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RESEARCH BRIEF

An Analysis of Factors Affecting Foreign Tourist Electronic Word-of-Mouth [eWOM] Thai Hostel Bookings

Kwanchart Wongkhajornpaibul and Puris Sornsaruht
King Mongkut's Institute of Technology Ladkrabang, Thailand
56611244@kmitl.ac.th

In 2019, it was reported that there were 3.499 billion active social media users (Kemp, 2019), with electronic word-of-mouth (eWOM) being essential in obtaining a competitive advantage (Jalilvand & Samiei, 2012). Additionally, eWOM has become especially relevant concerning tourism and a traveler's attitude towards their destinations and the accommodations (Keller & Libai, 2009). Social media and the related eWOM from its use is also a marketing and communications channel that offers two-way communications between the consumer and the vendor. A multitude of software applications and platforms exist today for this purpose, with Facebook, Line, Snapchat, and Instagram being some of the most recognized names (Collins, Thomas, & Tietjen, 2018). The influence of these applications is, therefore, substantial to an enterprise.

According to Geller (2013), word-of-mouth is the most potent form of marketing there is. Also, Park, Wang, Yao, and Kang (2011) in China determined that word-of-mouth is stronger than that of conventional advertising regarding its ability to create negative or positive consumer attitudes. The Internet is now able to provide a much better way for consumers to gather product information, consumption-related advice, and online reviews from other consumers by eWOM (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004). Along with the Internet's rapid development, consumers are now able to easily share their opinions of products or services with a potentially vast audience. Multiple studies have shown that eWOM affects consumers' attitudes regarding a wide variety of products and services (Lee, Rodgers, & Kim, 2009).

Ekstein (2018) also reported that global travelers spend more money in Thailand than anywhere else in Asia and that Thailand is the fourth-most-profitable tourism destination in the world. Furthermore, according to the United Nations World Travel Organization (UNWTO), Thailand outranks every other nation in Asia when it comes to tourism spending. In 2017, Thailand collected $57 billion in international tourism receipts, far exceeding other popular Asian destinations such as Macao ($36 billion), Japan ($34 billion), Hong Kong ($33 billion), and China ($33 billion).

Furthermore, Thailand, in 2019, is projected to greet nearly 40 million international arrivals, making it the 10th most visited country in the world (Hutton, 2018; National News Bureau of Thailand, 2019), with East Asian tourists accounting for 73% percent of all arrivals (Stapornchai, 2018). New research published by the World Travel and Tourism Council found that tourism contributes more than $97 billion, or 21.2% to Thailand's GDP (Hutton, 2018; Sharafuddin, 2015). The tourism sector also accounts for 15.5% of Thailand's total employment, which is estimated to be 5.8 million jobs.

Furthermore, many young and mobile travelers use hostels for their accommodations. Therefore, a hostel website (HW) should relate positively to customer satisfaction, with attributes that should contain visual

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clarity, customer care, service demonstration, and user guidance (Dabrowski, Basinska, & Sikorski, 2014). Ojasalo's (2010) e-services model pointed out that there are some distinctive characteristics, which included Internet interaction, highly personalized communications, adjusting services to customer needs, and service delivery not restricted by opening hours and distance.

Today, a website's personality (WP) has also become an essential item in eWOM and online travel services, with Aaker (1997) proposing that brands possess distinct personalities. In the online world, Phelan, Mills, Douglas, and Aday (2013) suggested that website providers need to develop websites that engage potential travelers based on their personalities, as websites have personalities as well (Wroblewski, 2008). By adding personality to a website, the gap between the technical and impersonal nature of the web can be bridged. Furthermore, adding website personality adds accessibility, makes it user-friendly, and adds personal experiences that users often miss online.

Poddar, Donthu, and Wei (2009) also indicated that a website's personality could influence a site's customer orientation, web site quality, and purchase intentions. In India, Jain and Yadav (2019) deduced that website personality and website user engagement impact an individual's purchase intention. Specifically, Shobeiri, Mazaheri, and Laroche (2015) identified enthusiasm, unpleasantness, genuineness, site involvement, and sophistication as elements of a website's personality.

Another vital element in a traveler's eWOM is their perceived value (PV), which is a form of expression of satisfaction and shared interest that can be categorized. In Turkey, Uslu and Karabulut (2018) indicated that PV impacts eWOM dissemination intention and revisit intention and that spreading positive eWOM messages and encouraging revisit intentions are seen as significant competitive advantages in terms of destination management.

Hand-in-hand with eWOM and PV is customer satisfaction (CS), as ease-of-use is a crucial element in considering the website' quality and is an essential antecedent of CS during and after use (Iwaarden, Wiele, Ball, & Millen, 2004). Dabrowski et al. (2014) also determined that CS was key for retaining customer loyalty in the online marketplace.

Additionally, purchase intention (PI) was significantly influenced by online reviews and attribute information on hotel e-bookings purchase intention by Chinese travelers (Zhang, Zhang, Lu, & Ye, 2014). Online travel agency recommendations also have a positive impact on hotel e-bookings. Furthermore, according to Sriphaew and Katkaeo (2017), website usability is a crucial success component, which consists of three specific quality factors, including user experience, functionality, and user interface usability.

Finally, eWOM has become an essential element within the travel industry, with online reviews becoming ever more critical in an accommodation's booking (Filieri & McLeay, 2013). Support for this comes from the online travel agency (OTA) website, TripAdvisor.com, which had over 300 million users who, in 2018, covered over 7.3 million accommodations, airlines, restaurants, and attractions. Additionally, the site had 661 million reviews from over 455 million unique visitors.

From the preliminary research, we saw the need for an analysis of the factors that led to a traveler's eWOM use in online travel plans. Therefore, from the use of initial confirmatory factor analysis (CFA) and the subsequent structural equation modeling (SEM), the following relationships and hypotheses were analyzed (Figure 1).

H1: The hostel website (HW) has a direct influence on perceived value (PV).

H2: The hostel website (HW) has a direct influence on customer satisfaction (CS).

H3: The hostel website (HW) has a direct influence on purchase intention (PI).

H4: Website personality (WP) has a direct influence on perceived value (PV).

H5: Website personality (WP) has a direct influence on customer satisfaction (CS).

H6: Website personality (WP) has a direct influence on purchase intention (PI).

H7: Perceived value (PV) has a direct influence on customer satisfaction (CS).

H8: Perceived value (PV) has a direct influence on purchase intention (PI).

H9: Customer satisfaction (CS) has a direct influence on purchase intention (PI).

H10: Purchase Intention (PI) has a direct influence on electronic word-of-mouth (eWOM).

Methods

Population and Sample

The study's population was drawn from the customers who booked and used a Thai hostel via an online travel website. The final sample of 523 foreign tourists was obtained after they had checked into a Thai hostel in one of seven Thai provinces or metropolitan areas. From data obtained from the www.tourism.go.th website, two hostels were selected in each of the following areas: Chiang Mai in the north, Ayutthaya in central Thailand, Khon Kaen in the Northeast, Chonburi on Thailand's Eastern Seaboard, Petchaburi in the West, the province/island of Phuket in the South, and finally, Thailand's capital Bangkok. We dispatched student teams to each of these regions, after which the students solicited every fifth individual who checked into one of the targeted hostels over three months in late 2014.

Research Tool

The research tool was a seven-level Likert type agreement scale questionnaire consisting of seven parts. The conceptual framework for determining the internal consistency and scale reliability was measured by Cronbach's alpha (coefficient α).

Part 1 contained five items concerning the respondent's characteristics such as sex, age, marital status, and use of online booking websites, and seven open-ended questions. Part 2 had eight items about their use of the hostel's booking website (HW), whereas Part 3 contained five items about the website's personality (WP). Part 4 covered six items about the perceived value (PV), and Part 5 had eight items about customer satisfaction (CS). Part 6 contained seven items about their purchase intention (PI), and finally, Part 7 dealt with seven items about electronic word-of-mouth (eWOM), which also covered the use of social media (41 items total in Parts 2–7). Initial reliability testing for the survey items was calculated with the use of Cronbach's α and ranged from 0.91–0.97. From the use of the reliability table developed by George and Mallery (2010), a Cronbach's α of > 0.90 = excellent.

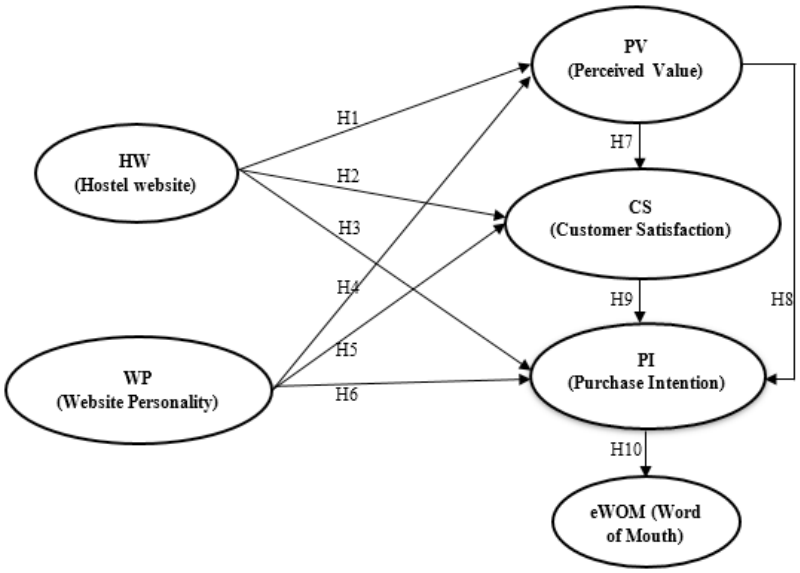

Figure 1. Conceptual model.

CFA

In determining a model's fit, CFA goodness-of-fit index (GFI) tools are used. Common criteria in this process suggest that $\chi 2/df$ should have a value of ≤ 2.00 (Steiger, 1990). Also, the comparative fit index (CFI $\geq$ 0.90) often uses a criterion of = .95, and standardized root mean square residual (SRMR $\leq$ 0.05), and a root mean square error of approximation (RMSEA $\leq$ 0.05) as a measure of GFI in SEMs.

Results

Foreign Tourists' Information

From the final sample of 523 foreign tourists, it was determined that 58.13% were male, and 41.87% were female. The majority (26.20%) were between 31–35 years of age, with 46.46% being single. Furthermore, 23.33% of the respondents had used an online booking website 8–10 times previously, whereas 22.37% had used online booking websites more than 10 times, with the online travel agencies (OTAs) Agoda.com (25.05%) and Booking.com (24.28%) closely-ranked as the most used travel accommodation website. TripAdvisor.com was third with 17.59%.

CFA Results

The CFA analysis tested the interrelationships of the observed and latent variables (Table 1 and Table 2). By analyzing the CFA items with LISREL 9.1, chi-squared ($\chi 2$)was 1.01, df = 4, p-value = 0.90854, $\chi 2/df$ was = 0.2525 (Byrne, Shavelson, & Muthén, 1989), RMSEA = 0.000, and SRMR = 0.05. The GFI was also indicated to be 0.99, which shows a good fit at $\geq$ 0.90. The value for the adjusted goodness-of-fit index (AGFI) was 0.99, which indicates a well-fitting model. Concerning the CFA examination for the external latent variables PV, ST, PI, and eWOM, the $\chi 2$ = 11.63, df = 25, p-value = 0.98932, $\chi 2/df$ was = 0.4652, and the RMSEA = 0.000.

Additionally, the analysis of the direct effect (DE), indirect effect (IE), and total effect (TE) of the latent variables (HW, PV, CS, PI, and eWOM) on foreign tourists' eWOM in booking Thai hostels are presented in Table 3.

Convergent Model Analysis

LISREL 9.1 was used for data analysis and the measurement of the six latent variables and their hypotheses. It was found that there was a good model fit with the empirical data (Table 4), as p = 0.99, RMSEA = 0.00, GFI = 0.99, AGFI = 0.98, and SRMR = 0.01. All variables in the model had a positive influence on the eWOM. The variance of the factors influencing eWOM (R^2) was 74% and included the five variables PI, WP, PV, CS, and HW. The total

Table 1

CFA Results for the External Latent Variables HW and WP

Latent variables	α	AVE	CR	Observed variables	loading	R^2
Hostel website (HW)	0.95	0.81	0.94	The website is easy to use (x1).	0.90	0.82
				The website is full of useful information (x2).	0.91	0.82
				The website contains decision making information (x3).	0.88	0.77
				The website has a fast response (x4).	0.90	0.82
Website personality (WP)	0.96	0.80	0.92	The website is modern and up-to-date (x5).	0.93	0.86
				The website is easy to use (x6).	0.80	0.65
				The website has beautiful harmony (x7).	0.94	0.89

Table 2

CFA Results for the Internal Latent Variables PV, ST, PI, and WM

Latent variables	α	AVE	CR	Observed variables	loading	R^2
Perceived Value (PV)	0.97	0.86	0.95	The website service quality was good (y4).	0.93	0.86
				The website had good security (y5).	0.92	0.84
				The website offered good value for the money (y6).	0.94	0.87
Customer Satisfaction (CS)	0.97	0.90	0.96	The website was nicely designed (y7).	0.96	0.92
				The website meets my needs (y8).	0.93	0.87
				Overall, I am satisfied with the website (y9).	0.95	0.90
Purchase Intention (PI)	0.96	0.83	0.94	I intend to continue using the website (y1).	0.92	0.84
				I expect to continue using the website (y2).	0.92	0.84
				I plan to book my next trip using the website (y3).	0.89	0.79
Electronic Word of Mouth (eWOM)	0.91	0.44	0.66	I told a friend about the website using social media (y10).	0.95	0.90
				I shared the website by using social media (y11)	0.28	0.08
				I told a friend about the website online (y12).	0.58	0.33

Table 3

Standard Coefficients of Influence for the SEM's eWOM Variables

Dependent variables	R^2	Effect	Independent variables				
			HW	WP	PV	CS	PI
Perceived value (PV)	.75	DE	0.25**	0.65**			
		IE	–	–			
		TE	0.25**	0.65**			
Customer satisfaction (CS)	.82	DE	0.09*	0.42**	0.47**		
		IE	0.12**	0.31**	-		
		TE	0.21**	0.73**	.47**		
Purchase intention (PI)	.80	DE	0.12**	0.02	0.30**	0.55**	
		IE	0.19**	0.60**	0.26**	-	
		TE	0.31**	0.62**	0.56**	0.55**	
Electronic word of mouth (eWOM)	.74	DE	–	–	–	–	–
		IE	0.30**	0.60**	0.54**	0.53**	0.96**
		TE	0.30**	0.60**	0.54**	0.53**	0.96**

† *$p < 0.05$, ** $p < 0.01$

influence (TE) is 0.96, 0.60, 0.54, 0.53, and 0.30 respectively (Figure 2). Furthermore, the SEM results of the hypotheses testing revealed nine significant correlations (Figure 2 and Table 5), which included H1, H2, H3, H4, H5, H7, H8, H9, and H10 (0.25, 0.09. 0.12, 0.65, 0.42, 0.47, 0.30, 0.55, and 0.96, respectively).

Table 4

Correlation Coefficients Between Latent Variables (under the bold diagonal) Construct Reliability (ρC) and the Average Variance Extracted (AVE)

Latent Variable	PV	ST	PI	WM	HW	WP
Perceived value (PV)	1					
Customer satisfaction (CS)	.90**	**1**				
Purchase intention (PI)	.92**	.94**	**1**			
Electronic word of mouth (eWOM)	.88**	.91**	.96**	**1**		
Hostel website (HW)	.78**	.82**	.82**	.79**	**1**	
Website personality (WP)	.85**	.90**	.88**	.84**	.82**	**1**
ρ_V (AVE)	0.86	0.89	0.82	0.43	0.84	0.81
ρ_C (Composite Reliability)	0.95	0.96	0.93	0.66	0.96	0.93
$\sqrt{\text{AVE}}$	0.93	0.94	0.91	0.66	0.92	0.90

Note. **Sig. < 0.01.

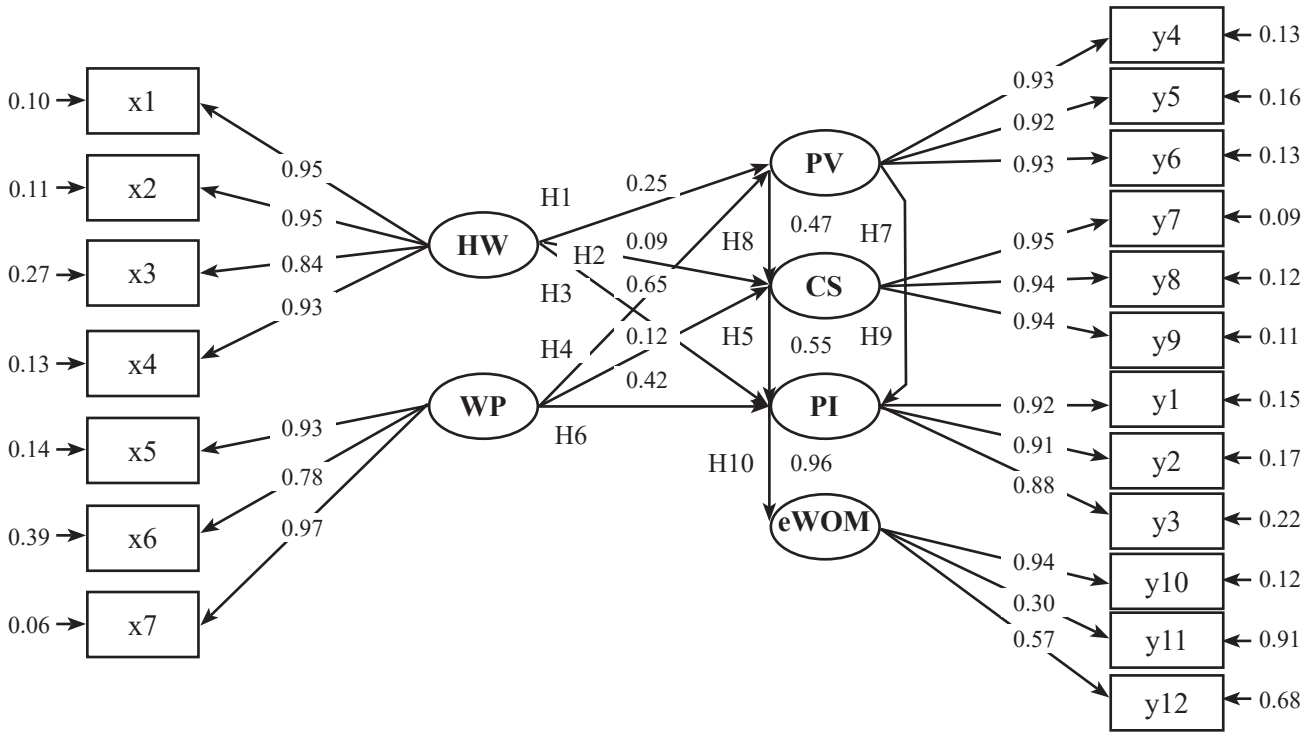

Figure 2. Final model.

Note. Chi-Square = 36.62, df = 62, p-value = 0.99577, RMSEA = 0.000

Table 5

Hypotheses Testing Results

Hypotheses	Coef.	t-value	Results
H1: The Hostel Website (HW) has a direct positive influence on Perceived Value (PV).	0.25	4.58**	supported
H2: The Hostel Website (HW) has a direct positive influence on Customer Satisfaction (CS).	0.09	2.28*	supported
H3: The Hostel Website (HW) has a direct positive influence on Purchase Intention (PI).	0.12	3.70**	supported
H4: Website Personality (WP) has a direct positive influence on Perceived Value (PV).	0.65	11.03**	supported
H5: Website Personality (WP) has a direct positive influence on Customer Satisfaction (CS).	0.42	7.44**	supported
H6: Website Personality (WP) has a direct positive influence on Purchase Intention (PI).	0.02	0.50	unsupported
H7: Perceived Value (PV) has a direct positive influence on Customer Satisfaction (CS).	0.47	9.94**	supported
H8: Perceived Value (PV) has a direct positive influence on Purchase Intention (PI).	0.30	6.11**	supported
H9: Customer Satisfaction (CS) has a direct positive influence on Purchase Intention (PI).	0.55	9.03**	supported
H10: Purchase Intention (PI) has a direct positive influence on Electronic Word-Of-Mouth (eWOM).	0.96	31.54**	supported

Note. *$p < 0.05$, ** $p < 0.01$

Discussion

Ranked in importance, the causal factors influencing eWOM were PI, WP, PV, CS, and HW (0.96, 0.60, 0.54, 0.53, and 0.30, respectively).

Purchase intention (PI) importance was shown to have the highest overall mean score ($x = 5.25$), which is validated from other studies (Cheng & Huang, 2013). Furthermore, in response to the item, "I intend to use online websites to compare prices to book a room," the $x = 5.32$, which was the highest item score in the survey. This tends to suggest that although user feedback and eWOM is valuable, accommodation pricing is still the most crucial factor in the decision-making process.

Shiau and Luo (2012) also determined that reciprocity, trust, satisfaction, and seller creativity provide considerable explanatory power for the intention to engage in online group buying behavior. Furthermore, Bataineh's (2015) examination of eWOM on PI using 1,000 secondary schools students in Amman, Jordan who had an active account on social networking sites such as Facebook, Twitter, YouTube, or Instagram determined that eWOM quality, eWOM credibility, and eWOM quantity significantly and positively impact PI. This is consistent with a study from the United States in which it was determined that the number of consumers depending on friends and family to find out about personal technology products plummeted by 21%, dropping from 71% in 2018 to 56% in 2019 (Matter, 2019). However, during the same period, the number of U.S. consumers using social media to research personal technology products has increased by 119%.

The website's personality (WP) was ranked next in importance in the study. Validation for this comes from numerous studies concerning both a brand and

a website's personality (Aaker, 1997; d'Astous & Lévesque, 2003; Poddar et al., 2009). Li and Chen (2016) have also suggested that the majority of research showed that negative eWOM has a stronger influence on PI. However, Lee et al. (2009) suggested that although extremely positive reviews increased attitude toward a brand, even a moderate amount of negativity negated this effect.

Perceived value (PV) was third in importance in the study, which is supported by research from Kim, Kim, and Park (2017) in which PV was determined to be affected by a hotel's price and quality, which was related to an individual's booking intention.

Customer satisfaction (CS) was the variable fourth most important in the study, which is the outcome felt by those that have experienced an organization's performance that has fulfilled their expectations (Angelova & Zekiri, 2011), with expectations playing an essential role in the satisfaction formation. Kotler and Keller (2015) have also suggested that CS is related to how an individual's feeling of disappointment or pleasure results from comparing a product's perceived performance to their perceived expectations. Additionally, Cronin and Taylor (1992) determined that expectations serve as a reference point in a consumer's performance assessment.

Finally, the hostel's website (HW) was judged by the survey's participants to be the least essential element in the study, as it was determined that 95.6% of the study's participants use OTA websites to book their accommodations. This is consistent with survey data from Expedia.com in which it was determined that OTA customers skew young, with the millennial generation from 25–39 (36%) favoring the convenience of large OTAs (Howe, 2017) as compared to individual hotel booking websites.

Conclusion

In 2019, it was reported that there were 3.499 billion active social media users, with eWOM being essential in obtaining a competitive advantage. eWOM is especially relevant concerning tourism, specifically tourists' attitudes towards their destinations and the accommodations. This study, therefore, explored the theoretical literature and empirical evidence from 523 international travelers and determined that all causal factors in the model had a positive influence on eWOM, with the variance of the factors influencing eWOM (R^2) being 74%. Ranked in importance, factors influencing eWOM were PI, WP, PV, CS, and HW. Foreign tourists using online booking websites for Thai hostel bookings ranked in importance were Agoda.com (25.05%), Booking.com (24.28%), and TripAdvisor.com (17.59%), with 66.92% having used an online booking website five or more times. Furthermore, the SEM results of the hypotheses testing revealed nine significant correlations (Figure 2 and Table 5), which included H1, H2, H3, H4, H5, H7, H8, H9, and H10 (0.25, 0.09. 0.12, 0.65, 0.42, 0.47, 0.30, 0.55, and 0.96, respectively).

Recommendations and Future Research

Based on the empirical findings from the study, it appears that for the sample group and their use of hostel accommodations, pricing was still the factor that carried the most weight in the decision to book. However, future research needs to entail to what level pricing does or does not become the overriding factor in a decision to book online accommodations. A similar discussion and analysis are taking place within the aviation sector, and the use of low-cost airlines (LCCs). More in-depth analysis is also suggested in the role of "age" and "comfort" in these travel decisions.

Also, for the first time in 2019, social media has surpassed word of mouth when it comes to product awareness, with the consumption of video product reviews soaring. An investigation needs to be given as to how this is happening, and the importance of the use of the product.

Declaration of ownership

This is our original report.

Conflict of interest

None.

Ethical clearance

This study was approved by the institution.

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Appendix 1

The eWOM Questionnaire and Descriptive Statistics Descriptive Analysis

Latent Variable	Items	Mean	S.D.	Skewness	Kurtosis	Interpretation
HW	8	5.04	1.14	-.68	.42	gree slightly
WP	5	5.08	1.11	-.41	-.14	Agree slightly
PV	6	5.16	1.12	-.57	.20	Agree slightly
CS	8	5.19	1.10	-.65	.53	Agree slightly
PI	7	5.25	1.07	-.68	.41	Agree slightly
eWOM	7	4.94	1.01	-.23	-.34	Agree slightly
Total	41					

Interpretation	Scale
Strongly agree	6.11-7.00
Agree	5.26-6.10
Agree slightly	4.41-5.25
No comments	3.56-4.40
Disagree slightly	2.71-3.55
Disagree	1.86-2.70
Strongly disagree	1.00-1.85

Part 2 - Hostel Website (HW)	Mean	S.D.	Skewness	Kurtosis
The website is easy to use (x1).	5.08	1.16	-.62	.31
13. The website was easy to navigate.	5.11	1.21	-.58	.29
The website is full of useful information (x2).	5.12	1.24	-.74	.25
14. The website provided useful information such as facility information, closest tourist attractions, public transport, etc.	5.06	1.23	-.62	.22
15. The website had a complete description of hostel services, such as breakfast, laundry, sightseeing, etc.	5.05	1.28	-.50	.04
The website contains decision making information (x3).	4.94	1.23	-.57	.39
16. Reviews on the website are very important for my decision making.	5.19	1.34	-.73	.17
17. The website has many room type choices, view selections, and payment methods.	4.96	1.31	-.53	.12
18. The website accommodated my special request such as female dormitory, a travel guide, non-smoking room, etc.	4.92	1.28	-.48	.37
The website has a fast response (x4).	5.03	1.27	-.55	.20
19. I can access this website quickly every time whenever I try.	5.11	1.31	-.50	.07
20. The website notified me quickly if there is a problem with the booking.	4.95	1.35	-.54	.27

Part 3 - Website Personality (WP)				
The website is modern and up-to-date (x5).	5.07	1.15	-.36	-.21
21. The website is constantly updated.	5.10	1.21	-.29	-.34
22. The website is attractive.	5.05	1.19	-.33	-.06
The website is easy to use (x6).	5.05	1.30	-.54	.15
23. Search preferences are memorized and can be recognized when returned.	5.05	1.30	-.54	.15
24. The utility and connections of internal searches are good.	5.10	1.19	-.35	-.29
The website has beautiful harmony (x7).	5.10	1.17	-.42	-.10
25. The design of the website, such as fonts, logos, links, and color are very clear.	5.10	1.23	-.42	.03
Part 4 - Perceived Value (PV)				
The website service quality was good (y4).	5.17	1.19	-.57	.11
26. Overall, the services of the website were excellent in quality.	5.20	1.20	-.51	-.05
27. The website provided the exact service quality that I expected or wanted.	5.14	1.27	-.54	.19
The website had good security (y5).	5.14	1.18	-.49	-.02
28. Methods of payment through the website is secure and reliable.	5.19	1.22	-.46	-.02
29. The website is reliable and protects your personal information.	5.10	1.22	-.44	-.19
The website offered good value for the money (y6).	5.16	1.18	-.50	-.03
30. The price shown for the hostel is reasonable.	5.17	1.21	-.46	-.04
31. It offers good value for money.	5.14	1.21	-.49	-.12
Part 5 - Customer Satisfaction (CS)				
The website was nicely designed (y7).	5.20	1.12	-.58	.25
32. I am satisfied with the website's quality. The website's features also met my needs and reflected overall excellence.	5.19	1.18	-.49	-.15
33. Overall, I was very satisfied with the website's services.	5.22	1.13	-.56	.51
39. My feelings toward this website can be characterized as satisfied.	5.17	1.20	-.61	.46
The website meets my needs (y8).	5.17	1.17	-.58	.18
34. The website greatly fulfilled my needs at the time I used it.	5.19	1.23	-.50	.13
37. The website has good internal search capabilities and meets my needs.	5.17	1.21	-.41	.18
38. The website met my expectations.	5.23	1.22	-.55	.33
Overall, I am satisfied with the website (y9).	5.19	1.14	-.64	.68
35. Based on all of your own experiences, how satisfied overall are you with this website.	5.18	1.24	-.53	.05
36. The websites understand the needs of the customers.	5.15	1.20	-.45	.05
Part 6 - Purchase intention (PI)				
I intend to continue using the website (y1).	5.25	1.16	-.69	.46
40. I will choose this website for my next travel.	5.23	1.22	-.51	.01
41. I am likely to visit this website again.	5.30	1.24	-.63	.35
I expect to continue using the website (y2).	5.25	1.14	-.62	.21
42. I would consider this website to be my first choice.	5.22	1.23	-.64	.33
43. I recently purchased online products based on information I found on a website.	5.18	1.24	-.73	.66

I plan to book my next trip using the website (y3).	5.26	1.11	-.51	.07
44. I intend to use online websites to compare prices to book a room.	5.32	1.17	-.52	.12
45. I intend to use online websites to compare services to book a room.	5.26	1.12	-.50	.20
46. I intend to use online websites to compare quality before I book a room.	5.26	1.18	-.45	-.28
Part 7- Electronic Word of Mouth (eWOM)				
I told a friend about the website using social media (y10).	5.21	1.10	-.55	.53
47. I often read online recommendations before I book the hostel.	5.30	1.24	-.45	-.06
48. I sometimes share the website with my friends through social media.	4.78	1.43	-.73	.43
49. I send invitations to my friends to join a group or website.	4.64	1.54	-.82	.24
I shared the website by using social media (y11)	4.71	1.40	-.84	.51
50. I usually give good scores, “Likes” or “+1” to show my appreciation.	4.92	1.26	-.67	.55
51. I use social media to say positive things about the website I like.	4.88	1.29	-.83	1.00
I told a friend about the website online (y12).	4.90	1.11	-.49	.38
52. I have recommended to my friends that they use this website.	5.14	1.18	-.62	.78
53. If my friends are planning a trip, I will recommend this website.	5.20	1.18	-.37	.04