

# Investigation and Research on Customer Satisfaction of Airbnb: A Case Study in Zhengzhou, China

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**Abstract:** This study explored the impact of housing quality, service quality and online review text characteristics on Airbnb customer satisfaction in Zhengzhou Airbnb houses.

Although Airbnb's production is growing rapidly, it faces C-trips, short-term rents for ants, and a vault of Chinese Tujia. In the fierce market competition, the focus must be on improving service levels and customer satisfaction.

This study used a questionnaire to conduct research. The survey of this study was conducted by users of Airbnb houses in Zhengzhou City. The sample size is 361 respondents from Zhengzhou City. The data was analyzed through descriptive analysis and social science statistical software package (SPSS). The results showed that the housing quality of the house, the service interaction of the homeowner, and the positive online comments have significant customer satisfaction with the Airbnb house produced. Positive Impact In addition, some improvements and recommendations are given in terms of customer satisfaction in elevated Airbnb homes.

**Key words:** Airbnb, customer satisfaction, services quality

**JEL codes:** M0

## 1. Introduction

### 1.1 Introduction and Problem Statement

In recent years, information and communication technologies have reshaped the means of consumption and trading. Increasing attention to social relations and sustainability has led to an increase in P2P (peer to peer) network consumption patterns, which is known as the "shared economy" (Zervas G., 2016). The sharing economy is a new economic model involving peer-to-peer goods sharing and service sharing rather than individual ownership. By consolidating available resources, service providers allow others to rent or use products and services at relatively commercial prices. Including transportation (e.g., Uber and Didi) and a variety of business models, including accommodation, creating an extensible platform that enables individuals to share their cars or homes. Uber and Airbnb have revolutionized the taxi industry and the hotel industry, respectively, and have shown that Internet technology can change business models, and even can change the way people live, allowing humans to see the future of development (Guttentag, 2015).

Recently, the sharing economy has emerged in the tourism and hotel markets, and is known here as a house

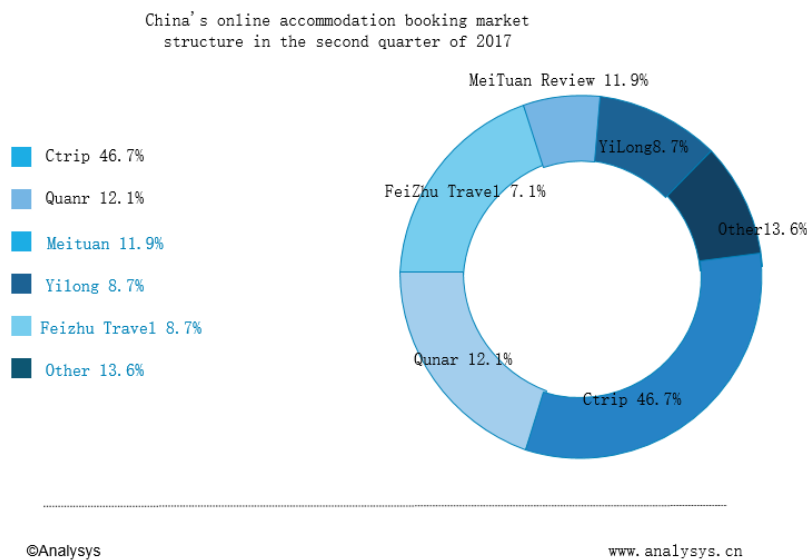
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sharing service. Short-term rental platforms that offer such services, such as Airbnb and piglet short-term rental, are gaining more and more popularity in the travel market. Airbnb users spend nearly \$56 million a year in San Francisco, and individuals share available or unused rooms or places with travelers by charging fees or other compensation (Varma A., 2016). Travelers can rent rooms or places on a temporary basis, which gives them a special experience of connecting and communicating. We first knew that Airbnb was attracted to the photos of the rooms recommended by other netizens when visiting the community forum. At first, I didn't believe that the beautiful houses could be booked within the price range acceptable to ordinary people. Many people doubted their authenticity. Attitude, but when the idea of "sharing economy" became popular, people discovered that there was really a way to make people spend the least amount of money to share social resources and create a win-win situation. Nowadays, many people go to the website from time to time to observe, find interesting and interesting rooms, and even draw on the decoration of their own homes (Quattrone, 2016).

Airbnb has a wealth of global resources and a strong capital. However, in the field of online accommodation reservations in China, it faces the competition of C-trip.com, Meituan Review, Qunar.com, Feizhu Travel, Yilong Travel and so on (Ert E. 2016).

For example, the market share of China's online accommodation booking in the second quarter of 2017 is as follows:



## 1.2 Research Objectives

- (1) To study the relationship between housing quality and Airbnb customer satisfaction.
- (2) To study the relationship between service quality and Airbnb customer satisfaction.
- (3) To study the relationship between online comments and Airbnb customer satisfaction.

## 1.3 Significance of the Research

The reason why Airbnb is able to grow rapidly and achieve profitability in 2017 is mainly due to the rapid development of business in China. According to the company's own data, the number of customers in the Chinese market in 2017 increased by 180% compared with the previous year, making China the second fastest growing market for Airbnb after Cuba. Just three years ago, in 2014, Airbnb had only 10,000 customers in China in the third quarter, so far, a total of 8.6 million travellers from China have used Airbnb services in foreign destinations, and half of Airbnb users in Asia are Chinese in 2018, according to a Sina news report published on Saturday.

In April 2017, the US delegation officially announced the cut into the shared accommodation field, and its shared accommodation platform, the Hago B&B App, was officially launched. The US group traveled to compete with Ali's flying pigs for the second place in the OTA industry.

After completing the investment and mergers and acquisitions of Qunar, Elong, Tongcheng, Tujia and other peers, C-trip has become a big player in the online travel industry. The layout of C-trip's homepage is mainly realized through investment in Tujia, and C-trip's layout in non-standard and homestays is at Tujia.

Therefore, although Airbnb is developing rapidly, such as C-trip, Mei tuan and Tujia.com in China. In the fierce market competition, the focus must be on improving service levels and customer satisfaction.

#### **1.4 Research Questions**

Based on the customer satisfaction, this paper puts forward its own assumptions:

- (1) How does Housing Quality affect Customer Satisfaction in China on Airbnb?
- (2) How does service quality affect Airbnb's customer satisfaction in China?
- (3) How do online reviews affect Airbnb's customer satisfaction in China?

## **2. Literature Review**

### **2.1 Theory and Related Research**

#### **2.1.1 Theory**

##### **(1) Customer Satisfaction**

Jin Yue (2012) said that customers have become the most important resource for the company. How to achieve customer satisfaction, generate loyal customers, increase profits, and enhance brand value are critical to the survival and development of enterprises. Therefore, research on customer satisfaction is receiving more and more attention.

##### **(2) Concept Definition of Customer Satisfaction**

Since the concept of customer satisfaction appeared in marketing theory in the 1960s, the famous American marketing Philip Kotler believed that customer satisfaction is the happiness that a person can form by comparing the perceived effect of a product with his expectations. Or a feeling of disappointment. Richard L. Oliver (1999) argues that satisfaction is a reaction of consumers based on a consumer's judgment of the characteristics of a product or service and describes the level of enjoyment of a consumer-related practice. The definition of Keith Hunt 2001 is that customers are satisfied or dissatisfied by comparing their feelings in the actual service process with their own expectations.

Customer satisfaction is an important aspect of corporate marketing strategy and a key indicator for measuring business performance in modern enterprise management (Shen Han, 2011). The study of customer satisfaction began in the 1960s. American scholar Cardozo first introduced the concept of customer satisfaction to market marketing and studied the impact of customer satisfaction on repurchase behavior (Cardozo, 1965).

##### **(3) Analysis of the Impact of Hotel Customer Satisfaction**

Tan jianxiong (2009) applied AHP, based on the characteristics of economic hotel services and facilities, built a three-tiered indicator system, established a fuzzy comprehensive evaluation system with SPSS software, and analyzed the factors affecting consumer satisfaction of economic hotels. Finally, the quality of service, the appearance of the hotel, the image of the service staff and the value of the hotel are important factors for the customer to choose the hotel. Wu Binbin (2009) conducted a survey of 510 hotel consumers on how to choose a

hotel, and found that hotel quality, hotel price, security and convenience are the most important indicators for customers. Wu Xiayan (2009) believes that the key to determining customer satisfaction is whether the hotel provides good service and hotel facilities are perfect. Tian Jinxia (2018) conducted a questionnaire survey on accommodation, transportation, shopping, environment and services to conduct an empirical study on Chongqing hotels. Zhang Hui (2012). used content analysis to summarize the quality of hotel services, facilities, equipment, health, and the environment is the key factor that ultimately affects customer satisfaction.

**Table 1 Factors Affecting Hotel Satisfaction**

scholar	Age	Factors affecting hotel satisfaction
Tan jianxiong	2009	Service, equipment and facilities
Wu binbin	2009	Hotel quality, price, safety
Wu xiayan	2009	Service provided, hotel quality
Tian Jinxia	2018	Accommodation quality, transportation, environment, service
Zhang Hui	2012	Service quality, facility equipment, hygiene, environment

Basically, we evaluate the hotel from hotel equipment, service quality, surroundings, online reviews and prices. Can customers enjoy the basic services and facilities of the hotel, and whether they can enjoy convenience, efficiency and comfort in the hotel? Service, online comment, whether the customer can reach the expectations of the customer by seeing the comments.

## 2.2 Framework

### 2.2.1 Housing Quality

Wang Rou (2009) products and services include tangible physical and intangible services. The quality of the products and services provided by the hotel is the basis of the hotel industry and the most direct factor for the customer perception of the hotel. The quality of the hotel can be divided into hardware quality and Software quality.

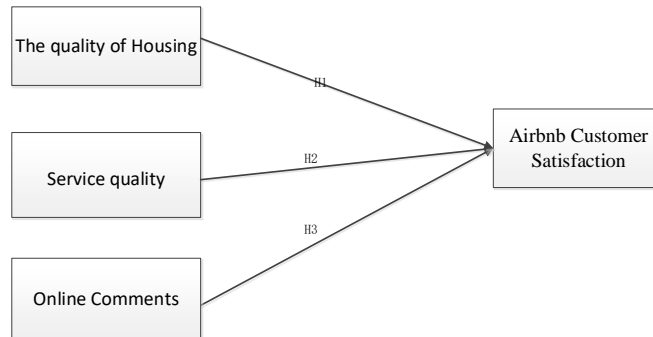
### 2.2.2 Service Quality

The quality of hotel service is the sum of the features of the hotel's ability to meet the customer's clear and implicit needs. The quality of service depends mainly on the comparison of customer perceived service quality and customer expectations, and the result of this comparison is the result of customer satisfaction. The concept of customer satisfaction and service quality is two very similar but not identical concepts. Scholars have different perspectives because of different research perspectives (Anderson Fornel, Lehmann, 1994), that customer satisfaction and service quality are different, the differences are as follows: (1) customer satisfaction must have consumer experience first, and service quality is not necessary; (2) customer satisfaction is value (Value) The function, and the value is the ratio of service quality to price, namely:  $\text{Value} = \text{Quality}/\text{Price}$ ; (3) The quality of service is only related to the current perception of service, and customer satisfaction also involves all past consumption experience.

### 2.2.3 Online Review

Dellarocas et al. (2007) argue that the number and quality of online reviews affects customer trust in merchants; Bowman and Narayandas (2001) believe that online reviews have a significant impact on customer loyalty and purchasing power. Guo Guoqing (2010) believes that negative reviews will cause consumers to abandon purchases and even channel conversion; Bickart B. (2009) believes that the quality of online reviews is different for consumers, and that high-quality comments have a greater impact; Senecal S. (2004) believes that

online reviews have a significant impact on consumers' online choices, and their role in consumer brand trust plays an important role. Wernerfelt's (1994) research shows that online reviews can enhance shoppers' trust in websites and products.



The relationship between independent variables and dependent variables in this paper.

### 2.3 Research Hypothesis

So, this paper will share intention as the dependent variable. The framework is as follows:

(1) Housing quality, including surrounding geographical location, sanitary conditions and supporting hardware measures, have a positive impact on customer satisfaction.

(2) Quality of service, including the characteristics of the hotel, the interaction of the landlord and the cultural environment, play a positive role in customer satisfaction.

(3) The emotional tendency and positive comments contained in the online comments have a positive impact on customer satisfaction.

## 3. Research Methodology

According to Airbnb's official website, there are about 300 homestays in Zhengzhou, China, which means there are about 300 landlords, and there are more than 6000 online reviews of the corresponding accommodations in Airbnb<sup>1</sup>.

### 3.1 Research Survey

#### 3.1.1 Population

According to the total population of China is 1.383 billion, while the population of Zhengzhou is 10 million, it is concluded that Zhengzhou's population accounts for 0.72% of the national population. Airbnb has 8.6 million users in China.  $8.6 \text{ million} \times 0.00072 \approx 6192$ . So 6192 was chosen as the population.

#### 3.1.2 The Sample Size

To minimize random sampling errors (Krejcie & Morgan, 1970), this study calculated the sample size for this study based on a sample size scale. At 95% confidence level and 5% error, for Airbnb's customer satisfaction survey in Zhengzhou, needed 361 customers who have stayed in the hotel.

According to the sample size provided by the sample, there are about 6192 people using Airbnb in Zhengzhou, and 361 customers are required for the corresponding customer satisfaction of Airbnb in Zhengzhou.

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<sup>1</sup> <https://www.airbnb.cn>.

### 3.2 Data Collection

The questionnaire was translated into Chinese and English to facilitate the respondent. These data will be collected from January 2019 to February 2019. A total of 361 questionnaires will be distributed.

The survey will be conducted online through the “Questionnaire Stars” and some questionnaires will be distributed to the homeowner and distributed to the customers by the homeowner. A total of 361 questionnaires were distributed. The homeowner questionnaire was distributed for 20 days.

### 3.3 Data Analysis

In this research, quantitative analysis is used. The data is mainly distributed through questionnaires then data entry and analysis is performed by using Analysis part Statistical Package for Social Science (SPSS) version 25.

## 4. Results

### 4.1 Descriptive Statistics

Analysis of population characteristics survey results:

According to Table 2, the survey selected a wide range of samples, covering short-term tenants of all ages. It can be seen from the figure that as age increases, the number of short-term tenants also shows a decreasing trend. Among them, the proportion of those under 25–35 years old is the highest, reaching 31%, followed by people under 25 years old, accounting for 27%, while those aged 36 to 45 are 22%, and those over 45 years old are short-lived with Airbnb. There are fewer people renting, only 20%.

**Table 2 Age**

	frequency	percentage	cumulative percentage
0–25	96	27	27
26–35	110	31	58
36–45	78	22	80
45+	71	20	100

According to Table 3 the questionnaire, we can know: Men accounted for 55% of the surveys and women accounted for 45%. The proportion is relatively uniform, which shows that Airbnb users did not have serious gender bias.

**Table 3 Gender**

	frequency	percentage	cumulative percentage
male	195	55	55
female	160	45	100.0

According to Table 4 the questionnaire, 81% of the unmarried people in the survey sample, the main group is unmarried young people. Because of the rapid development of the Internet and the sharing economy, young people have more contact networks, so they find that the usage rate of life is higher, and unmarried. People accounted for 19%.

**Table 4 Marital Status**

	frequency	percentage	cumulative percentage
Married	67	19	19
unmarried	288	81	100

According to Table 5 the questionnaire, in order to avoid random errors, the selected respondents were affected by different levels of education, among which 19% were junior college students and below, 22% were college graduates, 38% were undergraduate degrees, and graduate students and above. record of formal schooling accounted for 21%.

**Table 5 Education Level**

	frequency	percentage	cumulative percentage
below junior college	67	19	19
junior college	78	22	41
Undergraduate	135	38	79
postgraduate	75	21	100

According to Table 6 the questionnaire, among the people surveyed, Airbnb uses 25% of the population within five months, and Airbnb uses 27% of the population between 6 and 12 months, 12 months to 24 months. The population is 20%, and the population used for more than two years accounts for 28%. Once, Airbnb has a good customer stickiness, and most users will choose to use it for a long time.

**Table 6 How Long Does Your Usage Airbnb**

	frequency	percentage	cumulative percentage
below 5 months	89	25	25
6–12 months	96	27	52
12–24 months	71	20	72
24+ months	99	28	100

#### 4.2 Reliability Analysis

According to Tables 7 & 8, Reliability, which refers to the degree of consistency of results obtained by repeating measurements on the same object in the same way. This article is through SPSS Reliability analysis of the questionnaire by the statistical analysis software version 25, using Cronbach' The  $\alpha$  coefficient is used to test the degree of consistency of the measurement items in this study questionnaire. Cronbach' The  $\alpha$  reliability coefficient is the most commonly used reliability coefficient, and its formula is:  $\alpha = (k/(k-1)) * (1 - (\sum Si^2)/ST^2)$ . Where K is the total number of items in the scale, and  $Si^2$  is the title of the i-questionvariance,  $ST^2$  is the variance of the total score of all items. The more the reliability coefficient is, the more consistent the survey results of this questionnaire are, and the higher the reliability. The reliability coefficient of the total scale is preferably above 0.8, acceptable between 0.7 and 0.8; the reliability coefficient of the subscale is preferably above 0.7, and 0.6–0.7 is acceptable. If the Cronbach's alpha coefficient is below 0.6, consider re-compiling the questionnaire. The overall Cronbach'  $\alpha$  coefficient of the questionnaire study scale with the Cronbach's  $\alpha$  coefficient of the question variable is as shown in the table below, the results show that the Cronbach's  $\alpha$  coefficients of the three specific variables of this study design scale have reached 0.8 or more, and the Cronbach's  $\alpha$  coefficient of the questionnaire has reached 0.916, indicating the reliability of this survey. high.

The Cronbach's Alpha coefficient value of the 10 questions ("N of Items") in this the study that measured the user's share intention was .916 (> 0.8), indicating that the reliability of this questionnaire is a "good scale".

**Table 7 Overall Reliability Coefficient of the Questionnaire**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.916	.911	10

Table 8 Level of the Agreement

	Mean	Std. Deviation	Level of the agreement
Are you satisfied with the environment of the airbnb reservation?	3.44	1.30	Agree
Are you satisfied with the sanitary conditions of the accommodation booked by airbnb?	3.35	1.13	
Are you satisfied with the hardware measures for airbnb reservations?	3.01	1.31	
Do you think the reservation made by airbnb has any special features?	3.25	1.34	
Are you satisfied with the interactive project you have booked by airbnb?	3.26	1.24	Agree
Are you satisfied with the quality of airbnb service?	3.32	1.13	
Are you satisfied with airbnb's reservation?	3.20	1.30	
Did you think the evaluation was important when you booked airbnb?	3.34	1.12	Agree
Did you think that the evaluation affected your reservation when you booked airbnb?	3.43	1.13	
Would you recommend airbnb's reservation to your friends?	3.24	1.12	

### 4.3 Research Results

Based on the analysis of the questionnaire survey results, this part analyzes the relationship between customer satisfaction and various influencing factors of Airbnb short-term housing by constructing a regression model. The data was derived from 355 valid questionnaires and was analyzed using the Social Science Analysis section of the Statistical Package (SPSS) version 25.

### 4.4 Correlation Analysis

Therefore, this study selects the following variables: Zhengzhou City Airbnb short-term housing customer satisfaction index (with Q), Zhengzhou City Airbnb short-term housing quality is indicated by C, service quality is represented by S, online comment with O The indicator is used as a measure of the overall characteristics of Airbnb short-term housing in Zhengzhou City (expressed by H, S, O). The specific model form is as follows:

$$Q = C + b_1 H + b_2 S + b_3 O$$

A correlation test was carried out for each variable. The results showed that the correlation coefficient between each variable was above 0.8. The housing quality, service quality and online comment of Airbnb short-term housing in Zhengzhou City were positively correlated with Zhengzhou Airbnb customer satisfaction.

Table 9 Correlation Analysis of Regression Models

	housing quality	service and interaction	on-line scoring	sales volume
housing quality	1			
service quality	.821**	1		
on-line comments	.889**	.897**	1	
Customer satisfaction volume	.862**	.844**	.851**	1

### 4.5 Regression Analysis

Goodness of Fit refers to the degree to which the regression line fits the observations. The statistic for measuring the goodness of fit is the determinable coefficient (also known as the coefficient of determination)  $R^2$ . The maximum value of  $R^2$  is 1. The closer the value of  $R^2$  is to 1, the better the fit of the regression line to the observed value; conversely, the smaller the value of  $R^2$ , the worse the fit of the regression line to the observed value. The goodness of fit of this study is 0.822, so the fitting is good and regression analysis can be performed.



**Table 10 Goodness of Fit of the Regression Model**

Model	R	R Square	Adjusted R square	Std.Error of the Estimate
1	.908	.825	.822	1.30752

#### 4.6 Anova Results Among Variables

According to Table 11, the significance level is 0.000, which is lower than the significance level of the hypothesis test ( $\text{sig} < 0.05$ ). It shows: housing quality (H), quality of service (S), online comment (O), and the dependent variable is the impact of customer satisfaction on consumers. There is a linear relationship between the independent variable and dependent variable.

**Table 11 Analysis of Variance of Regression Model**

ANOVA <sup>a</sup>					
Model		Sum of Squares	df	Mean Square	F
1	Regression	2890.165	3	963.388	503.147
	Residual	689.451	351	1.964	
	Total	3579.616	354		

a. Dependent Variable: customer satisfaction volume

b. Predictors: (Constant), housing quality, service quality, on-line comments

#### 4.7 Coefficients

With SPSS on Zhengzhou City Airbnb short-term housing housing quality, homeowner service and interaction, online scoring indicators and Zhengzhou City Airbnb short-term housing customer satisfaction regression, the specific form of the equation is as follows:

$$Q = 0.984 + 0.513 H + 0.334 S + 0.421 O$$

**Table 12 Coefficients**

	Unstandard coefficients		Standard coefficients		t	Sig.	Collinearity	
	B	Hours.Error	Beta				permissibility	VIF
Constant	.984	.315			3.124	.001		
Housing quality	.513	.061	.541		8.437	.000	.189	5.291
Service quality	.334	.103	.365		3.237	.001	.190	5.263
On-line scoring	.421	.064	.457		6.578	.000	.171	5.848

According to the chart, the quality of housing ( $B = 0.51$ ,  $\text{sig} = 0.000 < 0.05$ ) The quality of Airbnb short-term housing is positively correlated with the customer satisfaction of Zhengzhou Airbnb short-term housing. According to the chart ( $B = 0.33$ ,  $\text{sig} = 0.000 < 0.05$ ) The homeowner service and interaction of Airbnb short-term rental housing is positively correlated with the customer satisfaction of Zhengzhou Airbnb short-term rental housing. According to the chart ( $B = 0.42$ ,  $\text{sig} = 0.000 < 0.05$ ), the Airbnb short-term rental online rating is positively correlated with the customer satisfaction of Zhengzhou Airbnb short-term rental housing.

#### 4.8 Hypothesis Test Results

Hypothesis	Result
H1: The quality of housing in houses has a positive impact on customer satisfaction.	Accept
H2: The service interaction of homeowners has a significant positive impact on customer satisfaction.	Accept
H3: Online reviews have a significant positive impact on customer satisfaction.	Accept

## 5. Conclusion

A total of 361 questionnaires were issued in this paper, of which 355 were valid, and the effective rate reached 98%, which met the requirements of the questionnaire analysis. In this chapter, combined with the information of the valid questionnaire recovered, the empirical study on the customer satisfaction of Airbnb will be carried out, including the analysis of the results of the questionnaire and the analysis of the regression model.

This survey selected a wide range of samples, covering all ages of short tenants, as can be seen from the graph, with age, the number of short tenants also showed a decreasing trend. Those under 25 years of age accounted for the most, 31 percent, followed by those under 25, accounting for 27 percent, compared with 22 percent aged 36 to 45, and fewer people over 45 years old using Airbnb for short-term rentals, with only 20 percent.

First, the housing quality of Airbnb short rent housing in Zhengzhou is positively related to the customer satisfaction degree of Airbnb short rent housing in Zhengzhou. The improvement of housing quality of Airbnb short rent housing in Zhengzhou will lead to the improvement of customer satisfaction degree of Airbnb short rent housing in Zhengzhou. Every increase of 1 percentage point in the housing quality of Airbnb short-rent housing in Zhengzhou will lead to an increase of 0.51 percentage points in the customer satisfaction degree of Airbnb short-rent housing in Zhengzhou. It can be seen that the quality of housing is the most concerned and most relevant factor for consumers. The improvement of housing hardware and software standards will significantly enhance consumers' interest in short-rent housing.

Secondly, there is a positive correlation between the owner service and interaction of Airbnb short-rent housing in Zhengzhou and the customer satisfaction degree of Airbnb short-rent housing in Zhengzhou. The increase of owner service and interaction of Airbnb short-rent housing in Zhengzhou will lead to an increase in customer satisfaction of Airbnb short-rent housing in Zhengzhou. For every 1 percentage point increase in owner service and interaction of Airbnb short-rent housing in Zhengzhou, the service and interaction of short-term rental housing in Zhengzhou will be increased by 1 percentage point. Will lead to Zhengzhou Airbnb short-rent housing customer satisfaction increased by 0.33 percentage points. It can be seen that the improvement of owner service quality of Airbnb short-term rental housing in Zhengzhou will promote consumption to a certain extent. The degree of satisfaction of the person.

Thirdly, there is a positive correlation between the online score of Airbnb short rent housing in Zhengzhou and the customer satisfaction degree of Airbnb short rent housing in Zhengzhou. The enhancement of the online score of Airbnb short rent housing in Zhengzhou will lead to the improvement of customer satisfaction in Airbnb short rent housing in Zhengzhou. Every increase of 1 percentage point in the online score of Airbnb short-rent housing in Zhengzhou will lead to an increase of 0.42 percentage points in the customer satisfaction degree of Airbnb short-rent housing in Zhengzhou. It can be seen that customer evaluation significantly affects the customer satisfaction of short-term rental housing.

## 6. Discussion

It can be seen that at the 5% significance level, there is a significant correlation between the variables, and the regression equation is more effective. According to the regression results:

By studying the customer satisfaction of Airbnb and its influencing factors, it is found that what characteristics of accommodation and homeowners are most successful in attracting the attention of guests, and the results should be very useful to the owners of Airbnb. This paper makes a research and analysis from three aspects: the housing quality of the house, the service interaction of the homeowner, and the influence of the online comment text characteristics on the customer

### **6.1 Quality of Housing**

The improvement of customer satisfaction, Yan Yu Zhang also proposed that the objective quality of the house will have a positive impact on the Airbnb accommodation order (Yan Yu Zhang, 2017; Wang Rou, 2009) hotel and hotel products include tangible physical and intangible services. The quality of the products and services provided by the hotel is the basis of the hotel industry. It is also the most direct factor for customers to feel the hotel and the hotel. The quality of the hotel and folk products can be divided into for hardware quality and software quality.

It can be seen that housing quality is the most concerned and most relevant factor for consumers. The improvement of housing hardware and software standards will significantly improve consumers' satisfaction with short-rent housing. Housing quality has had a positive impact on Airbnb customer satisfaction. The highest on the housing environment (Mean = 3.44), and improving Airbnb's housing environment will increase Airbnb customer satisfaction. Quality of service has had a positive impact on Airbnb customer satisfaction.

### **6.2 Services Quality**

According to the questionnaire survey and empirical analysis, the homeowner service and interaction of Airbnb short-term rental housing in Zhengzhou City is positively correlated with the customer satisfaction of Airbnb short-term rental housing in Zhengzhou City. The increase in the service and interaction of homeowners in Zhengzhou Airbnb short-term rental housing will cause the increase in customer satisfaction of Airbnb short-term rental housing in Zhengzhou City will increase the customer satisfaction of Airbnb short-term rental housing in Zhengzhou City by 0.33 percentage points for every 1% increase in the service and interaction of Airbnb short-term rental housing in Zhengzhou City. Ling Wang (2017) also suggested that the homeowner's service interaction and so on can have a positive impact. Cronin & Taylor (1992) used structural equations as a research tool to conduct empirical research on the relationship between customer satisfaction and service quality in multiple service industries. It was found that service quality can be regarded as the main influencing factor of customer satisfaction, and service quality. Will further affect the willingness to purchase. In the causal relationship between service quality and customer satisfaction, Ruyter Bloemer & Peeters (1997) and other scholars believe that customer satisfaction is one of the determinants of service quality.

It can be seen that the improvement of owner service and interaction of Airbnb short-rent housing in Zhengzhou will improve the satisfaction of consumers to a certain extent. The highest level of interaction between the landlord and the client (Mean = 3.26), the homeowner talking to the customer, will improve Airbnb's customer satisfaction.

### **6.3 On-line Comments**

According to the results of a questionnaire survey and empirical analysis, we can see that there is a positive correlation between the online score of Airbnb short-rent housing in Zhengzhou and the customer satisfaction degree of Airbnb short-rent housing in Zhengzhou. The enhancement of the online score of Airbnb short-rent housing in Zhengzhou will lead to the improvement of customer satisfaction of Airbnb short-rent housing in Zhengzhou. Every increase of 1 percentage point in the online score of Airbnb short-rent housing in Zhengzhou

will lead to an increase of 0.42 percentage points in customer satisfaction of Airbnb short-rent housing in Zhengzhou. Sai Liang (2017) also suggests that obtaining accommodation with a “super master” badge is more likely to be evaluated. Price and higher ratings, customers will be more satisfied with. Sai Liang (2017) and Senecal S. (2004) argue that online reviews have a significant impact on consumers' online choices and that they play a significant role in consumer brand trust.

It can be seen that customer evaluation significantly affects the customer satisfaction of short-term rental housing. Online reviews have had a positive impact on Airbnb customer satisfaction. Online reviews will affect Airbnb's highest bookings (Mean = 3.43). Therefore, good and bad online reviews also directly affect Airbnb's customer satisfaction.

## **7. Research Recommendations**

By studying the customer satisfaction of Airbnb and its influencing factors, it is found that what characteristics of accommodation and homeowners are most successful in attracting the attention of guests, and the results should be very useful to the owners of Airbnb. In the fierce market competition, help Airbnb improve its service quality, improve its survival possibility.

### **7.1 The Quality of Housing**

Man Fuwei (2014) In the study of budget hotels, the hotel's hardware quality includes the surrounding environment and the facilities and facilities of the hotel. The surrounding environment refers to the geographical location, surrounding traffic, surrounding dining and entertainment. Facility equipment refers to the overall decoration, room quality, bed comfort, and network facilities (Li Qian, 2018). In the quality of the Lanzhou City B&B, the most basic hardware quality is guaranteed. The focus of the hotel is “Stay”. The hardware facilities must meet the hardware standards of the hotel. Consumption will also pay attention to the room and bathroom. Quality standards for hardware such as restrooms. Therefore, the basic condition of the hotel is to improve the hardware quality of the room, and the owner of the hotel must ensure the basic quality of the accommodation. During the renovation of the house, the owner of the hotel should pay special attention to strengthen the sound insulation of the room and ensure the quality of the consumer's rest. In addition, special attention should be paid to the hygienic environment of the toilets, especially after the state has proposed a “toilet revolution” for scenic spots, and more attention should be paid to improving the sanitary quality of the toilets. At the same time, the hotel industry mainly provides honest and reliable information sources for network users based on the principle of good faith management and improves the satisfaction of tourists. Strengthening these constructions can effectively improve customer satisfaction. Based on analysis and questionnaire research, Airbnb enhances housing quality, room quality and network facilities can effectively enhance customer satisfaction. Liu Jia and Song Qiuyue (2017) explore the satisfaction of guests in Qingdao homestay, the main factors affecting the satisfaction of residents are the occupancy and supporting service experience.

### **7.2 Services Quality**

Li Qian (2018) proposes to improve the service quality of Lanzhou B&B and improve the “personalized” serviceability of the owner. “Personalized” service is the “excellence” of the B&B owner's management. For different groups of consumers, the owner can provide different services. Provide special services for children and the elderly to the family travel group, and provide home-style houses with kitchens. Because foreign consumers are not familiar with the local situation, the owner can plan travel routes and explain local specialties and famous

attractions for consumers. It also offers pick-up and drop-off service, especially the B&B Inn, which is far from the station or attractions. Shorten the waiting time for consumers to stay in order to save consumers' time. The boss will check in for the consumer in advance, or then re-submit the procedure to let the consumer stay in the room. This is the embodiment of personalization, which makes consumers feel good about the homestay and satisfaction. It is positively related to the research in this paper. Improving Airbnb service quality can improve customer satisfaction. Similarly (Yang Wenchao, 2013), research service quality and customer satisfaction also confirmed that there is a significant positive correlation between service quality and customer satisfaction, indicating that the better the customer's actual perception of service quality, the better their satisfaction.

### **7.3 Online Comments**

Liu Junqing (2016) said the number of comments is positively related to customer trust and purchase intention. The more comments, the higher the sales volume and the higher the popularity. Consumers get more useful information, and the more they understand the goods, the more they trust the customers and the desire to buy them. There is a positive correlation between the quality of the reviews and the relationship between customer trust and purchase intention. The more detailed the content of the online review, the more complete the description of the attributes of the product, the more useful information is included, the more the consumer's trust in the product is increased, and the willingness to purchase is stronger. Comment polarity has an impact on customer trust and purchase intention. Empirical studies have found that positive reviews and negative comments have a significant impact on consumer trust and purchase intention. Positive comments help consumers to better understand the advantages of goods, increase their sense of well-being, and increase their willingness to purchase. Negative comments objectively evaluate the defects and shortcomings of products, reduce the image of products, the trust of consumers and willingness to purchase. The impact is even greater. Therefore, the polarity of online reviews negatively affects customer trust and purchase intention. Airbnb's online review is the same as (Liu Junqing, 2016), and it also proves that the number of reviews and the quality of reviews can improve customer satisfaction.

## **8. Limitation and Further Research**

### **8.1 Insufficient Sample of Investigation**

Due to time and space constraints, the sample size of this study did not cover the sample size of Airbnb used only by all groups using Airbnb in Zhengzhou. The sample is not representative enough to reflect Airbnb's customer satisfaction in China.

### **8.2 Insufficient Research Variables**

The purpose of this study was to explore the impact of housing quality, homeowner service quality and online commentary text characteristics on Airbnb customer satisfaction. There are still many variables that affect Airbnb's customer satisfaction. Such as brand awareness, brand image and so on. Some of them can be considered in future research.