all constructs. The standardized square correlations are shown in Table 2. Their values are generally less than their corresponding AVE value, indicating acceptable discriminant validity (Fornell and Larcker, 1981).

CFA analysis shows the goodness-of-fit indices as follows: The root mean square error of approximation (RMSEA) is 0.076, chi square/ degrees of freedom($x2/df$) ratio of 2.705 ($x2 = 186.648$; df = 69). According to Bentler (1995), a $x2/df$ ratio between 1–3 shows a good adjustment of the sensitivity of chi-square to a large sample size. The normed fit index (NFI) is 0.951 and the comparative fit index (CFI) is 0.962, which are close to 0.95, being accepted as indicators of good fit (Hu and Bentler, 1999).

5.3. Structural model analysis

This study examines the relationships between satisfaction, trust and repurchase intention as well as switching intention. Theoretical hypotheses were based on previous studies. The proposed model was tested using SEM after conducting a curve estimation for all the relationships. Most of them were statistically lineal to be tested in the variances used in SEM. Common method bias was examined through a common latent factor (CLF). No significant change of the loadings was found when this was added to the model. According to Podsakoff et al., (2003), the common method variance is the square of the CLF value (0.648), which is 0.4199. Therefore, the CLF technique suggests that there is no significant common method bias in this data since the calculated variance (42.0%) is below a heuristic threshold of 50%, as suggested by Podsakoff et al. (2003).

The result of the SEM analysis is shown in Fig. 1. The RMSEA is 0.066, below the cutoff point of 0.08, indicating a good model fit (Hair et al., 1998). The chi square/degrees of freedom($x2/df$) ratio of 2.696 ($x2 = 239.959$; df = 89), which is between 1–3, shows a good adjustment of the sensitivity of chi-square to a large sample size (Bentler, 1995). The CFI is 0.966, and NFI is 0.948, both of which are close to the suggested point of 0.95 by Hu and Bentler (1999). Therefore, the measurement model showed satisfactory goodness-of-fit indices.

Among 14 hypotheses, 10 were statistically supported. The exceptions are H2a, H2b, H3b and H3c (Table 3). Experience-based satisfaction was found to exert no significant influence on either type of trust. The level of consumer trust in Airbnb did not have a statistical effect on either their trust propensity for the hosts or switching intention. Transaction-based satisfaction relates directly to switching intention, whereas it relates to repurchase intention directly and through its relationship with trust. Direct effects measure the direct impact of one construct over another, and they are interpreted as regression coefficients. Direct effects, when summed with indirect effects, result in the total effects, shown in Table 3.

6. Discussion and conclusion

Most satisfaction studies in hospitality and tourism measure only overall satisfaction. Some existing studies have studied different types of satisfaction, such as transaction-specific satisfaction and overall satisfaction (Jones and Suh, 2000); integrated satisfaction (Gao and Lai, 2015); or encounter satisfaction (Bitner and Hubbert, 1994). This study contributes to the existing literature on satisfaction and has shown that transaction-based satisfaction and experience-based satisfaction are related but distinct constructs that are used to measure satisfaction in transaction and experience process.

The results provided significant support for all hypotheses of transaction-based satisfaction with some indirect effects. Transaction-based satisfaction, however, is a critical predictor of the repurchasing behavior of Airbnb consumers, which at the same time influences their experience-based satisfaction and trust. The findings also demonstrated that transaction-based satisfaction has direct and indirect effects on repurchase intention, trust in hosts, and switching intention, while it has direct effect on trust in Airbnb and experience-based satisfaction.

Experience-based satisfaction did not statistically influence Airbnb consumers' perceived trust of Airbnb or the hosts. In other words, trust plays a mediating role in the relationship between transaction-based satisfaction and repurchase intention but did play the role between experience-based satisfaction and repurchase intention. It would be interesting to explore this mediation further, as consumers do not appear to be concerned with issues of trust during the experience-based process. Furthermore, the popularity of Airbnb has been significantly increased after the initial data collection of this study, which also increases various safety issues (e.g. a hidden camera to guests; burglary; rape; robbery). In this sense, the role of trust might change as the safety concerns arise and trust can be assessed as a key mediator between

Table 1
Confirmatory factor analysis for measurement model.

Items	Factor Loadings	AVE	Composite Reliability
Transaction-based satisfaction			
I was satisfied with the recent transaction process with Airbnb.	.78	.60	.82
I am contented with the information provided by Airbnb.	.82		
I am satisfied with the mechanism of Airbnb.	.82		
Experience-based satisfaction			
I am pleased with my experience of staying in Airbnb accommodations.	.84	.70	.88
My experience with Airbnb is pleasurable.	.85		
My choice to stay in Airbnb accommodations was a wise one.	.81		
Trust in Airbnb(institution-based trust)			
Airbnb is trustworthy.	.83	.69	.90
Airbnb gives impression that it keeps promises and commitments.	.85		
I believe that Airbnb has my best interests in mind.	.79		
I think Airbnb will keep promises it made to me.	.82		
I think Airbnb wants to be known as one who keeps promises and commitments.	.76		
Trust in hosts(disposition to trust)			
I think the host was honest.	.81	.69	.90
I think the host cared about their customers.	.86		
I believe the host was consistent in quality and service.	.86		
I believe the host was trustworthy.	.83		
I believe the host was dependable.	.82		
Switching intention			
I will switch to other similar platforms	.78	–	–
Repurchase Intention			
I will purchase rooms via Airbnb again	.70	–	–

Table 2
Correlation Matrix, Squared Correlation and AVE .

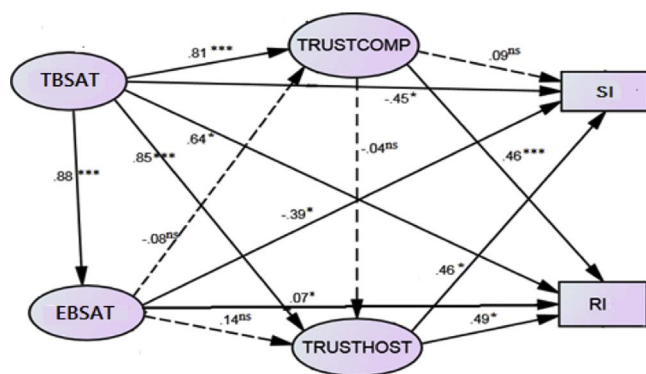|	TBSAT	EBSAT	TRUSTCOMP	TRUSTHOST	SI	RI
TBSAT	**.60**					
EBSAT	.77(.59)	**.70**				
TRUSTCOMP	.73(.53)	.64(.41)	**.69**			
TRUSTHOST	.80(.64)	.76(.58)	.68(.46)	**.69**		
SI	−.33	−.40	−.26	−.30	1.00	
RI	.47	.51	.53	.40	−.26	1.00

Notes: Diagonal and bold numbers are AVE for each construct; off-diagonal numbers (without bracket) are the correlation between constructs and off-diagonal numbers (with bracket) are the standardized squared correlation between constructs; TBSAT = transaction-based satisfaction; EBSAT = experience-based satisfaction; TRUSTCOMP = trust in Airbnb; TRUSTHOST = trust in hosts; SI = switching intention; RI = repurchase intention.

Chi-square=239.959
p-value=.000
degree of freedom=89
CFI=.966; NFI=.948
Chi-square/degree of freedom=2.696
rmsea=.066

Fig. 1. Structural path coefficients.

Table 3
Results of hypotheses tests, direct, indirect and total effects.

Hypotheses	β	Direct effect	Indirect effect	Total effect
H1a: TBSAT → RI	.64*	.57	.10	.67
H1b: TBSAT → TRUSTCOMP	.81***	.81	--	.81
H1c: TBSAT → TRUSTHOST	.85***	.79	.14	.93
H1d: TBSAT → EBSAT	.88***	.88	--	.88
H1e: TBSAT → SI	−.45*	−.45	−.27	−.72
H2a: EBSAT → TRUSTCOMP	−.08	ns	--	ns
H2b: EBSAT → TRUSTHOST	.14	ns	--	ns
H2c: EBSAT → SI	−.39*	−.39	--	−.39
H2d: EBSAT → RI	.07*	.07	--	.07
H3a: TRUSTCOMP → RI	.46***	.46	--	.46
H3b: TRUSTCOMP → SI	.09	ns	--	ns
H3c: TRUSTCOMP → TRUSTHOST	−.04	ns	--	ns
H4a: TRUSTHOST → RI	.49*	0.49	--	.49
H4b: TRUSTHOST → SI	−.46*	−.46	--	−.46

Notes: ***p < 0.001; **p < 0.01; *p < 0.05. ns = not significant; β is standardized regression weights; TBSAT = transaction-based satisfaction; EBSAT = experience-based satisfaction; TRUSTCOMP = trust in Airbnb; TRUSTHOST = trust in hosts; SI = switching intention; RI = repurchase intention.

based trust and disposition to trust report similar findings. For example, Koufaris and Hampton-Sosa (2004) found that disposition to trust is not associated with initial trust in an online company. Therefore, it is reasonable to believe that Airbnb consumers' trust in Airbnb does not significantly influence their trust in hosts, as they might believe that Airbnb has no control over individual hosts, and, even if they trust Airbnb, this does not necessarily lead to trust in hosts and vice versa.

No significant influence was found between trust in Airbnb and switching intention. It is reasonable that trust in Airbnb may not directly influence switching intention because consumers would need more information before deciding to switch to a different platform. Another possibility is that trust in a company does not play a critical role in switching intention, since many variables (e.g., switching cost, easiness of use, etc.) need to be considered.

To conclude, this study undertook an empirical investigation of different types of satisfaction and trust that affect consumers' repurchase intention or intention to switch Airbnb accommodations. Overall, the results offer solid support for the idea that satisfaction with the Airbnb context can be assessed based on the transaction and the

satisfactions and repurchase intention.

Interestingly, trust in Airbnb did not statistically influence Airbnb consumers' trust in hosts. Nevertheless, other studies on institution-

experience process as well as trust in the Airbnb company and its hosts. Transaction-based satisfaction was found to be more important than was experience-based satisfaction. The result revealed that satisfaction in the transaction process has different effects on switching and repurchase intention. Furthermore, trust mediated the relationship between the transaction-based satisfaction and repurchase intention. Although trust in Airbnb was different from trust in hosts, the former did not statistically influence the latter.

7. Implications, limitations and future study direction

This study explores how satisfaction and trust affect both switching and repurchase intention of Airbnb users, which has several important implications.

Theoretically, we confirm the linkage between satisfaction-trust-repurchase intention as suggested by the literature. Trust is explored as a mediator between satisfaction and repurchase intention. This would be valuable for consumer behavior researchers as a support for potential online repurchasing studies in terms of the mediating role of trust. Most significantly, we suggest that transaction-based satisfaction and experience-based satisfaction are two different concepts that should be distinguished when exploring satisfaction in the context of the collaborative or peer-to-peer economy. Many online service encounters are being explored by researchers around the world as the spotlight is put increasingly on these new forms of economy, and hence it is important to remind researchers that satisfaction and trust might be more accurately studied from the perspective of their component parts.

Practically, transaction-based satisfaction is very critical for Airbnb consumers to make repurchasing or switching decisions because it directly affects not only their experience-based satisfaction, but also their trust in Airbnb or the hosts. Therefore, Airbnb might consider developing strategies to enhance both types of satisfaction. For example, Airbnb might consider promoting or advertising its visibly enjoyable and user-friendly functions to consumers. Meanwhile, hosts might be trained on how to interact effectively with potential guests, such as responding in a timely manner and answering questions from the guests, etc.

There are some limitations for this study. Only consumers that used Airbnb previously and who reside in Canada or the United States were part of our sample. Individuals who have not stayed with Airbnb may have different perceptions about the platform. Therefore, our results should be interpreted as only explaining North American Airbnb consumers rather than all individuals. Second, our results may have been influenced by common method bias. Although tests were conducted to examine for this bias, potential bias from the researcher in developing the survey still exists. However, several methods like content analysis and pretest were done to reduce it as much as possible. Third, this study distinguishes satisfaction to transaction-based and experience-based and trust for Airbnb and hosts. By the time the data was collected, Airbnb was experiencing their initial growth and therefore safety concerns, lawful issues, etc. was not publicly concerned. Results on trust might be different if data were collected now. Lastly, there could be discriminant validity issues between transaction-based satisfaction and trust in hosts as the squared correlation value is lower than the AVE value. One should be cautious in understanding the relationship between transaction-based satisfaction and trust in hosts, which might be overestimated.

Future studies should try to distinguish satisfaction for Airbnb and hosts and trust in the pre-purchase/post-purchase stage, and then compare the differences with this model, as well as other geographic areas to extend its generalizability. Recently, Airbnb has expanded their business into sharing 'experience' in various categories, such as food, technology, arts, business, music, sports, etc. This means you may learn to make a 'real Italian' pasta from an authentic Italian grandma, or you might join a lake sail with a local fisher to enjoy the sunset. Future research might be done on this setting in terms of relations between authentic experience, emotion and satisfaction.

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