

IMPACTS OF INFORMATION QUALITY AND QUANTITY ON AIRBNB USERS INTENTION TO ADOPT INFORMATION

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Abstract

This study aims to investigate the impacts of information quantity and quality on Airbnb users' intention to adopt information by considering trust, perceived usefulness, and attitude towards online reviews as endogenous factors. Data were collected from 202 individuals and were analysed using the partial least squares technique. The results showed that information quantity, information completeness, information relevance, information value-added, and information understandability have a positive effect on users' trust. Furthermore, information relevance and information understandability were only factors that have a positive effect on users' perceived usefulness. In addition, users' trust, perceived usefulness, and attitude towards online reviews have a positive effect on information adoption. Understanding the key drivers of users' intention to adopt information is crucial for managers of peer-to-peer accommodation service providers.

Research paper

Keywords: Information Quantity; Information Quality; Trust, Perceived Usefulness; Attitude towards Online Reviews; Airbnb; Information Adoption

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Introduction

The emergence of platform businesses has been incited by rapid growth of technologies, such as usage of Internet and mobile facilities, data analytics, artificial intelligence (AI), and Big Data (Wirtz, So, Mody, Liu, & Chun, 2019). Many research studies have proven that continuous changes of consumer preferences and behaviour patterns is one of the key drivers in developing platform businesses. Platform business models are often associated with sharing economy approach to facilitate the process of removing intermediary from future transactions in industries (Moghadamzadeh et al., 2020; Dana & Salamzadeh, 2021; Horst et al., 2021). Caldieraro et al. (2018) pointed out that sharing economy models help people to carry out businesses directly by bridging individuals in unique approaches (as cited in Wirtz et al., 2019; Caldieraro et al., 2018). These business evolutions have developed in a tremendous expansion of peer-to-peer economy. The peer-to-peer (P2P) economy emerged platform businesses opportunities and act as an alternative solution for fulfilling customer needs in terms of transportation, accommodation, meals, personal loans and investments (Wirtz et al., 2019). For instances, Flipkey, Booking.com, Vacation Rentals by Owner (Vrbo), and HomeAway are some of the examples that encourage travellers who circulate within budgets to luxury customers or even business travellers, to look into accommodations such as hotel bookings, homes and apartment rentals. Other than that, Amazon, Lazada, and Zalora are fast growing retail platforms that promote online shopping services through online payment platforms such as PayPal and Visa.

Airbnb is a prominent and famous peer-to-peer accommodation platform that helps to outpace the revenue growths in tourism sector as well as in

hotel chains. According to Guttentag (2019), Airbnb is an online platform which provides accommodation services for individuals who can rent out their spaces for tourists (Guttentag, 2019). This contemporary approach has disrupted the traditional tourism and hospitality industries (Cheng, 2016). In the past years, more than 250,000 guests were travelled with Airbnb to support big events beyond big cities across Asia Pacific had raised approximately USD 24 million in the host earnings (Airbnb Newsroom, 2019). However, 12 million guests were checked into Airbnb listings in Asia Pacific destinations had increased 70% from 2017, and almost 500,000 Airbnb listings in these destinations now (Airbnb Newsroom, 2019). In contrast, Marriott International is one the world's largest hospitality business which grew up to more than 6,900 properties with 1.3 million rooms in 130 countries and territories (Marriott International, 2019).

Empirical research of Airbnb is lack in the psychological context, whereby consumers' behavioural intention is remained unclear for accommodating peer-to-peer service platforms due to their service qualities and hospitality factors (Lalicic & Weismayer, 2018). Therefore, the role of loyal consumers become more crucial when hospitality industry landscape changes. Moreover, Shankar et al. (2002) stated that lack of trust becomes a biggest challenge between hosts and renters who are strangers to one another especially in P2P sharing economy platforms (as cited in Wu, Ma, & Xie, 2017; Shankar et al., 2002). Perceived value and perceived risks are influencing factors of consumers' attitude towards online reviews (Mao & Lyu, 2017). Therefore, individuals' attitude is arisen from values and beliefs concept that positively or negatively affect their behaviours (Mao & Lyu, 2017). This point is another challenge for the consumers to adopt information through

online reviews. To address the lack of adopting information in the P2P accommodation platforms, this study aims to investigate the impacts of information quality and quantity on Airbnb user's intention to adopt information.

On the other hand, online reviews and ratings of Airbnb are the reputation systems that help in reducing information asymmetry, however, anonymous submission of accurate reviews leads to missing information and very bias. Though designing reputation systems that aggregate information accurately is one of the challenges faced by digital platforms (Fradkin, Grewal, & Holtz, 2018; Dana et al., 2022; Salamzadeh et al., 2022, 2023). Researchers had stated that anonymous reviews are lack of credibility and trustworthiness when perceived by users (Filiari, 2015). Moreover, low realization of big data analytics among users is another tremendous challenge for hospitality and tourism industry, e.g. Airbnb, to analyse and gain insights on business improvements and enhancements through reviews (Cheng & Jin, 2019). Discriminatory norm is driven by lack of information and exclusive normative behaviour, whereby negative reviews of users serve as a poor-quality signal that encourages discriminative norms among users (Cui, Li, & Zhang, 2019).

The previous studies on the consumers' experiences and behaviours towards online retailing platforms have found information quantity and quality factors and influential factors related to online reviews as two important key drivers in motivating consumers to adopt the information (Guttentag, 2019; Lalicic & Weismayer, 2018). However, consumers' trust and perceived usefulness are two influential factors that affect the information adoptions of accommodation platforms. In this study, the impacts of information quantity and quality on Airbnb users' intention to adopt information were investigated. Moreover, the objectives of this research which are: (1) to test the impacts of

information quality and quantity and Airbnb users' trust and perceived usefulness; (2) to investigate the impacts of Airbnb users' trust and perceived usefulness on their attitude towards online reviews and information adoption; and (3) to examine the effect of Airbnb users' attitude towards online reviews on their information adoption were explored. Depth understanding of the quantity and quality information that affect users' information adoption will be useful for P2P accommodation service providers in order to establish more efficient marketing strategies and provide services to satisfy consumers' expectations and subsequently retain them be loyal at all times.

Literature review

Airbnb

Airbnb is known as one of the successful peer-to-peer sharing economy platform in hospitality industry. This hospitality business has emerged in San Francisco in 2007 who had developed by two university students in which they had created a website to promote their own apartments as an alternate accommodation comparable to high hotel prices. Airbnb defined as a trusted community marketplace that enable people to specify, explore, and book accommodations around the world (Razli, Jamal, & Mohd Zahari, 2017). Researchers reported out that guests from 78 different countries around the world were travelled to Malaysia through Airbnb booking accommodations and to date, a survey reported that there are 306 Airbnb listings in Malaysia (Razli et al., 2017). Forgacs and Dimanche (2016) stated that Airbnb is a cloud-based business model that facilities private homes or rooms rentals for paying guests, and the revenue sources are derived from service

fees that are charged to hosts and guests simultaneously (Forgacs & Dimanche, 2016).

By adopting 21st Century business models, Airbnb became a successful P2P accommodation service provider platform, thus disrupted legacy and traditional business model structures and introduced an effective digital platform services, generated revenue stream based on transaction fees, implemented their value propositions via a cloud-based digital platform, focused on quality and user reviews, scaled up rapidly, and established a strong business brand (Forgacs & Dimanche, 2016; Saeedikiya et al., 2023). From management and marketing perspective, research studies related to Airbnb mostly focused on users' motivation, innovative technology adoption, and customers' satisfactions (Guttentag, Smith, Potwarka, & Havitz, 2018; Tussyadiah, 2016). The studies of users' motivation found trust and price to be key drivers on Airbnb users (Guttentag, 2015; Guttentag et al., 2018). Furthermore, most of the studies focused on key factors of Airbnb users' for pre-experience stage, however, limited research were studied on post-experience behaviours (e.g. price sensitivity, electronic mouth of mouth, switching intention, satisfactions, and perceived authenticity) of Airbnb users. Hence the focus of this study is on the potential impacts of information quantity and quality towards Airbnb users' trust and perceived usefulness that eventually leads to information adoption.

Information Adoption

According to Chaiken and Eagly (1976), the same content of information can be dispersed into various responses differently which is dependa-

ble on individual's mindsets (e.g. based on individual's experiences, perceptions, and sources) (Chaiken & Eagly, 1976). Thus, the above mentioned phenomena have created an opportunity for the researchers to conduct researches in the field of information adoption process and how does it influence on people (Cheung, Lee, & Rabjohn, 2008). In addition, most of the researchers were explained that information adoption is all about the degree of individuals accept the perceived meaningful information after the content validity process (Madli et al., 2018). Filieri (2015) explained that electronic word-to-mouth has significant influence on information adoption from online consumer reviews by the consumers (Filieri, 2015). Therefore, this research study has focused on the potential impacts of information quantity and quality towards Airbnb users' trust and perceived usefulness that help in adopting information from the online reviews.

Signaling Theory

Spence (2002) had developed a signaling theory which focused to reduce information asymmetry between two parties (Spence, 2002; Connelly, Certo, Ireland, & Reutzel, 2010). From psychological perspective, researches have indicated that consumers are having limited access on incomplete data and knowledge of the particular information which is difficult for users to make judgements and assess product performances prior to purchase (Chen & Teng, 2013). In this situation, customers have the dependency on heuristic or familiarity signals which will be provided by the online commerce in order to set expectations and evaluate the quality of products and services through online (Chen & Teng, 2013). Many management scholars have studied on

signaling theory and its benefits to explain the array of information asymmetry in the firms. Quite a number of scholars have devoted that they understand about information asymmetry which impacts the decision making process in the marketplace. For example, Hoehne, Benlian, and Hess (2009) used signaling theory to explain the product quality through IT features (e.g. usability, transparency, quality assurances, security, and privacy) to users as part of information creditability and to gain users' trust.

In this study, information quantity, information completeness, information relevance, information value-added, and information understandability were considered as five signals that can ease users' trust and perceived usefulness and followed by molding their attitudes for adopting information related to Airbnb online reviews. Each variable plays an important role as a signal in order to adopt Airbnb's information. However, online reviews are classified as huge volume which is dominated by users or travelers of Airbnb accommodation services. Moreover, scholars were also identified the role of online reviews as signals that allow consumers to perform decisions (Amblee, & Bui, 2011; Utz, Kerkhof, & Van Den Bos, 2012). Therefore, information quantity and information quality of online reviews were considered as two aspects of Airbnb's accommodations signals.

Technology Acceptance Model

The Technology Acceptance Model (TAM) illustrated that behavioral intention of consumers is a key determinant of one's actual behavior (Davis, 1989). As mentioned by Moon and Kim (2001), TAM helped in predicting technology adoption (e.g. Internet and mobile facilities). At times, TAM had

proposed that a system adoption intention by users is dependable on the attitude towards system usability and the perceived usefulness of using the system (Wu & Chen, 2005). The model demonstrated attitude factor as the main driver of perceived usefulness and perceived ease of use, ultimately, perceived usefulness element is also affected by perceived ease of use (Casalo et al., 2010). In this research study, only perceived usefulness factor is being focused to determine the relationship between users' trust and attitude towards online reviews in adopting information.

Data analytics, e.g. information quantity and quality of Airbnb online reviews, are known as highly invented technology platform that help to embrace changes in consumers' purchasing patterns and intentions. Based on the conceptual framework, TAM was used to determine the factors that influence the acceptance of technology, which connecting closely with users' attitude towards Airbnb online reviews for adopting information. In this paper, information completeness, relevance, understandability, value-added, and quantity would be the influencing factors on technology acceptance (e.g. online reviews).

Conceptualization and hypothesis development

Figure 1 shows the conceptual framework of the study, which was developed to test the impacts of information quality and quantity and Airbnb users' trust and perceived usefulness related to online reviews, in conjunction to investigate the impacts of Airbnb users' trust and perceived usefulness on their attitude towards online reviews and information adoption. Lastly, this study was focused deeply to examine the effect of Airbnb users' attitude towards online reviews on their information adoption.

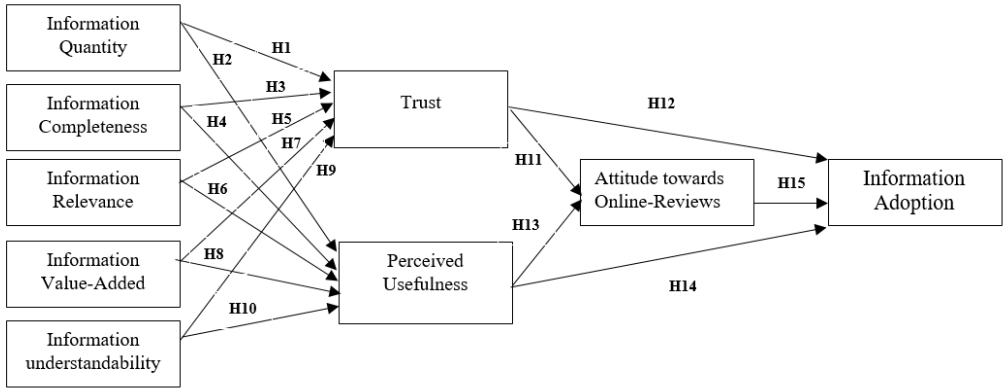


Figure 1. Proposed Conceptual Framework

Information Quantity

Information quantity is referred to the volume of information that is readily available to consider by users (Filiery, 2015; Wang & Strong, 1996). As stated by Senecal and Nantel (2004), online consumer reviews are classified as the electronic word-of-mouth approach, though it is widely spread among consumers worldwide and allow them to read the reviews before making purchase decisions (Senecal & Nantel, 2004). Information quantity referred to the number or volume of online reviews related to a product or service which are published by consumers (Filiery, 2015). Scholars had concluded that quantity of information influences purchasing intention of consumers, enables the effect of behaviours, and consensus information (Khare, Labrecque, & Asare, 2011). Filiery (2015) described that a higher volume of reviews leads to a higher probability of providing fruitful information for users that enhance better understanding and quality of a product or service (Filiery, 2015). In addition, information quantity is the quantity or volume of data

availability that denotes to be appropriate for a specific task (Wang & Strong, 1996).

H1. The quantity of Airbnb's information has a positive effect on Airbnb users' trust.

H2. The quantity of Airbnb's information has a positive effect on Airbnb users' perceived usefulness.

Information Quality

Researchers pointed out that the consumer reviews have influencing power on their decision making process (Filieri, 2015). Information quality provides normative evaluations (e.g. overall product rankings and feature ratings) based on the published reviews by consumers through websites that enables consumers to assess the product or service quality at times. Park et al. (2007) mentioned that information quality is best defined as the content quality of consumer reviews from the aspects of information attributes (as cited in Filieri, 2015; Park et al., 2007). Information quality can be measured in several aspects, however this study focuses on information completeness, information relevance, information value-added, and information understandability that enables Airbnb users' intention to adopt information by trusting and perceived its usefulness.

Information Completeness

Information completeness is defined as the sufficient depth, broadness, and scope of the tasks (Filieri & McLeay, 2014; Wang & Strong, 1996). Filieri (2015) mentioned that customers may deceive a review as complete

which regards to the online review information as comprehensive and intensive for booking accommodations (as cited in Filieri & McLeay, 2014). Therefore, researchers also concluded that online reviews will examine the main aspects of accommodation services, such as, location, rental prices, cleanliness, service quality, and et cetera (Filieri & McLeay, 2014). In comparison, information depth and broadness availability through social networks is limited, thus peers and friends may have limited exposures on accommodation services in a location. Hence consumers can obtain information about all the services-related facilities (e.g. meals and wardrobes) in various accommodations through electronic word-to-mouth. Completeness is one of the attributes of information quality (Wang & Strong, 1996; Bouzari et al., 2021).

H3. The completeness of Airbnb's information has a positive effect on Airbnb users' trust.

H4. The completeness of Airbnb's information has a positive effect on Airbnb users' perceived usefulness.

Information Relevance

Wang and Strong (1996) denoted that information relevance demonstrates a review which is applicable and helpful for the tasks and dependable on customers' preferences in each occasions (Wang & Strong, 1996). According to Filieri (2015), information relevance is identified as one of the most important determinants of information diagnosticity to attain better understanding of the consumers' opinions and their relevancy to electronic word-to-mouth communications (Filieri, 2015). Apparently, online reviews are seemed to be relevant if the business provides information as per consumers' expectations (Filieri & McLeay, 2014). For instances, travelers may opt for

special accommodations due to personal ventures, such as honey-moons, and big events, and search for accommodations that is best-suited for them. Thus, this type of consumers will avoid booking cheap, basic, and less comfortable accommodations. Hence, the capacity of online reviews to satisfy consumers' needs might affect the decision making process.

H5. The relevance of Airbnb's information has a positive effect on Airbnb users' trust.

H6. The relevance of Airbnb's information has a positive effect on Airbnb users' perceived usefulness.

Information Value-Added

According to Wang and Strong (1996), value-added information is explained as the information is beneficial and provides benefits when using it (Wang & Strong, 1996). Based on Filieri and McLeay (2014), online reviews enable and allow users' to make decisions with sufficient information which is not easy to access via traditional marketing communications (Filieri & McLeay, 2014). The role of marketing communications is to portray both positive and negative aspects of a product or service. Though, scholars had mentioned that online reviewers take the opportunities to provide reviews in terms of positive and negative aspects of the accommodation services (Filieri & McLeay, 2014). With this comprehensive and depth descriptions of the accommodation services, users are enabled to understand their strengths and weaknesses before taking any final decisions. Researchers called out that users may discover and explore new aspects that are not experienced before through reading online reviews (Filieri & McLeay, 2014). Thus, users may

adopt information from online reviews which are beneficial and advantageous for their decision making process.

H7. The value-added of Airbnb's information has a positive effect on Airbnb users' trust.

H8. The value-added of Airbnb's information has a positive effect on Airbnb users' perceived usefulness.

Information Understandability

As stated by Wang and Strong (1996), information understandability is described as the information is readable, interpretable, and facilitate understanding of the languages, semantic contexts, and lexical expressions used by the reviewers (as cited in Filieri & McLaey, 2014). Filieri and McLaey (2014) pointed out that online reviews are easy to read and understand by the individuals if the information context is clear and interpretable (Filieri & McLaey, 2014). In contrast, it is difficult to get clarity when the information context is occupied with jargons, dialects, and technical words (Filieri & McLaey, 2014). Hence, the clarity and readability of reviews may enable users' to trust and perceived usefulness of the information in order to adopt the information. Smith and Taffler (1992) stated that understandability is referred to the comprehension level of a piece of text or report that required for better understanding and making an informed decision when using it as an input (Smith & Taffler, 1992). As mentioned by Korfiatis, Garcia-Bariocanal, and Sanchez-Alonso (2012), information understandability acts as an important element on evaluating and justifying numerical reviews which assists consumers to screen the product before purchasing theoretically (Korfiatis, Garcia-Bariocanal, & Sanchez-Alonso, 2012).

H9. The understandability of Airbnb's information has a positive effect on Airbnb users' trust.

H10. The understandability of Airbnb's information has a positive effect on Airbnb users' perceived usefulness.

Trust

As suggested by Teubner et al. (2017) and Xie and Mao (2017), the trust of guests can be enhanced if hosts provide a long term membership and signal for good deals (as cited in Yao, Qiu, Fan, Liu, & Buhalis, 2019). Ert, Fleischer, and Magen (2015) explained that the online review scores which hosts receive from their guests represent the trust value showered by the guests towards trust and encouraged hosts to upload personal photos along with their listings in order to increase Airbnb's users' trust level (Ert, Fleischer, & Magen, 2015). The researchers concluded that trust is one of the vital element in influencing individual's decision making process for purchasing, though reviews are playing an important role in conjunction with pricing signals (Ert, Fleischer, & Magen, 2015; Yao et al., 2019). Some of the researchers found that the ability, benevolence, integrity, and informativeness effect on the users' trust. Guttentag (2015) highlighted that trust component is necessary for peer-to-peer accommodations expansions in order to ease better understanding in between hosts and guests (Guttentag, 2015; Batrancea et al., 2019, 2022). In Airbnb accommodation services, trust is fostered through online review systems, direct messaging communications between hosts and guests, and through users' profiles (e.g. display listings photographs and descriptive personal information) (Guttentag, 2015).

H11. The trust of Airbnb's information has a positive effect on Airbnb users' attitude towards online reviews.

H12. The trust of Airbnb's information has a positive effect on Airbnb users' intention to adopt information.

Perceived Usefulness

As quoted by Lim and Benbasat (2000), perceived usefulness is described as individuals rely on a particular system which would enhance their job performance (Lim & Benbasat, 2000). Davis (1989) explained that perceived usefulness as the belief of using the system creates helpfulness (Davis, 1989). Researchers had surveyed that perceived usefulness positively influences attitude toward participating in online travel community (Casalo et al., 2010). Not only that, perceived usefulness factor is also contributed to usability levels by considering users' needs, and select the appropriate community policy (Casalo et al., 2010). In addition, perceived usefulness hypothesized to a predictor that directly effects acceptance intention and indirectly effects attitude whereby high instrumentality may override the affects the motivational usage intentions (Bhattacharjee, 2001). Thus, perceived usefulness factor is often approachable by users to continue use information system facilities and make them comfortable for making certain decisions.

H13. The perceived usefulness of Airbnb's information has a positive effect on Airbnb users' trust.

H14. The perceived usefulness of Airbnb's information has a positive effect on Airbnb users' intention to adopt information.

Attitude towards online reviews

According to Agag and El-Masry (2016), attitude is described as a vital determinant of individual behavior intentions and positively encourage consumers to use information system (Agag & El-Masry, 2016). Hassan and Casalo (2010) had anticipated the positive relationship between attitude and users' intention to participate in purchasing a product brand through Facebook communities (Hassan & Casalo, 2010). Further extend literature indicated that effective management of negative word-to-mouth positively effects customer retention, swerve damages, and gain profitability. Understanding consumers attitudes and behavior resulted in shaping the pre-purchase decision making process. Generally, pre-acceptance attitude of users is solely based on cognitive beliefs, whereas post-acceptance attitude of users satisfy first experience with information system (Casalo, Flavian, & Guinaliu, 2010). Therefore, users' attitude towards online reviews is perceived to be an importance role in adopting information.

H15. The attitude towards Airbnb's online reviews has a positive effect on Airbnb users' intention to adopt information.

Methodology

Measure of constructs

The questionnaire consists of 29 items which are related to socio-economic characteristics, information quantity, information quality (completeness, relevance, value-added, understandability), trust, perceived usefulness, attitude towards online reviews, and information adoption. The questionnaire items were adapted from previous studies in order to ensure validity of con-

tents. The scale for information quantity was adapted from Filieri (2015); information quality, namely information completeness, information relevance, information value-added, and information understandability were adapted from Filieri & McLeay (2014); perceived usefulness was adapted from Casalo et al. (2010); Bhattacharjee (2001); Wu and Chen (2005); and the scales for trust and attitude were adapted from Agag & El-Masry (2016) respectively. All the questionnaire items were measured by using a 5-point Likert scale anchored by “strongly agree” and “strongly disagree.”

Data collection and the sample

The population of the study is grouped for permanent citizens of Malaysia and Non-Malaysia who had used the Airbnb website for accommodation services in the past three months. As the dependent variable of the present study is Airbnb users’ intention to adopt information, the sample is limited to consumers who had experienced of using the Airbnb websites for booking accommodations. The target population was limited to travelers who frequently uses Airbnb services, due to their ability to shower their experiences and memories accurately. A convenience sampling technique was used in this research study, whereby this sampling technique is used to test large populations and ease of access in terms of collecting the data. Besides that, data was collected through a web-based survey which aimed to spool consumers’ opinions from different states in Malaysia. The questionnaire was sent to communities who handled travelling activities, such as “Malaysia Travel Club” in order to obtain reliable responses from the respondents. In the beginning of data collection, a filtering question was distributed to some of the respondents

who had experienced on Airbnb accommodation services in previous three months.

Data collection was executed on August 2019 and ended in October 2019, and finally 385 responses were successfully collected. One hundred and eighty three respondents had no experience of using Airbnb accommodation services and these responses were omitted from this research. Hence, 202 usable surveys were used for data analysis of this study. Based on the data analysis, the male respondents were comprised of 58.4 percent and the female respondents were comprised of 41.6 percent. The final sample consisted of 30 respondents aged 18 to 25 years (14.9%); 128 respondents aged 26 to 35 years (63.4%); 31 respondents aged 36 to 45 years (15.3%); and another 13 respondents aged 46 to 55 years (6.4%). With regards to the educational background and marital status, the majority of respondents held a bachelor's degree (56.4%) and tuned to be in single status (55.0%). According to the respondents' income range, the highest score was for the income range of RM1000 to RM2000 (40.6%).

Analysis

The partial least squares (PLS) technique was used in this study in order to test the proposed relationships. This technique was selected as it is suitable for exploratory research and has capacity to analyse a complex model (Hair, Risher, Sarstedt, & Ringle, 2018). As recommended by Hair et al. (2018), this study had used the two-step approach for testing the model. The first step was done by analysing the measurement model to ensure the validity

and reliability of the measurement. The following step was completed by testing the structural model and calculating the path coefficients in order to determine the significant level and predictive ability of the model.

Results

Assessment of measurement model

In order to assess the measurement model, the indicator outer loadings, composite reliability (CR), average variance extracted (AVE), and discriminant validity were evaluated. Hence, the recommended values for each item loadings, AVE, and CR should be higher than 0.7, 0.5, and 0.7, respectively (Hair, Hult, Ringle, & Sarstedt, 2017). Table 1 shows that all factor loadings were above 0.70, except for two items of factor loadings (PU and ATT) are reported below 0.70. In addition, composite reliability for all constructs were exceeded above the suggested value of 0.7, and the AVE values for all constructs were higher than the cut-off value of 0.5, thus establishing convergent validity.

Table 1. Convergent Validity and Reliability Assessment

Variables	Items	Factor Loadings	CR	AVE
Information Quantity (IQ)	The quantity of Airbnb’s review information is sufficient to satisfy my needs.	0.882	0.872	0.773
	The quantity of Airbnb’s review information is large.	0.877		
Information Completeness (IC)	The information from Airbnb’s reviews is of sufficient depth (degree of detail).	0.902	0.904	0.825
	The information from Airbnb’s reviews is of sufficient breadth (spanning different subject areas).	0.915		
Information Relevance (IR)	The information I get through Airbnb’s reviews is relevant as it matches my needs.	0.912	0.924	0.859
	The information I get through Airbnb’s reviews is appropriate for satisfying my needs.	0.941		

Information Value-Added (IVA)	The information I obtain from Airbnb's reviews enables me to understand both the positive and the negative aspects of specific accommodation.	0.932	0.9	0.875
	The information I obtain from Airbnb's reviews enables me to detect unknown aspects of specific accommodation (related to specific situation or uses).	0.939	33	
Information Understandability (IU)	The information I obtain from Airbnb's reviews is easy to understand.	0.887	0.9	0.784
	The information I obtain from Airbnb's reviews is easy to interpret.	0.891	16	
	The information I obtain from Airbnb's reviews is easy to read.	0.879		
Trust (TR)	I believe that Airbnb's reviews are trustworthy.	0.878	0.8	0.692
	Airbnb's are reliable.	0.761	71	
	Airbnb's reviews have integrity.	0.852		
Perceived Usefulness (PU)	Using the Airbnb's reviews is useful for resolving doubts when booking an accommodation.	0.670	0.8	0.706
	Using the Airbnb's reviews helps me book accommodation in a more efficient way.	0.937	76	
	Using the Airbnb's reviews is useful to book accommodation.	0.890		
Attitude Towards Online Review (ATT)	Reading the Airbnb's reviews is a good idea.	0.941	0.8	0.724
	Reading the Airbnb's reviews is a wise idea.	0.929	85	
	I like the idea of reading hotel Airbnb's reviews.	0.650		
Information Adoption (IA)	I closely followed the suggestions in Airbnb's reviews and booked the recommended accommodation.	0.900	0.8	0.806
	The information in Airbnb's reviews motivate me to book the recommended accommodation.	0.897	93	

Note. CR: Composite Reliability; AVE: Average Variance Extracted

Furthermore, heterotrait-monotrait (HTMT) criteria was used in this study to assess discriminant validity (Henseler, Ringle, & Sarstedt, 2015). Table 2 exhibits that all the HTMT values were less than 0.85 (Kline, 2016) and the criterion for discriminant validity was fulfilled based on the results below.

Table 2. Hetrotrait-Monotrait Ratio (HTMT_{.85})

	IQ	IC	IR	IVA	IU	TR	PU	ATT	IA
IQ									
IC	0.657								
IR	0.795	0.752							
IVA	0.835	0.513	0.589						
IU	0.759	0.402	0.389	0.680					
TR	0.668	0.592	0.619	0.728	0.750				
PU	0.524	0.443	0.560	0.446	0.471	0.657			
ATT	0.471	0.410	0.532	0.393	0.390	0.733	0.590		
IA	0.570	0.278	0.455	0.426	0.535	0.839	0.638	0.848	

Structural model evaluation

In the present study, the proportion of variance demonstrated (R^2 value) of Airbnb users’ information adoption was 0.637. In addition, predictive relevance was determined by calculating the Stone-Geisser Q^2 value based on a blindfolding process established in PLS. Below model shows an acceptable predictive relevance if the Q^2 value is greater than zero, whereby the results showed that Q^2 value of Airbnb users’ information adoption was 0.488. Hence the results confirming the predictive relevance of endogenous variable in this research study. The research results partially explained that the other variables of the study: perceived usefulness ($R^2 = 0.316$; $Q^2 = 0.192$); trust ($R^2 = 0.556$; $Q^2 = 0.356$); and attitude towards online reviews ($R^2 = 0.421$; $Q^2 = 0.291$).

Moreover, non-parametric bootstrapping was applied in order to test the structural model (Wetzels, Odekerken-Schroder, & Van Oppen, 2009) with 5,000 replications (Table 3). Based on the results, the relationship between information quantity and users’ trust and perceived usefulness ($\beta=0.139$;

$p < 0.05$ and $\beta = -0.006$; $p < 0.01$); the relationship between information completeness and users' trust and perceived usefulness ($\beta = 0.136$; $p < 0.05$ and $\beta = 0.037$; $p < 0.05$); the relationship between information relevance and users' trust and perceived usefulness ($\beta = 0.270$; $p < 0.01$ and $\beta = 0.327$; $p < 0.01$); the relationship between information value-added and users' trust and perceived usefulness ($\beta = 0.259$; $p < 0.01$ and $\beta = 0.054$; $p < 0.05$); the relationship between information understandability and users' trust and perceived usefulness ($\beta = 0.421$; $p < 0.01$ and $\beta = 0.293$; $p < 0.01$); the relationship between trust and attitude towards online reviews and information adoption ($\beta = 0.479$; $p < 0.01$ and $\beta = 0.309$; $p < 0.01$); the relationship between perceived usefulness and attitude towards online reviews and information adoption ($\beta = 0.244$; $p < 0.01$ and $\beta = 0.095$; $p < 0.05$); and the relationship between attitude towards online and information adoption ($\beta = 0.507$; $p < 0.01$). Therefore, H1, H3, H5, H6, H7, H9, H10, H11, H12, H13, H14, and H15 were supported whereas H2, H4, and H8 were not supported. Hence users' trust and perceived usefulness factors were supported on attitude towards online and information adoption.

Table 3. Hypotheses Testing Results

Hypotheses	Relationships	Path Coefficients	T Values	P Values	Decisions
H1	IQ -> TR	0.139	1.865*	0.031	Supported
H2	IQ -> PU	-0.006	0.066	0.474	Not Supported
H3	IC -> TR	0.136	2.262*	0.012	Supported
H4	IC -> PU	0.037	0.562	0.287	Not Supported
H5	IR -> TR	0.270	3.746***	0.000	Supported
H6	IR -> PU	0.327	4.601***	0.000	Supported
H7	IVA -> TR	0.259	2.715**	0.003	Supported
H8	IVA -> PU	0.054	0.598	0.275	Not Supported

H9	IU -> TR	0.421	7.003***	0.000	Supported
H10	IU -> PU	0.293	4.011***	0.000	Supported
H11	TR -> ATT	0.479	11.303***	0.000	Supported
H12	TR -> IA	0.309	5.907***	0.000	Supported
H13	PU -> ATT	0.244	4.177***	0.000	Supported
H14	PU -> IA	0.095	1.743*	0.041	Supported
H15	ATT -> IA	0.507	7.557**	0.000	Supported

Note. *p<0.05; **p<0.01; ***p<0.001 (one-tail)

Discussion

The present study helps to ease our understanding on the impacts of information quantity and information quality on Airbnb users' intention to adopt information by having attitude of trusting and perceiving usefulness of information. The results showed that information quantity, information completeness, information relevance, information value-added, and information understandability have a positive effect on users' trust. Furthermore, information relevance and information understandability were only factors that have a positive effect on users' perceived usefulness. In addition, users' trust, perceived usefulness, and attitude towards online reviews have a positive effect on information adoption.

Filieri (2015) implied that high level of information quality reviews and compact opinions perceived by consumers utmost to be helpful information of products and services. Additionally, information quality such as relevance was found to be a predictor of information helpfulness (Filieri, 2015). Ert et al. (2015) imposed that there is a positive relationship between online reviews information and users' trust and attitude in adopting the information (Ert et al., 2015). Dickinger (2011) stressed out that users' trust have

influential impacts towards online reviews and its information contents (Dickinger, 2011).

Scholars had proven that information relevance is one of the information quality antecedents relating to information adoption because different travel experiences, evaluations, needs, and opinions are shared through online reviews in which other individuals may choose to adopt that shared information in order to satisfy their needs. Other than that, information value-added is also another antecedent of information quality that helps to adopt information. Both positive and negative provisions of online reviews may help the users to surface any marketing communications (e.g. discounts, special offers, sales) before making any decisions. Not only that, but online reviews might help users to identify safe and comfortable locations and destinations by viewing comments of the previous users.

In past studies, information understandability factor was not supported for travelers' information adoption from online reviews due to users are having interest to read those required information only. However, this study indicated that information understandability was supported for Airbnb users' information adoption by trusting and perceiving those information is useful for them. This is because the attitude of posting reviews could be changed to use simple languages so that all the individuals can understand the content of the reviews. Perceived usefulness is one of the determinants of users' intention to participate in adopting information from online reviews. Eventually, Casalo et al. (2010) have proven that perceived usefulness determinant plays a role in adopting online travel community reviews by tuning users' attitude and trust (Casalo et al., 2010).

Moreover, the results demonstrated that information quantity, information completeness, and information value-added have no effect on users' perceived usefulness. From the research point of view, Filieri and McLaey (2016) pointed out information quantity has no effect towards online reviews directly, whereby product ranking approach is highly used among users in order to adopt information through online reviews (Filieri & McLaey, 2016). This is evidenced when travelers prefer to adopt information via short cuts in order to reduce the alternative counts and act fast bookings. Thus, users step forward for adopting product ranking options instead of reading the online reviews.

Theoretical and Practical Implications

The present study has contributed towards both theoretical and practical implications. From the theoretical perspective, the study adds value to peer-to-peer accommodation services literature by investigating the impacts of online reviews information related factors and Airbnb users' intention to adopt information. The results confirmed that information quantity, information completeness, information relevance, information value-added, and information understandability acted as positive signals on users' trust. Besides that, information relevance and information understandability of Airbnb online reviews have a positive effect on users' perceived usefulness which means users are willing to adapt and tune themselves towards new technology (e.g. online reputation systems-reviews).

Based on the results, information quantity, information completeness, and information value-added have no effect on users' perceived usefulness in the context of P2P accommodations. Furthermore, this study has proven that

users could adopt information by accepting new technology approaches when the online reviews are relevance and understandable. In order to acknowledge, this is the first study that has tested on endogenous factors: users' trust, perceived usefulness, and attitude towards online reviews and the results show that the endogenous factors relatively have positive effects on information adoption by users from online reviews.

The findings of this study also provide beneficial and valuable implications to managers of peer-to-peer accommodation platforms and cloud-based developers. The most important determinant of users' intention to adopt information of online reviews is essential for business marketing practitioners to develop and enhance their marketing strategies. For instances, the Internet consumer opinions portal developers should analyse into categorical information such as product rankings which help to reduce accommodations alternatives that are available for purchase by users. Another important implication of this study is the influential power and characteristics owned by each information qualities and quantities on users' information adoption from online reviews for purchasing decisions. The role of information quality is to provide completeness, relevance, understandability, and value-added information to the users through online reviews. The relevance and understandability of information are the powerful influencer in the users' decision-making process.

Limitations and Future Studies

Based on empirical research context, the current study has some limitations which can be considered for future studies. First, this research study is fully based on cross-sectional, whereby existing information quantity and

quality factors of Airbnb's online reviews information adoption are used to describe on present moment. However, a longitudinal study should be conducted to identify multi-factors of Airbnb's online reviews information adoption and their relationships for an extended time and to obtain precise results. Second, the current study proposed the extent of information quantity, completeness, and value-added of Airbnb's online reviews has no effect on users' perceived usefulness which limits their information adoptions. Future research should test these factors to confirm this justification.

Furthermore, the present study did not distinguish among two travelers motives on peer-to-peer accommodations platforms (e.g. Airbnb and Vrbo). Thus, future research can consider to test the online reviews information adoption factors between two or more peer-to-peer accommodations. Current research study has focused only on high involvement consumers with online reviews information adoption, therefore a reverse study should be conducted on low involvement consumers with online reviews information adoption which would be useful for long terms. This research data were collected from both Malaysians and Non-Malaysians, but the sample size was composed mainly by Malaysians; however decision have been made to conduct this research study in this country to expand the geographical and cultural scopes of information quantity and quality impacts towards users' intention to adopt online reviews information; as a lots of research have been conducted in overseas.

As a conclusion, this research study has contributed to the theoretical and practical implications with some limitations and provided research scopes for future studies as well. Therefore, from the data analysis, the results

showed information quantity and information quality has positive effect towards information adoption, by surpassing trust, perceived usefulness and attitude towards online reviews aspects.

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