*RESEARCH ARTICLE*

# PRE-TRIP DECISION ON VALUE CO-CREATION OF PEER-TO-PEER ACCOMMODATION SERVICES

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## ARTICLE DETAILS

## ABSTRACT

In making decisions through online platforms specifically in choosing accommodation for traveling, travelers often consider the judgment of others as a signal to make decisions. In this case, progressively online reviews have an essential role in online platforms to influence decision making for travelers. The link between online reviews and travelers' decision making is examined through qualitative online content analysis to integrate themes derived from online reviews. The content analysis applied to a deeper understanding of online reviews that extract Airbnb data to analyze guest reviews in Superhost Bandung. The results of this study reveal the value of co-reation practices that can be utilized for decision making, according to the characteristics of the identified themes, such as expressing feelings, evaluating location and accommodation, recommending, and thanking.

### KEYWORDS

## 1. INTRODUCTION

A sharing economy characterized as a financial framework where resources or services are shared between private people, either free or for an expense, commonly using the web. Sharing economy empowers the member to depend on collective utilization by sharing access to products or services, instead of stressing singular proprietorship and organizing those encounters altogether on the web [1]. With the advancement of data and correspondence innovation, the dispersion of the sharing economy has impacted the travel industry through an online stage [2].

In the travel industry and accommodation segment, the ascent of the sharing economy especially, apparent [3-5]. Among the plans of action dependent on sharing economy, accommodation sharing services are generally utilized by travelers due to their financial advantages (e.g., diminished expense and sparing) and cultural contemplations (e.g., a craving for network practice and social connection) [3,6,7].

Accommodation services that rose inside the sharing economy are peer-to-peer accommodation; one of the business players in peer-to-peer accommodation is Airbnb. Airbnb is delegates of accommodation sharing and the more exceptional organizations in the sharing economy that empowers hosts to list their additional rooms or living arrangements to potential travelers [8]. The fundamental idea of a certifiable welcome in distributed settlement benefits by nearby occupants is an extraordinary wellspring of fulfillment in consumer experiences and prompting conceivable co-creation of value [9-11]. Consumers principle intrigue lies in utilizing assets to get the value, as value dwells not in the object of consumption, however in the experience of consumption [12,13]. From the service science viewpoint, experience and value co-creation can happen through the coordination of assets and use of abilities, and the collaboration among associations and customers [14,15]. The co-creation idea has developed into service research and the applications are expanding into the travel industry and accommodation area [16].

With the advancement of information technology, the hospitality industry is transforming. Information processing one of the initial steps in the pre-trip decision- making process to decreased perceived risk and advance trust arrangement [1,17]. In making a decision, focus on an online platform, peer traveler prefer to frame decisions using accessible signals

and being impacted by others' judgment [18]. Online reviews have increasingly become a significant source of information that affects travelers' pre-trip decision-making of hospitality purchases [19]. Online review in peer-to- peer accommodation are media that catch experience and build value co-creation that happen between the collaborations of travelers and hosts [20]. The connection among travelers and hosts show worth practices that lead to value formation. The value formation encouraged in Airbnb inside operand asset for distinct components in services, for example, physical assets and operant asset for immaterial skills in administrations, for example, Human resources [16,18, 21]. Understanding the connection between salient review themes of important value co-creation is significant. In light of the fact, it gives detailed cues about the significance of the themes from online review that lead to pre- decision making [1].

In the pre-trip phase, travelers need information for planning purposes and decision making. The decision making is derived from the signal of others' decisions in an online review that seen as a pattern. The objective of this study is to explore and understand how travelers gain knowledge through online review in pre-trip decision making in order to book accommodation in Airbnb.

## 2. LITERATURE REVIEW

### 2.1 Pre-Trip Decision-Making

Innovation has changed online experiences for travelers and advanced stages that are reshaping the manner in which travelers connect and draw in with products. Consumers, particularly in online conditions, are activated by information. The significant perspective that guides travelers to the decision-making process is information; data shown through the online review that is impacted by others. The accessibility of a lot of online information settles on the traveler's decision-making process a tiring and baffling errand [22]. To address an enormous number of decisions and a lot of information from a wide range of online sources, travelers embrace proper decision-making strategies [23-25]. The decision- making process is a full-scale motivational construct utilized by travelers to direct interior and outside hunts to accumulate information and look for suggestions from others. Along these lines, various travelers can utilize distinctive basic decision- making methodologies to settle on utilization choices [25].

Through the perspective of an online traveler, decision making is a dynamic process consisting of various stages. Where these steps have a logical sequence that directs how a traveler can make decisions. Based on the literature, the traveler's decision consists of three phases, namely tourism experience, anticipatory, experiential, and reflective [26,27]. Based on these three phases, travelers undertake planning management, find information, and make decisions [27]. In one phase that will be reviewed further in this study, namely the pre-trip (anticipatory phase), travelers seek information through reviews as a basis for shaping their decisions so that they can reach their destination and allow for a journey. In the experience phase, travelers take action based on their plans and make modifications to the conditions that allow them to face. Then, in the reflective phase, travelers do an evaluation of their completed trips and take lessons from their trips to serve as a form of anticipation for their next trip [27].

## 2.2 Online Reviews

The influence of online reviews is particularly strong for experience products in the hospitality and tourism industries [28]. Online reviews about travel destinations, hotels, and tourism services have thus become important sources of information for travelers [29]. An online review has a dual role: it provides information about products and services and serves as a recommendation [30]. As informants, online reviewers deliver additional user-oriented information. As recommenders, their views provide either a positive or negative signal of product or service popularity [28]. Online reviews help customer to make intelligent decisions about the product or service, which ultimately helps in deciding the best product or service for an individual's needs and to reduce uncertainty and subsequent risk relate to the state of information deficiency by the abundant availability of online reviews on past consumption experiences that also changed the dynamic of travel industry [31-33].

## 3. METHODOLOGY

This study uses qualitative online content analysis to derive Airbnb data and to break down guest-host have reactions state with regards to Bandung. The raw data of online review is available promptly on Airbnb.com. Airbnb considered as the most suitable peer-to-peer accommodation services that speak to inquire about presumption in this study, in view of collective utilization and one of a kind highlights of peer-to-peer accommodation services.

Analyzing online reviews of previous guest-host interactions was resolved as a helpful method to catch certain practices and understand how value outcomes eventually formed. Comparable methodology received in several studies, using online content analysis and online reviews in tourism. In particular, content created by consumers for use by their peers, the content itself has increased much credibility according to consumer as an unprejudiced and significant contribution to their decision-making process. The content analysis portrayed as a procedure for social occasion and breaking down the substance of the content. The substance alludes to words, implications, pictures, images, thoughts, topics, or any message that can be imparted [34].

## 4. RESULT AND DISCUSSION

This research focuses on listings in Kota Bandung that feature superhost as top-rated Airbnb filters that have an overall average of 4.8 or higher based on reviews from at least 50% of their Airbnb guests in the past year and the most experienced hosts who can expect outstanding hospitality. In this research, focusing on superhost that list as top ten most influence was based on the number of guest reviews. The total reviews in each house have more than 130 reviews, which signifies popularity on peer-to-peer accommodation platform. The manual data collection process was generated after the selection and cleaning process, a total of 70 reviews, representing the seven most relevant review within Bandung 10 most reviewed Airbnb accommodation listings.
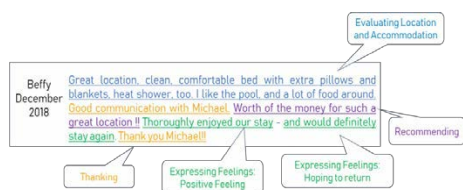


**Figure 1:** Content Analysis on Online Review

Figure 1 is content analysis that occurred on online review, representing the visualization of identifying patterns and relationships between social

practices of guest-host interaction and resulting value co-creation. Every review data is reviewed for content and coded within the categorization of findings from online review literature for correspondence to or exemplification of the identified categories [35]. Online review content analysis is used to emphasize pinpointing, examining and recording patterns or themes within data. Table 1 is relating to theme characteristics of value co-creation. Customer experience that built value co-creation is being bound with interaction between guest and host that obtained through social practices. Theme characteristics of value co-creation that could extracted within online review that relates to guests expressing a variety of feelings during their Airbnb stay.

Table 1: Theme Characteristics of Value co-creation

| Theme Characteristics |
| --- |
| Expressing Feelings: Positive Feeling, emotions, impressions Hoping to return |
| Evaluating Location and Accommodation: Recommending Place and host Suggesting to potential guests |
| Recommending: Good value for money Host recommending guests |
| Thanking: Guests and hosts appreciating and thanking |

Source: Adapted from [18, 16, 21]

The customer experience that assembled value co-creation is bounding with interaction among guest and host that got through social practices. Theme characteristics of value co-creation that could be extracted inside online review that identifies to guests expressing an assortment of feelings during their Airbnb stay. Expressing feelings bound to guests expressed positive sentiments, feelings and impressions during their stay, similarly as planning to return in the further, the enthusiasm to stay some other time in a similar spot or within similar host lead to positive value co-creation [15, 16].

*"The place was better than our expectation!" (Astivada Siswaji) "Overall we had a nice stay at this apartment" (Cyful)*

Regarded as an operative asset, Airbnb's home location and accommodation are important physical assets, which find of value co-creation [14,16]. Accommodation is considered a form of resource that enables value co-creation if "everything needed" is already in it, one example if expectations when previously met or exceeded expectations and if the place can match what is described in the online description.

*"Very great location as it is surrounded by shopping malls, a city forest and local delicacies" (Ukhti)*

*"The apartment located at strategic location. The place is clean and comfortable" (Gavrila)*

Recommending as a practice that emphasizes the form of the value co-creation produced when staying on Airbnb, is if the value obtained is considered worth the money spent so that economically based on economic value can be met, and when guests who stay provide a form of recommendation both to the host where to stay and to friends their friends after they stay overnight.

*"Highly recommend this place!" (Bas & Nikki) "You get exactly what you paid for" (Hanum)*

Thanking is a form of manifestation of social practices in the involvement of guest-host, the form of interaction of gratitude is captured through the practice of mutual gratitude that occurs online summarized in an online review. Thanking is shown by the guests by showing appreciation of how their stayexperience, treatment, and services provided by their host

*"Thank you for the amazing experience!" (Joel)*

*"Thank you Andriani for being such a wonderful host, and hug and kiss for you Rolex enjoy your life old buddy" (Anisa)*

## 5. CONCLUSION

One's subjectivity can exert influence on others to consider the decision to be chosen. Online reviews are chosen as attractive media because they can see how other people's experiences in using the product for service are as it is. Peer traveler decision-making is affected during their pre-trip decision making (information processing) adopting the experiences shared by others through online review to reduce uncertainty by considers the information as trustworthy in assisting the decision-making

process. Peer traveler adopt others' experience as the bases to making a similar decision, shared experience are captured through online review and recognized into value co-creation as a base to decision-making. In particular, Airbnb portrayed as a platform peer-to-peer accommodation that could explore how traveler and hosts interact. Peer traveler processes the information and influence by host and traveler experience, the elevation of processing of information is evaluate the shared information to make a decision. Peer traveler decision are based on the evaluation of shared experience with the consideration of trust perceptions and value co-creation that captured through online review based on their social interaction as in digital platform between host and travelers as the actor of peer-to-peer accommodation.

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