

**EFFECTS OF PERCEIVED SERVICE QUALITY IN TRANSMITTING  
HOMESTAY DETERMINATIONS TO CUSTOMER BEHAVIOR  
INTENTION IN HUNAN PROVINCE UNDER MODERATING  
ROLE OF PERSONALITY TRAITS**



**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF  
PHILOSOPHY PROGRAM IN BUSINESS ADMINISTRATION  
FACULTY OF BUSINESS ADMINISTRATION  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI  
ACADEMIC YEAR 2024  
COPY RIGHT OF RAJAMANGALA UNIVERSITY  
OF TECHNOLOGY THANYABURI**

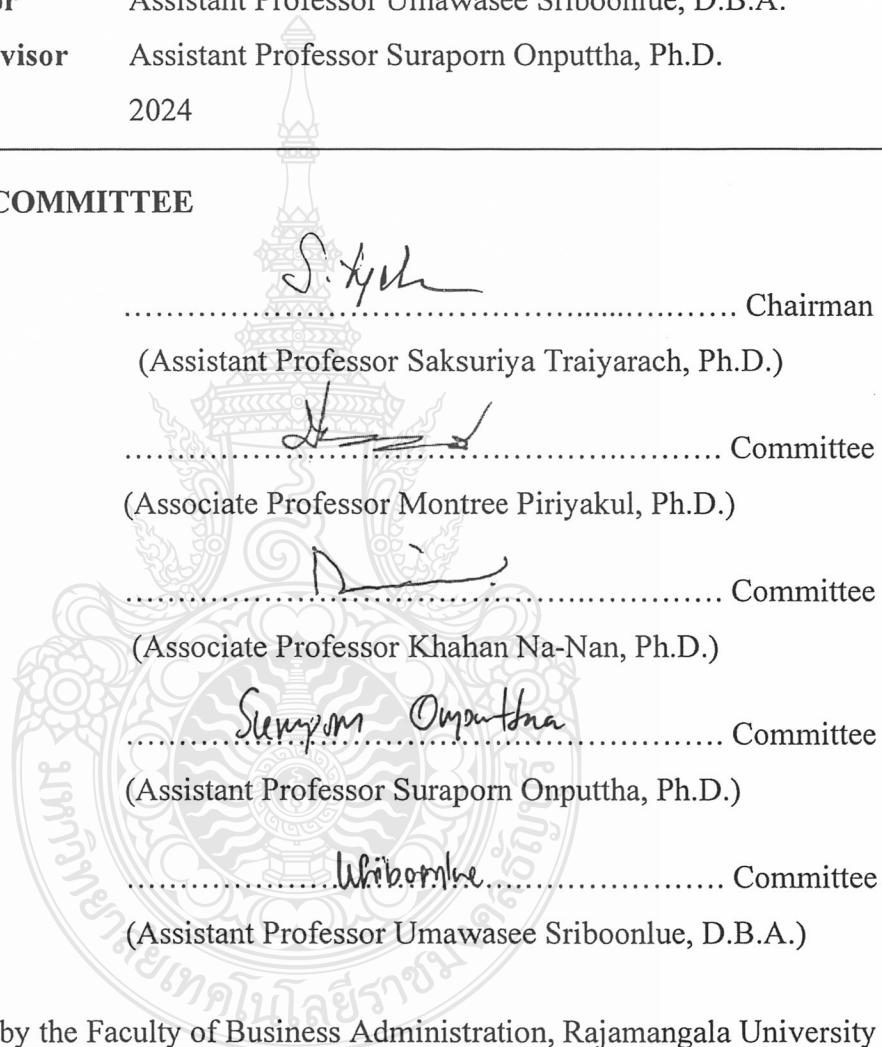
**EFFECTS OF PERCEIVED SERVICE QUALITY IN TRANSMITTING  
HOMESTAY DETERMINATIONS TO CUSTOMER BEHAVIOR  
INTENTION IN HUNAN PROVINCE UNDER MODERATING  
ROLE OF PERSONALITY TRAITS**



**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF  
PHILOSOPHY PROGRAM IN BUSINESS ADMINISTRATION  
FACULTY OF BUSINESS ADMINISTRATION  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI  
ACADEMIC YEAR 2024  
COPY RIGHT OF RAJAMANGALA UNIVERSITY  
OF TECHNOLOGY THANYABURI**

|                                |   |
|--------------------------------|---|
| <b>Dissertation Title</b>      | Effects of Perceived Service Quality in Transmitting Homestay Determinations to Customer Behavior Intention in Hunan Province under Moderating Role of Personality Traits |
| <b>Name-Surname</b>            | Mrs. Tianshu Fu   |
| <b>Program</b>                 | Business Administration (Management)  |
| <b>Dissertation Advisor</b>    | Assistant Professor Umawasee Sriboonlue, D.B.A.   |
| <b>Dissertation Co-Advisor</b> | Assistant Professor Suraporn Onputtha, Ph.D.  |
| <b>Academic Year</b>           | 2024  |

#### DISSERTATION COMMITTEE



Approved by the Faculty of Business Administration, Rajamangala University of Technology Thanyaburi in Partial Fulfillment of the Requirements for the Degree of Doctor of Philosophy

..... Dean of Faculty of Business Administration  
(Associate Professor Khahan Na-Nan, Ph.D.)

25 October 2024

|                                |   |
|--------------------------------|---|
| <b>Dissertation Title</b>      | Effects of Perceived Service Quality in Transmitting Homestay Determinations to Customer Behavior Intention in Hunan Province under Moderating Role of Personality Traits |
| <b>Name-Surname</b>            | Mrs. Tianshu Fu   |
| <b>Program</b>                 | Business Administration (Management)  |
| <b>Dissertation Advisor</b>    | Assistant Professor Umawasee Sriboonlue, D.B.A  |
| <b>Dissertation Co-Advisor</b> | Assistant Professor Suraporn Onputtha, Ph.D.  |
| <b>Academic Year</b>           | 2024  |

## ABSTRACT

The objectives of this study were to investigate: 1) the mediating effect of perceived service quality on homestay decisions and behavioral intention in the digital era, moderated by personality traits, 2) the effect of homestay determinations on behavioral intention, 3) the effect on perceived service quality and 4) the effect of perceived service quality on behavioral intention, moderated by personality traits.

This study employed mixed methodologies, combining qualitative research through in-depth interviews with 18 experts and 40 non-experts, and quantitative research via surveys with 624 consumers of 30 homestay accommodation providers in Hunan province, China. Analytic induction was used for qualitative analysis, while Partial Least Squares-Structural Equation Modeling (PLS-SEM) and Model 59 of the PROCESS Macro facilitated hypothesis testing.

The study results of hypothesis testing revealed that perceived service quality mediated the relationship between homestay determinations and consumer behavioral intention. Homestay determinations positively affected both behavioral intention and perceived service quality, with personality traits moderating these relationships. All 24 hypotheses were significant at the .001 level.

**Keywords:** homestay determinations, perceived service quality, homestay, consumer behavioral intentions, personality traits

## **Acknowledgement**

This dissertation is the culmination of a long and arduous journey one that I have only been able to make as a result of the dedicated support I have received from so many people along the way.

First of all, I would like to thank my beautiful and gentle dissertation advisor, Assistant Professor Dr. Umawasee Sriboonlue, for her invaluable support throughout this project. From the selection of the topic to the design outline and the final draft, after many revisions, every step has been guided by her careful advice. Her patient guidance, valuable suggestions, and constant encouragement have been crucial to the successful completion of this dissertation. Her conscientious academic spirit and modest, open-minded personality have inspired me both in my academic pursuits and daily life. She has provided me with significant help and advice throughout the entire writing process, making my accomplishments possible.

In addition, I would like to express my gratitude to my co-advisor, Assistant Professor Dr. Suraporn Onputtha, for his invaluable advice and encouragement in statistical analysis. Special thanks to my dissertation committee members Assistant Professors Dr. Saksuriya Traiyarach, Associate Professors Dr. Khahan Na-Nan, and Associate Professors Dr. Montree Piriyakul for their time and insightful feedback. I also appreciate the support from the Faculty of Business Administration at Rajamangala University of Technology Thanyaburi.

Finally, I express my deepest gratitude to my parents for their unwavering support. Special thanks to my mother for accompanying me to Thailand and providing immense support. Despite a serious car accident there, her strength and dedication have been invaluable. I am profoundly grateful for her care and support.

Tianshu Fu

## Table of Contents

|   | Page |
|---|------|
| Abstract .....                                    | (3)  |
| Acknowledgements .....                            | (4)  |
| Table of Contents .....                           | (5)  |
| List of Tables .....                              | (7)  |
| List of Figures .....                             | (9)  |
| CHAPTER 1 INTRODUCTION .....                      | 10   |
| 1.1 Background and Statement of the Problem ..... | 10   |
| 1.2 Research Questions .....                      | 15   |
| 1.3 Objectives of the Study .....                 | 16   |
| 1.4 Research Hypotheses .....                     | 16   |
| 1.5 Scope of the Study .....                      | 18   |
| 1.6 Limitation of the Study .....                 | 18   |
| 1.7 Definition of Term .....                      | 19   |
| 1.8 Conceptual Framework .....                    | 21   |
| 1.9 Contribution of the Study .....               | 21   |
| CHAPTER 2 REVIEW OF THE LITERATURE .....          | 23   |
| 2.1 Introduction .....                            | 23   |
| 2.2 Homestay Determinations .....                 | 23   |
| 2.3 Perceived Service Quality .....               | 27   |
| 2.4 Personality Traits .....                      | 28   |
| 2.5 Behavioral Intention in the Digital Era ..... | 29   |
| 2.6 Hypothesis Development .....                  | 32   |
| 2.7 Theoretical Framework .....                   | 40   |
| 2.8 Hypothesis Development .....                  | 40   |
| CHAPTER 3 RESEARCH METHODOLOGY.....               | 43   |
| 3.1 Introduction .....                            | 43   |
| 3.2 Study Philosophy .....                        | 43   |
| 3.3 Research Design .....                         | 44   |

## Table of Contents (Continued)

|   | Page |
|---|------|
| 3.4 Qualitative Methodology .....                             | 45   |
| 3.5 Quantitative Methodology .....                            | 48   |
| 3.6 Research Limitation .....                                 | 64   |
| 3.7 Ethical Consideration .....                               | 64   |
| CHAPTER 4 RESEARCH RESULTS .....                              | 66   |
| 4.1 Introduction .....  | 66   |
| 4.2 Qualitative Analysis .....                                | 66   |
| 4.3 Demographic Data .....                                    | 68   |
| 4.4 Descriptive Statistics .....                              | 70   |
| 4.5 Reliability Test .....                                    | 76   |
| 4.6 Construct Validity .....                                  | 77   |
| 4.7 Correlation Analysis .....                                | 84   |
| 4.8 Hypothesis Testing .....                                  | 84   |
| 4.9 Summary of Hypothesis Testing Results .....               | 109  |
| 4.10 Comparison of Qualitative and Quantitative Results ..... | 110  |
| CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS .....               | 112  |
| 5.1 Conclusions .....   | 112  |
| 5.2 Discussion of Research Results .....                      | 118  |
| 5.3 Contributions of the Study .....                          | 130  |
| 5.4 Limitations of this Study and Future Research .....       | 132  |
| Bibliography .....  | 134  |
| Appendices .....  | 153  |
| Appendix A In-depth Interview .....                           | 154  |
| Appendix B Questionnaire .....                                | 156  |
| Biography.....  | 162  |

## List of Tables

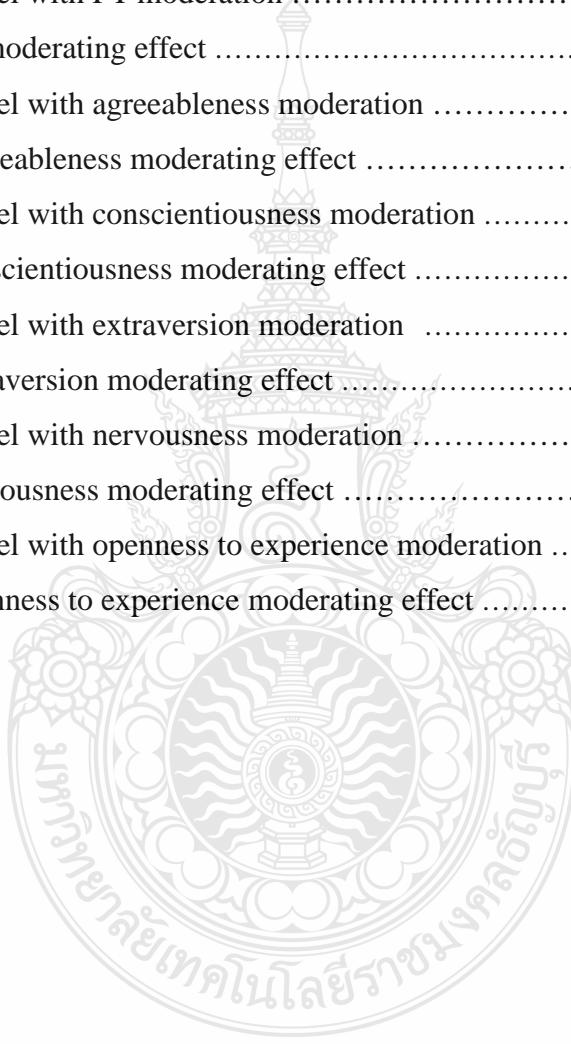
|            | Page  |
|------------|---|
| Table 2.1  | Summary of hypothesis .....   |
| Table 3.1  | Items of homestay determinations .....                                    |
| Table 3.2  | Items of perceived service quality .....                                  |
| Table 3.3  | Items of personality traits .....   |
| Table 3.4  | Items of behavioral intentions in the digital era .....                   |
| Table 3.5  | Abbreviation of items .....   |
| Table 3.6  | Cronbach's Alpha Coefficient value standard .....                         |
| Table 4.1  | Demographic summary .....   |
| Table 4.2  | Descriptive statistics for homestay determinations .....                  |
| Table 4.3  | Descriptive statistics for perceived service quality .....                |
| Table 4.4  | Descriptive statistics for personality traits .....                       |
| Table 4.5  | Descriptive statistics for behavioral intentions in the digital era ..... |
| Table 4.6  | Summary of Cronbach's alpha coefficients for multi-item scales .....      |
| Table 4.7  | Model fit .....   |
| Table 4.8  | The structural validity test .....  |
| Table 4.9  | Factors loading .....   |
| Table 4.10 | Discriminant validity .....   |
| Table 4.11 | Fitting index of model with agreeableness moderation .....                |
| Table 4.12 | Direct effects of HD, PT, and their interaction terms on PSQ .....        |
| Table 4.13 | Direct effects of HD, PT, PSQ, and their interaction terms on INT ...     |
| Table 4.14 | Various effect sizes .....  |
| Table 4.15 | Fitting index of model with agreeableness moderation .....                |
| Table 4.16 | Direct effects of HD, AG, and their interaction terms on PSQ.....         |
| Table 4.17 | Direct effects of HD, AG, PSQ, and their interaction terms on INT         |
| Table 4.18 | Various effect sizes .....  |
| Table 4.19 | Fitting index of model with conscientiousness moderation .....            |
| Table 4.20 | Direct effects of HD, CS, and their interaction terms on PSQ .....        |

## List of Tables (Continued)

|  | Page |
|--|------|
| Table 4.21 Direct effects of HD, CS, PSQ, and their interaction terms on INT ... | 94   |
| Table 4.22 Various effect sizes .....  | 95   |
| Table 4.23 Fitting index of model with extraversion moderation .....             | 97   |
| Table 4.24 Direct effects of HD, EN, and their interaction terms on PSQ .....    | 97   |
| Table 4.25 Direct effects of HD, EN, PSQ, and their interaction terms on INT ... | 98   |
| Table 4.26 Various effect sizes .....  | 99   |
| Table 4.27 Fitting index of model with nervousness moderation .....              | 101  |
| Table 4.28 Direct effects of HD, NS, and their interaction terms on PSQ .....    | 101  |
| Table 4.29 Direct effects of HD, NS, PSQ, and their interaction terms on INT ... | 102  |
| Table 4.30 Various effect sizes .....  | 103  |
| Table 4.31 Fitting index of model with openness to experience moderation .....   | 105  |
| Table 4.32 Direct effects of HD, OE, and their interaction terms on PSQ .....    | 105  |
| Table 4.33 Direct effects of HD, OE, PSQ, and their interaction terms on INT ... | 106  |
| Table 4.34 Various effect sizes .....  | 107  |
| Table 4.35 Summary of hypothesis testing .....                                   | 109  |
| Table 5.1 Summary of hypothesis testing .....                                    | 118  |

## List of Figures

|  | Page |
|--|------|
| Figure 1.1 Research framework .....                            | 21   |
| Figure 2.1 Conceptual framework of the study .....             | 40   |
| Figure 4.1 Correlation test result .....                       | 84   |
| Figure 4.2 Model with PT moderation .....                      | 86   |
| Figure 4.3 PT moderating effect .....                          | 88   |
| Figure 4.4 Model with agreeableness moderation .....           | 90   |
| Figure 4.5 Agreeableness moderating effect .....               | 92   |
| Figure 4.6 Model with conscientiousness moderation .....       | 94   |
| Figure 4.7 Conscientiousness moderating effect .....           | 96   |
| Figure 4.8 Model with extraversion moderation .....            | 98   |
| Figure 4.9 Extraversion moderating effect .....                | 100  |
| Figure 4.10 Model with nervousness moderation .....            | 102  |
| Figure 4.11 Nervousness moderating effect .....                | 104  |
| Figure 4.12 Model with openness to experience moderation ..... | 106  |
| Figure 4.13 Openness to experience moderating effect .....     | 108  |



## CHAPTER 1

### INTRODUCTION

This chapter briefly introduces the importance of promoting the development of the homestay industry, the development of homestay in the world, the background of the Hunan homestay industry in China, the homestay determinations, personality traits, and the influence of perceived service quality on consumers' behavioral intention and puts forward the key research problem of this study. Furthermore, this chapter will introduce the purpose of the study and research hypotheses and propose the research framework. Finally, the significance of this study and the contribution of this study to existing literature is explained.

#### 1.1 Background and Statement of the Problem

The tourism and hospitality industry is undoubtedly a major driver of the global economy, affecting the livelihoods of millions of people and affecting the socio-economic structures of countries. According to the World Travel and Tourism Council (WTTC), the industry contributed over US\$8.4 trillion to the global economy in 2012, accounting for 8.5% of global GDP (WTTC, 2022). This economic contribution reflects not only direct tourism services, but also its knock-on effects on related sectors such as food, transportation and entertainment. In addition to its economic significance, the industry is a key employer, supporting around 300 million jobs worldwide, equivalent to one in ten jobs on Earth (WTTC, 2022). However, such a large industry is also vulnerable to various challenges that require rigorous research to ensure its sustainable and inclusive growth. The importance of the tourism and hospitality industry spans all regions of the globe, with China being a standout among them. With its long history, diverse landscapes and rapid urbanization, China has become one of the top travel destinations in the world. Recent figures point to the rapid growth of tourism and its importance to China's economic landscape. As of 2021, the total value of my country's tourism industry will reach 2919.07 billion yuan, an increase of 11.1% over the previous year. These figures highlight the important role of Chinese tourism in China's economic development.

Within the broad spectrum of the travel and hospitality industry, hotels and homestays stand out as two key pillars driving lucrative revenues. By 2021, the output value of the accommodation industry will reach 407.16 billion yuan, and the number of employees will reach 1.661 million. At the same time, homestays are becoming more and more popular, especially in areas of China with more beautiful scenery and richer culture. These accommodations offer travelers a more intimate, localized experience, deeply immersing them in local culture and traditions. In 2021, the homestay market will reach about 6.2 billion yuan, and this figure is still growing. While occupancy and average daily room rates across the hotel industry have grown steadily, the homestay segment has grown exponentially, surpassing many traditional hotel categories. Especially in areas with natural beauty or rich cultural heritage, homestays have become the preferred accommodation option for many travelers. However, despite their unique appeal, homestays also face their own challenges. Homestay families face challenges in standardizing quality, ensuring safety and complying with local regulations. In order to fully understand the development trajectory, challenges and future prospects of hotels and homestays, in-depth research on consumer intentions and their influencing factors is required. This will provide stakeholders with insights to optimize their strategies and ensure sustainable growth of these important sub-sectors within the wider tourism and hospitality industry.

Unlike hotels which generally emphasize comfort, convenience, and standardized services, homestays underscore cultural exchange, local authenticity, and unique, personalized experiences (Gao et al., 2018). During a homestay, tourists have the opportunity to live like a local, engaging in cultural traditions, consuming local foods, and absorbing the rhythm of local life (Molz, 2013). The potential for cultural immersion and social interaction offered by homestays is of immense appeal to a growing demographic of travelers seeking an authentic and participatory travel experience (Beritelli, Reinholt, & Luo, 2017). In the context of the digital age, the homestay industry has experienced rapid development and change. The progress of science and technology and the popularity of the Internet have led to the rise of online booking platforms such as Airbnb and Booking.com, which provide tourists with more convenient ways to find and book homestay, and also enhance the market competitiveness of homestay (Guttentag,

2015). In addition, modern homestay operators are increasingly relying on digital marketing strategies, such as social media and search engine optimization, to increase their brand awareness and attract potential customers. Smart technologies, such as digital door locks and smart home systems, have been widely used in homestays to provide customers with more convenient and personalized experience. The impact of technology has been particularly profound, shaping the development of homestay, facilitating connections between hosts and travelers, facilitating transactions, and creating online communities where experiences, reviews, and tips can be shared (Zhang, Zheng, & Liu, 2019). In addition, the analysis of big data enables homestay operators to more precisely locate customer needs and optimize their services. The popularity of electronic payments has also simplified the transaction process and provided more payment options. Overall, the homestay industry is quickly adapting to this digital age, constantly innovating to meet the needs of modern consumers.

Given the UAE's positioning as a global tourism hub, the UAE, and Dubai in particular, has been identified as the top destination for hotel and tourism investment in 2023. The UAE government plans to increase hotel room inventory by 60% by 2026, and its pro-tourism policies point to a promising future for the homestay sector. Portugal has become a leading destination for tourism and even for the homestay industry. The government's focus on sustainable tourism practices and foreign investment incentives has contributed to the growth of the sector. Morocco, with its rich cultural heritage and stunning landscapes, attracts millions of tourists annually, thereby boosting the homestay sector. The Moroccan government's efforts to attract foreign investment, including implementing policies to simplify the licensing process, have created a favorable environment for the growth of the homestay industry.

China's 13th Five-Year Plan (2016-2020) identified tourism as a strategic pillar industry for economic development. The government aims to foster a vibrant domestic tourism market while attracting international tourists. This is not only for income generation, but also to promote China's rich cultural heritage and promote international cultural exchanges. One of the highlights of this five-year plan is to focus on global tourism. Hunan Province has rich natural landscapes and rich historical heritage, which provides a unique background for the development and research of the homestay industry.

2020 Hunan Cultural Tourism Poverty Alleviation Work Exchange and Hunan homestay Industry Development Research Report released at the launch of the 2019 Hunan Homestay Industry Development Research Report shows that by the end of 2019, there were 4,709 homestay in Hunan, and the annual comprehensive turnover of homestay was about 6 billion yuan. Hunan homestay have been transformed from the original farmhouse-type simple houses to a leisure experience, and in terms of the current business situation of homestay, most have been operated through the market mechanism, with an implied new industry trend (Pasanchay & Schott, 2021). In contrast to the government's regulation that homestay should use their own residential space and operate as a family side business, in the early days, the concept of homestay business had not yet been established, resulting in low quality of services provided by homestays, rudimentary equipment, and varying service attitudes. For the time being, homestays were places of accommodation that travelers had to choose when they could not find accommodation (Liu et al., 2005). Nowadays, the development of homestays is becoming more and more prosperous, not only developing rapidly and revitalizing the activities of the leisure agriculture industry in various places, but also promoting local recreational resources with the industry in some cases, not only promoting local economic benefits, but also further becoming a tourism industry to be developed by the Tourism Bureau, which is already an indispensable part of Hunan's tourism activities in the future.

In the homestay era, certain characteristics are crucial in influencing guests' perceived quality of service and their intention to return or recommend. For example, green practice (Gupta et al., 2023), customer relationship management (Palazzo, Foroudi, & Ferri, 2021), homestay location (Guttentag, 2015), featured experiences (Aakash, Tandon, & Gupta Aggarwal, 2021), digital community engagement (Lama & Pradhan, 2022), homestay image (Wai Lai, 2019). In essence, these interrelated features and characteristics shape the homestay experience. However, their impact can vary depending on other personal factors, such as a guest's personality, cultural background, and previous travel experiences. Therefore, they deserve a thorough investigation in the field of homestay research.

Personality traits, considered as the inherent and enduring patterns of thoughts, feelings, and behaviors that distinguish one individual from another, play a pivotal role

in determining how individuals perceive and interpret their experiences (John, Naumann, & Soto, 2008). These traits, as postulated by the widely accepted Five-Factor Model or “Big Five” personality traits, include openness to experience, conscientiousness, extraversion, agreeableness, and nervousness (McCrae & Costa, 1987). In the context of homestays, personality traits can significantly influence a guest's experience, satisfaction, and behavioral intentions. Guests high on “openness to experience”, characterized by curiosity, imagination, and a preference for variety, might appreciate the unique and authentic experiences offered by homestays. On the contrary, individuals high on “conscientiousness”, marked by their preference for order, planning, and reliability, might be more concerned with the reliability of services provided by the homestay. Extraverted individuals, who are sociable, outgoing, and enjoy human interactions, might find the host-guest interactions in homestays more satisfying compared to introverted individuals who prefer solitude and might find such interactions draining. Likewise, guests who score high on “agreeableness”, characterized by their tendency to be cooperative, compassionate, and value harmony, may better handle any minor inconveniences or misunderstandings during their stay. Individuals high on “nervousness”, marked by emotional instability, anxiety, and moodiness, may have different expectations and reactions to their homestay experiences compared to those low on nervousness. Given the impact of these characteristics on the perception and experience of guests, it is critical to consider personality traits when investigating the consumer behavioral intentions of homestay families (Gao, Mattila, & Lee, 2016). Understanding this interaction can provide valuable insights for homestay providers to customize their services, effectively manage guest expectations, and promote consumer re-visit intentions and e-word of mouth intentions.

A critical evaluation of the existing literature reveals clear gaps in research related to homestays, particularly in the specific context of Hunan Province, China, the role of different homestay determinations, and the influence of personality traits on behavioral intentions. Despite the growth of China's homestay industry, relatively little research has been done specifically on Hunan. Hunan Province, with its rich cultural history and natural beauty, offers unique possibilities for the homestay industry. However, there are still a few systematic investigations on the factors influencing

consumer behavioral intentions in this region. Although existing research has explored the broad impact of homestay determinations on consumer behavioral intentions, more detailed and comprehensive research is needed to examine the specific characteristics of homestays. Aspects such as customer relationship management, green practices, featured experiences, digitalization and homestay image have been touched upon, but more in-depth exploration is needed to understand their impact on consumer re-visit intentions and e-word of mouth intentions (Guttentag, 2015). A deep understanding of these characteristics and how they interact to shape perceived service quality is critical to improving the guest experience and the overall success of the homestay industry. Moreover, in the context of homestays, the role of the guest's personality characteristics is often overlooked. Given that personality traits can significantly shape how individuals perceive and interpret their experiences, their exclusion from the study represents a significant gap. Understanding how personality traits interact with homestay determinations to influence perceived service quality and digital-age behavioral intention can provide valuable insights for service providers and policymakers. Therefore, in the specific context of Hunan Province, China, a comprehensive investigation into the impact of homestay determinations and perceived service quality on consumer behavioral intention in the digital age is warranted.

## 1.2 Research Questions

Therefore, in this context, this paper focuses on the core research problem of "the impact of homestay determinations on perceived service quality and consumer behavior intention, as well as the moderating role of personality traits", and proposes the following research questions:

Research question Does perceived service quality serve as an underlying mechanism for conveying the impacts of homestay determinations on behavioral intention in the digital age, and if so, under what circumstances does it contribute to a significant shift in behavioral intention in the digital age when personality traits (agreeableness, conscientiousness, extraversion, nervousness, openness to experience) changes?

### **1.3 Objectives of the Study**

Given the identified gaps in the existing body of knowledge, the objectives of this study are multiple:

Objective 1: To examine the mediating effect of perceived service quality on homestay decision and behavioral intention in the digital era under moderating role of personality traits (agreeableness, conscientiousness extraversion, nervousness, openness to experience);

Objective 2: To examine the effect of homestay determinations on behavioral intention in the digital era under moderating role of personality traits (agreeableness, conscientiousness, extraversion, nervousness, openness to experience);

Objective 3: To examine the effect of homestay determinations on perceived service quality under moderating role of personality traits (agreeableness, conscientiousness, extraversion, nervousness, openness to experience) (agreeableness, conscientiousness, extraversion, nervousness, openness to experience);

Objective 4: To examine the effect of perceived service quality on behavioral intention in the digital era under moderating role of personality traits (agreeableness, conscientiousness, extraversion, nervousness, openness to experience).

### **1.4 Research Hypotheses**

In order to ensure that the research meets the research objectives and questions, this study sets hypotheses based on the relationship between homestay determinations, perceived service quality, behavioral intention, and the Big Five personality traits. Among them, we pay special attention to the mediating and moderating role of perceived service quality and Big Five personality traits in the relationship between homestay determinations and behavioral intention. Taking into account the characteristics and context of the digital age, this study particularly emphasizes the impact of this era context on these relationships. Therefore, the hypothesis of this study is set as follows:

Hypothesis 1: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of personality traits.

Hypothesis 2: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Agreeableness.

Hypothesis 3: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Conscientiousness.

Hypothesis 4 Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Extraversion.

Hypothesis 5: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Nervousness.

Hypothesis 6: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Openness to Experience.

Hypothesis 7: Homestay determinations influences behavioral intention in the digital era under moderating role of personality traits.

Hypothesis 8: Homestay determinations influences behavioral intention in the digital era under moderating role of Agreeableness.

Hypothesis 9: Homestay determinations influences behavioral intention in the digital era under moderating role of Conscientiousness.

Hypothesis 10: Homestay determinations influences behavioral intention in the digital era under moderating role of Extraversion.

Hypothesis 11: Homestay determinations influences behavioral intention in the digital era under moderating role of Nervousness.

Hypothesis 12: Homestay determinations influences behavioral intention in the digital era under moderating role of Openness to Experience.

Hypothesis 13: Homestay determinations influences perceived service quality under moderating role of personality traits.

Hypothesis 14: Homestay determinations influences perceived service quality under moderating role of Agreeableness.

Hypothesis 15: Homestay determinations influences perceived service quality under moderating role of Conscientiousness.

Hypothesis 16: Homestay determinations influences perceived service quality under moderating role of Extraversion.

Hypothesis 17: Homestay determinations influences perceived service quality under moderating role of Nervousness.

Hypothesis 18: Homestay determinations influences perceived service quality

under moderating role of Openness to Experience.

Hypothesis 19: Perceived service quality influences behavioral intention in the digital era under moderating role of personality traits.

Hypothesis 20: Perceived service quality influences behavioral intention in the digital era under moderating role of Agreeableness.

Hypothesis 21: Perceived service quality influences behavioral intention in the digital era under moderating role of Conscientiousness.

Hypothesis 22: Perceived service quality influences behavioral intention in the digital era under moderating role of Extraversion.

Hypothesis 23: Perceived service quality influences behavioral intention in the digital era under moderating role of Nervousness.

Hypothesis 24: Perceived service quality influences behavioral intention in the digital era under moderating role of Openness to Experience.

## **1.5 Scope of the Study**

The main purpose of this study is to study the effect of homestay determinations, perceived service quality on behavioral intentions, and the moderating effect of personality traits on the relationship among homestay determinations, perceived service quality and behavioral intentions in order to better understand the impact of homestay determinations and personality traits on China's homestay industry. In order to maintain clarity and focus, it is crucial to determine the parameters of this study. First, geographically, the survey will revolve around Hunan Province, China. The reason for choosing this area is its unique cultural heritage and natural landscape, which provides a unique environment for the exploration of the homestay industry. Second, in terms of time, this study adopted a cross-sectional approach to collect data for further analysis.

## **1.6 Limitation of the Study**

As mentioned earlier, the main purpose of this study was to investigate the relationship between homestay determinations, perceived service quality, personality traits, and behavioral intentions, however, it may be necessary to discuss some limitations of this study. First, consumer performance may be influenced by other variables not

included in this study (eg, cultural, socioeconomic, climate, etc.). Second, since the questionnaire in this study is a self-report, the respondents may misunderstand the meaning of the questions. Third, this study is a cross-sectional study, which does not consider the impact of time effects, nor does it consider changes before and after the epidemic.

These limitations provide a good direction for further related research in the future.

## **1.7 Definition of Term**

### **1.7.1 Homestay Determinations**

Homestay determinations refer to the distinctive attributes of homestay experiences compared to other accommodations, including:

Geographical Location: The spatial and temporal attributes of a homestay (Tang & Feng, 2019).

Architectural Styles: Regional, cultural, and historical influences in homestay design. (Zhou et al., 2021).

Customer Relationship Management: Strategies to enhance guest satisfaction and loyalty (Palazzo et al., 2021)

Green Practices: Environmentally friendly measures implemented by homestays (Gupta et al., 2023).

Featured Experience: Unique experiences linked to local culture and customs (Jeong & Choi, 2013).

Digitalization: Use of technology to enhance business operations and guest experiences (Casalo, Flavián, & Guinalíu, 2010; Pranita, 2018).

Homestay Image: Consumers' overall perception based on experiences and reviews (Liu, Li, & Kim, 2017).

### **1.7.2 Perceived Service Quality**

Perceived service quality refers to a guest's evaluation of the service excellence during their homestay, based on whether it met or exceeded expectations (Kasuma et al., 2016).

### **1.7.3 Behavioral Intention in the Digital Era**

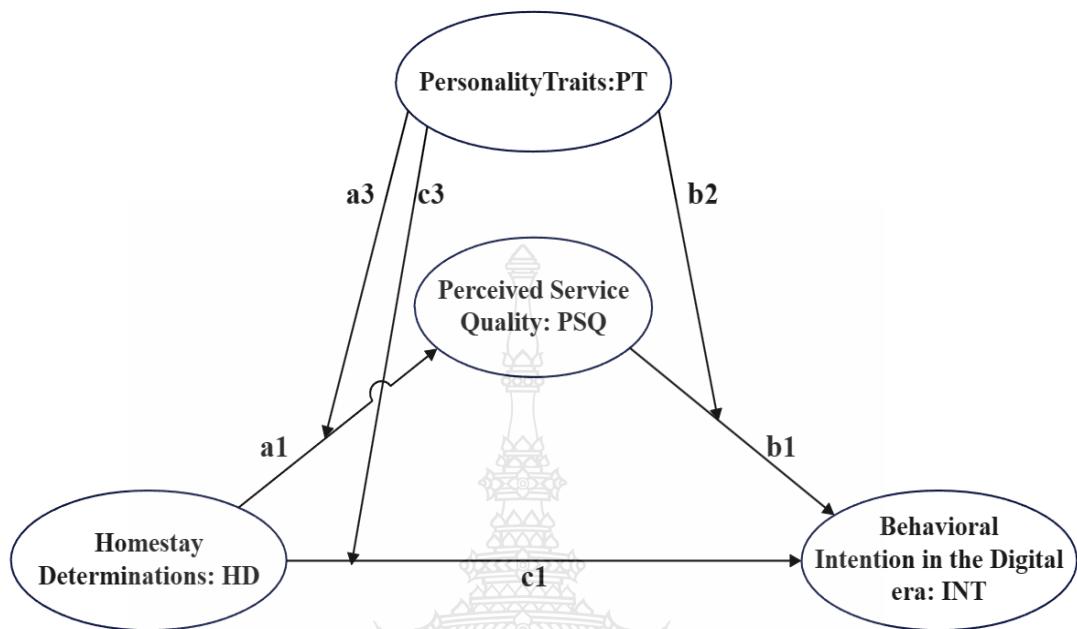
Behavioral intention reflects consumers' future interactions with homestays after experiencing them through digital channels, including e-word-of-mouth and re-visit intention (Ismail et al., 2016).

### **1.7.4 Personality Traits**

These are inherent patterns of thought, emotion, and behavior that vary between individuals and are relatively stable over time. For this study, personality traits are defined by the Five-Factor Model (or Big Five) which includes (Lakmali et al., 2021):

- (1) Nervousness: This personality trait is characterized by emotional instability, anxiety, moodiness, and a higher tendency to experience negative emotions.
- (2) Extraversion: This personality trait encompasses characteristics such as outgoingness, sociability, assertiveness, and a preference for social stimulation.
- (3) Openness to Experience: Individuals high on this trait are typically imaginative, creative, curious, and open-minded. They prefer novelty and variety and have a strong inclination towards experiencing different cultures, ideas, and activities.
- (4) Agreeableness: This personality trait describes individuals who are cooperative, compassionate, and value getting along with others. They are generally considered friendly, generous, and helpful.
- (5) Conscientiousness: This trait describes individuals who are reliable, organized, disciplined, and prefer planned rather than spontaneous behavior. They are often characterized by their tendency to be goal-oriented and mindful of details.

## 1.8 Conceptual Framework



**Figure 1.1** Research framework

## 1.9 Contribution of the Study

This study seeks to make significant contributions to both academia and industry stakeholders within the homestay sector, specifically in Hunan Province, China. Academically, the study adds depth to existing knowledge by investigating the underexplored nexus between homestay determinations, guest personality traits, perceived service quality, and behavioral intentions within the unique context of Hunan. By integrating personality traits into this framework, this research also expands the theoretical boundaries of tourism literature, providing a more holistic understanding of guest behavior. From an industry perspective, the study's findings can offer homestay providers invaluable insights into optimizing their service based on understanding guests' varying personality traits, thereby potentially enhancing consumer satisfaction and loyalty. Furthermore, the insights garnered from this research may guide policy decisions, helping policymakers formulate supportive strategies and regulations for the sustainable development of the homestay industry. Lastly, by underscoring the importance of cultural authenticity and host-guest interaction, this research could foster greater respect for local

cultures, promoting a more sustainable and responsible form of tourism. Consequently, this research aims to offer both theoretical advancements and practical insights, benefiting a wide range of stakeholders within the homestay industry.



## CHAPTER 2

### REVIEW OF THE LITERATURE

#### 2.1 Introduction

This chapter provides an exhaustive exploration of the variables and related research findings. Recognizing the unique determinations of homestays and understanding how these determinations impact the perceived service quality is a crucial step in developing successful homestay experiences. Additionally, understanding how perceptions of service quality shape consumer behavioral intentions can further guide strategies to ensure consumer satisfaction and repeat patronage. However, acknowledging that consumer responses are heterogeneous, this review also delves into the potential moderating role of personality traits on these relationships.

Consequently, this chapter aids in hypothesizing potential relationships among the aforementioned variables by creating a comprehensive theoretical backdrop, laying the foundation for the proposed research. By identifying gaps in the existing literature, this review propels the current research and subsequent chapters related to research design and methodology.

#### 2.2 Homestay Determinations

Customer relationship management is an important project for any company to complete business in this highly competitive environment (Sota, Chaudhry, & Srivastava, 2020). It enables companies to address key operational challenges (Alt et al., 2020). In addition, it relates to the strategies an organization implements to manage data throughout the guest lifecycle (Buttle & Maklan, 2019). At present, different types of companies have to maintain relationships with selected customers in the market, as this helps to identify their exact needs. In addition, it helps to evaluate the purchasing behavior of guests (Guerola-Navarro et al., 2020). In fact, Customer relationship management is a strategy centered on reaching the "right" customer: it is not only a technology, but also a perspective on the customer (Sachdeva, 2020).

The term "green" refers to "activities that concentrate their impact on the atmosphere or environment, such as ecological purchases or rescues". A "green hotel" is

described as a sustainable facility that uses strict ecological practices and facilities (Han, Hsu, & Sheu, 2010). Green hotels are mostly operated in an environmentally friendly manner, reducing waste, saving energy, and supporting ecological well-being (Han et al., 2011). With the rapid increase in ecological and environmental issues in the accommodation business, consumers are becoming more aware of the environment, which affects their purchase intentions (Han et al., 2011). According to research conducted by Feng and Tseng (2019), there is strong support for green/sustainable practices, ethical branding and ecology. To demonstrate their commitment to building a green society, they are actively looking for environmentally friendly products. Due to their lack of implementation targets, many companies, especially those from China, struggle to adopt sustainable concepts due to budgetary and financial constraints, especially the COVID-19 pandemic. In order to enhance the brand image, environmentally friendly activities such as solid waste management, reuse and energy saving technologies are often used. However, hoteliers are now making noteworthy efforts to develop and promote these sustainable practices to meet the growing consumer demand for green products (Han et al., 2011). In addition, it has been documented that an organization's brand image and competitive advantage may be enhanced by inspiring green or sustainable practices (De Grosbois & Fennell, 2022).

In today's hotel and homestay industry, the "featured experience" or "featured experience" has become a core strategy for creating a deep connection with customers. No longer just places to stay, these industries are gradually transforming into places to provide unique, personalized and memorable experiences for customers (Yu & Fang, 2009). At the heart of this experience is a desire to meet the modern visitor's desire to explore, know and engage. In the homestay industry in particular, intimate interaction between hosts and visitors, deep connection to the local culture, and the provision of locally specific activities and food are all identified as key elements in creating distinctive experiences (Agyeiwaah, 2019). With the advancement of digital technology, creating virtual and enhanced experiences has also become a trend in the industry (Naveed, Watanabe, & Neittaanmäki, 2017). These technologies not only provide customers with value-added services, such as digital guided Tours or virtual reality experiences, but also enhance their connection and loyalty to the brand.

In recent years, digitization has emerged as a pivotal strategy in the hotel and homestay industry, serving as a catalyst for enhanced interactions and engagements with customers (Yuan et al., 2020). Such engagements transcend mere utilization of social media, mobile applications, or online review platforms; they facilitate profound and enduring relationships with consumer (Vivek, Beatty, & Morgan, 2012). Concomitant with technological advancements, the hotel sector, especially large-scale chains, have integrated sophisticated customer relationship management systems and social media tactics to offer tailored services and real-time feedback (Gretzel et al., 2015). In the context of the homestay industry, particularly platforms like Airbnb, digitization constitutes an integral part of its core value proposition, allowing users to share experiences, pen reviews, and interact directly with hosts (Guttentag, 2015). Nonetheless, this digital metamorphosis introduces fresh challenges. While positive online evaluations can amplify brand prestige, adverse reviews possess the potential to swiftly tarnish reputations (Zeng & Gerritsen, 2014). As such, both hoteliers and homestay enterprises must nurture a salubrious online community to safeguard quality and client satisfaction. With the incorporation of technologies such as the Internet of Things, artificial intelligence, and big data, digitization not only curates a more personalized customer journey but also furnishes businesses with novel growth trajectories and strategic orientations. Digitization is radically reshaping the operational paradigm of the homestay industry, rendering processes from booking to check-in to departure more streamlined and efficient.

Hotel identity is the direct mental image that customers have of a company (Sen & Bhattacharya, 2001). In order to create a successful corporate image, companies can invest in creating advertising and improving the level of customer experience (Sirapracha & Tocquer, 2012). Thus, corporate identity is the sum of the guest/client's beliefs about a particular organization (Bhattacharya & Sen, 2003). The image of the company is consistent with the company's position in the market (Karaosmanolu et al., 2011). In addition, the sentimental value of the organization is highlighted through its corporate identity (Williams & Moffitt, 1997). Companies have several elements that greatly contribute to establishing their corporate identity (i.e. corporate vision and mission, logo, etc.) (Foroudi, Melewar, & Gupta, 2014).

Geographical location has perennially been recognized as a cardinal determinant in the hotel and homestay industry, profoundly influencing customer preferences and satisfaction levels (Choi, Lehto, & Oleary, 2007). An optimal locale affords travelers enhanced accessibility, scenic vistas, and proximity to indigenous cultural sites and attractions, thereby amplifying its allure (Smith, 2012). There exists a palpable nexus between locales and the alignment of customer expectations with subsequent satisfaction. The convenience of a site, juxtaposed with its ambient natural and cultural milieu, can potentially dictate a traveler's accommodation selection ((Yang, Mao, & Tang, 2018). Moreover, for voyagers, a prime geographical advantage can augment their experiential journey, empowering them to delve deeper into their destination, thereby bolstering satisfaction and intent to rebook (Mittal et al., 2004). Within the pricing paradigms of hotels and homestays, geographical location assumes paramount significance. Establishments ensconced in urban cores or in proximity to tourist epicenters often command premium rates, underscoring the intrinsic value of location to consumers (Enz, 2009). In marketing stratagems, accentuating locational advantages emerges as a pivotal component in captivating potential consumer (Dobrijevic, 2017).

Architectural style operates as a pivotal element within the hotel and homestay industry, influencing not merely initial consumer impressions but also orchestrating their comprehensive experience (Alfakhri et al., 2018). The distinctiveness and innovation of a structure can bolster accommodation branding, lending it a distinguished aura (Keiningham et al., 2019). The integration of traditional architectural motifs with localized cultural nuances in hotel and homestay designs offers an immersive encounter, enabling tourists to more effectively appreciate and engage with regional histories and cultures (Aritama & Diasana Putra, 2021). For instance, numerous establishments in Asia and Europe have appropriated indigenous architectural tenets, thereby curating a unique habitat for their consumer (Adhika & Putra, 2023). Additionally, gravitation towards sustainable and eco-friendly architectural designs is gaining momentum within contemporary tourism. By employing renewable resources, green technologies, and environmentally congruent construction methodologies, hotels and homestays can not only mitigate their environmental footprint but also resonate with a demographic

passionate about sustainability and ecologically aligned accommodations (Khaokhrueamuang, 2014).

To sum up, homestay determinations are an important area of study, each of which plays a unique role in shaping guests' experience and behavioral intentions. The precise configuration and quality of these features are key to ensuring a unique homestay experience and therefore play a key role in the competitiveness and success of homestay operations.

### **2.3 Perceived Service Quality**

Perceived service quality is defined as the subjective evaluation of the overall excellence and superiority of the service by the consumer (Zeithaml, 1988). It involves comparing the consumer's expectations with their actual experiences of the service. The perception of service quality is multidimensional, usually encompassing tangibles (physical facilities and equipment), reliability (the ability to perform promised services reliably and accurately), responsiveness (the intention to help consumers and provide prompt service), assurance (the knowledge and courtesy of employees and their ability to inspire trust and confidence), and empathy (the caring and personalized attention provided to consumers) (Parasuraman, Zeithaml, & Berry, 1985).

In the hotel industry, particularly the homestay sector, the concept of perceived service quality extends to include the authenticity of the homestay experience, the uniqueness of the service provided, personalized attention from the host, and the quality of interaction between the guest and the host. Guests also perceive the quality of service based on the physical environment of the homestay, including the comfort and cleanliness of the accommodation, and the aesthetic appeal of the homestay's architecture and decoration (Ladhari, 2009). Many prior studies have investigated perceived service quality in the context of the homestay industry. For instance, Raza et al. (2020) explored the factors impacting perceived service quality in homestays, finding significant influences from homestay determinations, the quality of interaction with the host, and local experiences. Similarly, Tsa et al. (2014) in their study in the context of the Taiwanese homestay industry showed that the quality of the physical environment, service attitude of the host, and authenticity of the homestay experience are key factors

affecting guests' perceived service quality. Moreover, perceived service quality significantly impacts guests' satisfaction and loyalty, in turn influencing their behavioral intentions, such as their intention to revisit or recommend the homestay to others (Ismail et al., 2016).

In summary, perceived service quality is a significant aspect of how guests evaluate their homestay experience, playing a crucial role in influencing their satisfaction, loyalty, and behavioral intentions. Thus, understanding and enhancing the perceived quality of service by guests is crucial for the success of a homestay.

## 2.4 Personality Traits

The Five Factor Model, also referred to as the Big Five Model, is a widely accepted and utilized model for describing personality in psychology. The model identifies five broad dimensions of personality: Nervousness, Extraversion, Openness to Experience, Agreeableness, and Conscientiousness (McCrae & Costa, 1987).

1. Nervousness refers to the propensity to experience negative emotions such as anxiety, anger, and depression, and is associated with emotional instability and moodiness.
2. Extraversion is characterized by positive emotions, assertiveness, sociability, and the tendency to seek stimulation in the company of others.
3. Openness to Experience describes active imagination, aesthetic sensitivity, attentiveness to inner feelings, intellectual curiosity, and preference for variety.
4. Agreeableness reflects the tendency to be compassionate, cooperative, and likable rather than skeptical and hostile towards others.
5. Conscientiousness represents the degree to which an individual displays organization, responsibility, dependability, and achievement orientation.

In the context of the hotel industry, including hotels and homestays, these personality traits play a significant role in determining consumer perceptions of service quality and subsequent behaviors. Numerous studies have explored the impact of personality traits on hotel service perceptions and consumer behaviors. For instance, the study by Koc and Boz (2014) revealed that personality traits, particularly Extraversion

and Openness to Experience, significantly influence hotel consumers' perceptions of service quality and satisfaction.

Similarly, Chen and Chen (2010) found that consumers with higher levels of Agreeableness and Conscientiousness are more likely to have a positive service experience and are more tolerant of service failures in the hotel setting. Donaldson and Young (2008) investigated the role of personality traits in shaping consumer loyalty in the hotel industry. They found Conscientiousness and Agreeableness significantly influence the development of consumer trust and satisfaction, leading to increased loyalty. On the other hand, Fu, Ju, and Hsu (2015) noted that consumers high in Nervousness tend to have more negative service experiences and are less likely to engage in positive word-of-mouth behaviors.

In summary, the Five-Factor Model of personality provides valuable insights into the service perceptions and behaviors of consumers in the hotel industry. Understanding the role of these personality traits can aid hotel operators and homestay hosts in better catering to the diverse needs and expectations of guests, thereby enhancing consumer satisfaction and loyalty.

## **2.5 Behavioral Intention in the Digital Era**

With the advent of the digital era, people's behavior and decision-making processes are increasingly dependent on digital platforms and tools. In this context, the theory of planned behavior shows that behavioral intention is the most direct factor that affects the actual behavior of an individual (Ajzen, 1991). Smith and Swinyard define behavioral intention as the propensity or likelihood of an action influenced by an individual's attitude (Smith & Swinyard, 1983). Ajzen considers it a process of behavioral manifestation that also includes the intention prior to the occurrence of the behavior (Ajzen, 1985). In the digital environment, the rise of the Internet and social media allows consumers to quickly share their stay experience, which in turn influences the choices of other potential consumers. This makes behavioral intentions, especially electronic word-of-mouth intentions, a core element that must be considered in the homestay industry. (Bai, 2009) believes that behavioral intention refers to the propensity of consumers to adopt a certain behavior, relating to the specific actions that consumers may implement

in the future. Zeithaml, Berry, and Parasuraman (1996) defined behavioral intention as the propensity for consumers to possibly undertake specific activities or behaviors in relation to a product or company in the future, indicating whether consumers will maintain a favorable or unfavorable relationship with the service provider. In tourism research, Li (2019) defined tourists' behavioral intentions as the tendency for tourists to take certain actions based on their knowledge of a destination or their own attitudes. Liu (2018) defines behavioral intention as the propensity for behaviors such as repeat purchases, promotional recommendations, or complaints that tourists generate after evaluating related products and services in the tourism experience process Liu (2019). In this research, the main intention is to study the behavioral intentions of homestay consumers after their stay and experience, therefore, this article defines consumer behavioral intention towards homestays as the propensity for consumers to revisit or recommend after staying and experiencing homestay products and services.

Regarding the measurement dimensions of behavioral intention, some foreign scholars usually investigate behavioral intentions of tourists through dimensions such as willingness to visit and/or revisit, consumption or repurchase intentions, word-of-mouth recommendations, and feedback to service providers (Kock et al., 2016; Ladhari, 2009). Bai (2009) a domestic scholar, believes that behavioral intention consists of three dimensions: word-of-mouth propagation intention, repurchase intention, and willingness to pay a premium (Zhang et al., 2019). During the process of conducting related research on behavioral intention, scholars at home and abroad mostly select one or more of these dimensions for scale design. For example, when Suja and others studied the intention of Americans to take Cuba as a tourist destination, their main measurement dimension was the intention to revisit (Chaulagain, Wiitala, & Fu, 2019). When Ali E and others conducted a study on the relationship between nostalgic emotions and behaviors of Istanbul residents, they selected recommendation intention and revisit intention (Akgun et al., 2020). When Pim tong and others studied the impact of smart tourism applications on tourist behavioral intentions, the measurement items were positive evaluation, recommending to others, and encouraging friends to visit (Tavitiyaman et al., 2021). When domestic scholars Qian and Lin (2016) studied the behavioral intentions of potential tourists towards destination images, they measured it from two aspects: revisit

intention and recommendation intention. When Liu (2018) and others studied the behavioral intentions of suburban-type rural tourists, they adopted three dimensions: repurchase tendency, word-of-mouth publicity, and recommendation tendency. Liu, Lu & Deng (2018). Liu and Jing (2015) measured tourist behavioral intention from three aspects: recommendation, revisit, and sharing when they conducted research on the behavioral intention of religious tourists. Liu and Jing (2015) In the relevant research on the behavioral intentions of hotels and homestays, the research of Seunghyun and other scholars on hotel consumers chose to measure its behavioral intention in three aspects: positive evaluation, recommendation to others, and revisiting (Hyun, Kim, & Lee, 2011). Xie and Liu (2016) measured the behavioral intention of consumers towards green hotels from three dimensions: whether consumers are willing to choose a green hotel when they travel, whether they will make positive word-of-mouth propaganda, and whether they have a willingness to pay Xie & Liu (2016). When Sun (2020) and others explored the behavioral intention of homestay tourists, they measured it from the willingness to share, recommend, and stay again. Sun, Liu, Ouyang, & Jia (2020). Based on this, when this article studies the behavioral intention of Hunan province urban homestay consumers, it will be measured by whether they are willing to give positive evaluations to Hunan province urban homestays, whether they are willing to recommend Hunan province urban homestays, and whether they are willing to choose to stay in Hunan province urban homestays again.

The relevant research on the behavioral intention of homestays is closely related to the research on hotel behavioral intentions. Scholars first studied the behavioral intentions of consumers towards hotels from the perspective of consumers. For example, Nimri and others explored consumers' intentions to stay in green hotels from the perspective of the Theory of Planned Behavior, finding that knowledge, attitudes, and subjective norms all have a positive impact on consumer behavioral intentions (Nimri, Patiar, & Jin, 2020). Xie and Liu (2016) found that consumers' attitudes towards green consumption will significantly affect the overall image of green hotels, and the overall image has a significant impact on consumers' behavioral intentions (Lin, 2018). As for the related research on homestay behavioral intention, the current research on homestay behavioral intention by scholars is also relatively insufficient, and it is currently only

concentrated on the relationship between homestay perceived value, experience, satisfaction, and behavioral intention Sun, et al., (2020); Yang & Deng (2018). The relationship between the perceived image of homestays and behavioral intention has not yet been studied. This study will explore the relationship between the perceived image of homestays and behavioral intention, further expanding the related research on behavioral intention.

## 2.6 Hypothesis Development

### 2.6.1 The Mediating Effect of Perceived Service Quality

Perceived service quality is widely considered a key factor in the hospitality and tourism industry, including hotels and homestays. Its significance lies not only in its direct impact on consumer satisfaction and loyalty, but also in its mediating role between various factors and consumer outcomes. Plenty of research has provided empirical evidence for the mediating role of perceived service quality. For instance, Brady and Cronin Jr (2001) found in a hotel industry context that perceived service quality moderates the relationship between the physical environment of the hotel (including its facilities, layout, and design) and consumer satisfaction. Similarly, (Clemes et al., 2008) found in their research in the aviation industry that perceived service quality moderates the relationship between service characteristics (including employee behavior, flight pattern, and on-board service) and passenger satisfaction. In the context of the homestay industry, a study by (An, Suh, & Eck, 2019) indicates that perceived service quality mediates the relationship between the homestay determinations (including the services provided by the host and the physical environment of the homestay) and guests' overall satisfaction and behavioral intentions. Moreover, in an online booking environment, perceived service quality was found to mediate the relationship between website quality and consumer satisfaction (Bai, Law, & Wen, 2008). The mediating role of perceived service quality can also extend to relationships involving consumer personality traits. For example, a study by Hwang and Choi (2017) in the hotel industry shows that perceived service quality moderates the relationship between a consumer's personality traits (such as extroversion and emotional stability) and their satisfaction and loyalty.

Furthermore, through in-depth interviews, a profound understanding of homestay consumers' perspectives, experiences, and preferences, as well as their views on the relationship between homestay determinations and behavioral intentions, was gained. Participants universally recognized the importance of homestay determinations, including the services provided by hosts and the physical environment of the homestay, to their overall experience and satisfaction. Additionally, the interviews revealed an important finding, suggesting that perceived service quality may serve as a mediator between homestay determinations and behavioral intentions. Participants emphasized their perception of the service quality provided by homestays and how this perception of service quality influences their overall satisfaction and behavioral intentions toward the homestay. They believed that good service quality would enhance their trust and loyalty toward the homestay, thereby making them more inclined to choose the homestay and recommend it to others. Based on these insights from in-depth interviews, we hypothesize that perceived service quality may play an important mediating role between homestay determinations and behavioral intentions, further influencing consumers' behavioral decisions and attitude formation.

### **2.6.2 Homestay Determinations and Behavioral Intentions in the Digital Era**

In the digital era, the homestay industry has undergone unprecedented changes. With the trend of digitization and the change of consumer behavior, how the determinations of homestay affect the behavior intention of consumers has become the core issue in academic research and practice. The determinations of homestay significantly affect the behavioral intention of consumers, such as the possibility of recommending homestay or the intention to stay again (Chen & Chen, 2010). The specific mix and quality of homestay determinations are essential to differentiate homestays from other forms of accommodation and meet consumers' growing desire for authentic, local and personalized travel experiences (Ma et al., 2022).

In the homestay industry, the importance of customer relationship management is widely recognized. Munar and Jacobsen (2014) pointed out that customer relationship management can help homestay operators better understand and meet the needs of tourists, thereby enhancing their repeat intention. In addition, through effective customer

relationship management, homestay can also motivate satisfied customers to conduct e-word of mouth marketing and share a positive stay experience (Bhat & Darzi, 2016).

Secondly, with the increasing global concern for environmental sustainability, homestays that implement green practices are favored by tourists. Okumus et al. (2019) found that green practice can not only improve the environmental image of homestays, but also enhance tourists' intention to visit again. For homestays that implement green practices, their customers are more likely to share their positive experiences online.

In addition, homestays are able to provide a unique cultural and community experience, which is the core competence that differentiates them from traditional hotels. The research of Pujiastuti et al. (2017) shows that when tourists have in-depth cultural experience in homestays, their re-visit intention and sharing intention will increase. The range and quality of services provided by homestay families can significantly influence consumers' behavioral intentions. Ding et al. (2017) pointed out that high-quality and personalized service can significantly improve guest satisfaction. Homestay services also include the provision of local experiences such as guided Tours, cultural experiences or nature-related activities. According to Ryu, Lee, and Kim (2012), such an experience can significantly improve guest satisfaction and intention to recommend. This shows that in addition to basic accommodation and catering services, homestay services can greatly increase the appeal of homestay.

Furthermore, Guttentag, Smith, Potwarka, and Havitz (2018) highlighted that digitization offers homestays the opportunity to cultivate profound relationships with consumers. Through online interactions, feedback, and reviews, homestays can continually refine their service quality, subsequently bolstering intentions for return visits and electronic word-of-mouth recommendations. These digital touchpoints allow consumers to access information, book services, and share experiences with greater convenience and expedience (Dominique-Ferreira, Viana, & Prentice, 2021). Studies indicate a robust correlation between digitized experiences and behavioral intentions, wherein gratifying digital encounters potentially lead to elevated loyalty, repurchase intentions, and referral inclinations (Lee et al., 2020).

In addition, a positive homestay image can lead to more bookings and referrals. Gangadhar et al. (2023) found that there is a significant positive correlation between a good homestay image and re-visit intention and e-word-of-mouth intention.

### **2.6.3 Homestay Determinations and Perceived Service Quality**

In recent years, the homestay industry has grown rapidly worldwide and has become an important part of tourist accommodation. Along with this trend, academic interest in homestay research has also grown, especially how its determinations affect customers' perceived service quality.

First, unlike traditional hotels, homestays offer a unique and personalized experience that is seen as their core competitive advantage (Tussyadiah & Pesonen, 2016). This experience often stems from the intimate interaction between the host and the visitor, the connection to the local culture, and the unique activities on offer. Research has found that this experience has a positive impact on improving perceived service quality (Campos et al., 2015).

Secondly, the green practice of homestays has also begun to attract the attention of consumers. With increasing ecological awareness, consumers are more inclined to choose homestay that implements sustainable practices (Chen & Tung, 2014). These practices, such as energy conservation, waste management, and the use of renewable resources, are not only good for the environment but have also been shown to improve perceived service quality (Luo & Lam, 2020).

Liu and Mattila (2017) observe that providing a unique experience helps to improve the competitive advantage of homestays by increasing guest satisfaction and fostering positive word-of-mouth. Unique local cultural experiences can immerse guests in local traditions, crafts and lifestyles, significantly improving their satisfaction and overall stay experience (Liberato, Liberato, & Ferreira, 2022). For example, guests who attend local festivals, craft workshops or traditional cooking experiences can gain a deeper understanding of the local culture.

Digitization has become a crucial element in enhancing perceived service quality. Engaging with consumers online, offering timely feedback, and providing digital services are perceived to augment consumer satisfaction (Xie, Zhang, & Zhang, 2014). Furthermore, digital tools afford homestay hosts more opportunities to comprehend and

cater to tourists' needs, thereby elevating their service quality (Guttentag, 2015). With advancements in mobile technology and artificial intelligence, the role of digitization in tourism and the homestay industry has become increasingly pronounced. By employing intelligent algorithms, virtual assistants, and other digital tools, homestay hosts can furnish tourists with a more personalized experience, deepening their rapport (Gan, Inversini, & Rega, 2018). Digitization also provides homestays with data-driven decision support, enabling a superior understanding of consumer preferences and needs, thus delivering higher quality services (David, Sudhahar, & Linijah, 2019).

The image of homestays also has an impact on perceived service quality. Positive online reviews and word-of-mouth are considered key to improving the image of homestay, which further enhances consumers' positive perception of their service quality (Zeng & Gerritsen, 2014).

When a location is proximate to the primary attractions of a tourist destination, it plays a pivotal role in elevating perceived service quality (Ye et al., 2014). Tourists find it easier to access areas of interest, thereby enhancing their satisfaction and overall experience (Shonk & Chelladurai, 2008). Additionally, geographical location influences consumers' perceptions of homestay amenities and the surrounding environment, which also stand as key determinants of their satisfaction (Y. Choi et al., 2019).

When a homestay manifests architectural styles consistent with its local region and culture, it can amplify consumers' immersive experience, subsequently enhancing their perception of service quality (Ding et al., 2020). For instance, homestays reflecting traditional Asian or Mediterranean designs can offer tourists a rich cultural experience, thereby bolstering their satisfaction (Loureiro, Stylos, & Bellou, 2021). Additionally, architectural design and layout have a direct bearing on perceived service quality, especially in terms of comfort and functionality (Chen & Hsu, 2000). A meticulously designed homestay can afford tourists elevated levels of comfort and convenience, leading to heightened satisfaction (Wang et al., 2019).

#### **2.6.4 Perceived Service Quality and Behavioral Intention in the Digital Era**

Previous studies have suggested that consumers' behavioral intentions will be affected by homestay determinations, while behavioral intentions are stimulated by consumers' perceived service quality. Bayih and Singh (2020) research found that

perceived service quality positively affects behavioral intentions, but the overall perceived service quality has different effects on revisit intention and word-of-mouth intention, and the impact on revisit intention is significantly higher than word-of-mouth intention (C.-H. S. Liu & Lee, 2016). It is believed that consumers' perceived service quality has a direct positive impact on behavioral intentions (Che-Hui, Wen, & Chung-Cheng, 2011). In a specific tourism situation, the perceived service quality reflects the positive or negative emotions of tourists, and the positive emotions of tourists help them generate higher word-of-mouth intentions and revisit intentions (He, Su, & Swanson, 2020). Wang et al. found that different dimensions of tourism destination image had corresponding indirect effects on tourists' future behavioral intentions through perceived service quality (Gonzalez, Comesaña, & Brea, 2007). The relationship found that the variables of the perceived image of tourists in rural tourism destinations have a significant and positive impact on behavioral intentions through the mediation of perceived service quality (Davras & Ozpercin, 2023). The research of Hussein and other scholars linked the hotel image with the consumer's perceived service quality and behavioral intention and pointed out that compared with the consumer's perceived image of the hotel, the hotel consumers' perceived service quality has a greater positive impact on behavioral intentions (Clemes et al., 2009).

### **2.6.5 The Moderating Effect of Personality Traits**

Personality traits play a key role in mediating the relationship between host family determinations, perceived service quality, and behavioral intentions. Extraversion, characterized by sociability and warmth, was found to enhance the influence of host family determinations on behavioral intentions. Extraverted guests may be more inclined to interact with hosts and participate in local experiences, thereby enhancing their willingness to revisit or recommend homestays (Zhang & Tang, 2021). Openness to experience is another trait that can significantly mediate this relationship. People high in openness are often adventurous and intellectually curious, and may perceive unique host family determinations more positively, increasing their intention to make positive word of mouth or revisit in the future (Senf, Campos-Outcalt, & Kutob, 2003). Meanwhile, the traits of nervousness and agreeableness were also shown to have an impact. Highly neurotic guests are more prone to emotional instability and may react more negatively to any minor problem, thereby potentially

undermining their positive behavioral intentions (Yi & Gong, 2013). On the other hand, friendly guests who are known to avoid conflict and appreciate cooperation tendencies may prefer simple homestay determinations that enhance their intention to return or word of mouth (Dey, Mathew, & Chee-Hua, 2020). Finally, conscientious, organized, detail-oriented individuals may critically evaluate host family determinations, and their behavioral intentions may be influenced by service reliability (Ladhari, 2009).

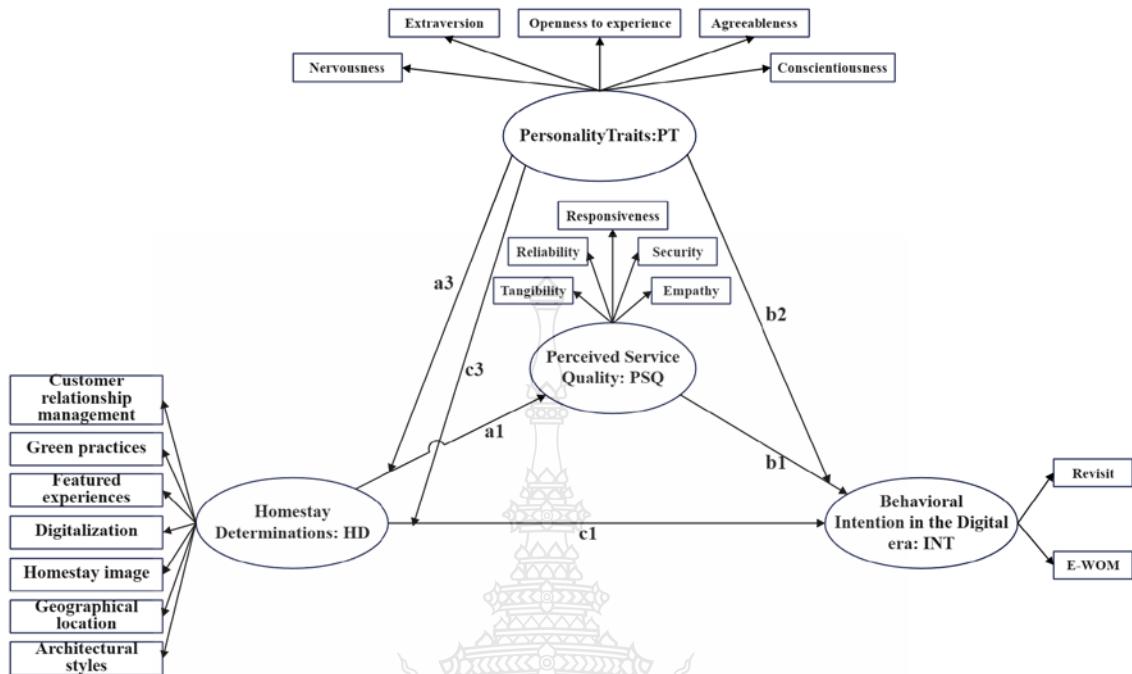
Studies in various industries including hospitality, tourism, and especially the homestay industry have highlighted the moderate role of personality traits in the relationship between homestay determinations and perceived service quality. Starting with extroversion, people with this trait are often characterized by outgoing and energetic personalities, and it may be easier to view host family determinations positively and associate them with high quality service. Extroversion often seeks social interaction and stimulation (Bardi & Schwartz, 2003), which may lead them to appreciate the unique and social experience that a host family can provide, thereby improving their overall perception of service quality (Lim & Endean, 2009). Likewise, people who are high in openness to experience (defined by their creativity and appreciation for novelty) may value the unique and personal characteristics of a host family more than traditional accommodation. Therefore, they may think that the service quality of homestay is higher (Wahid et al., 2017). Agreeableness and conscientiousness, representing traits such as cooperation and order, respectively, also play a role in shaping this relationship. Friendly individuals known for being cooperative and considerate, even in the face of minor problems, may view boarding services more positively, thereby improving perceived service quality (Orel & Kara, 2014). In contrast, conscientious guests may critically evaluate every detail of a homestay, and their perception of service quality may be greatly influenced by the reliability and consistency of service (Amin & Isa, 2008).

Research in hospitality and tourism, especially in the context of homestays, often highlights the significant moderating role of personality traits in the relationship between perceived service quality and behavioral intentions. For example, extraversion is generally associated with a higher propensity for positive word-of-mouth and repeat patronage. Extraversion, who are characterized by being sociable and outgoing, are more likely to share their positive experiences and are more inclined to revisit places where they had pleasant

experiences (Srivastava & Ketter, 2010). People with high levels of openness to experience, recognized for their creativity and curiosity, are more likely to view service quality positively. Their appreciation for novelty and new experiences makes them more likely to recommend unique and original services, such as those offered by homestay families, and have a stronger intention to return (Bardi & Schwartz, 2003). On the other hand, individuals with high levels of nervousness may be more sensitive to any perceived service failures, possibly leading to lower revisit intentions and negative word-of-mouth (Pizam & Fleischer, 2005). Friendly individuals, known for their cooperative and considerate nature, may express stronger intentions for positive behavior even in the face of minor service failures due to their empathy (Gountas, Gountas, & Mavondo, 2014). Finally, conscientious individuals known for organized and hardworking behavior may have higher standards for service quality, which in turn may influence their behavioral intentions. A service experience that meets their high standards may lead to strong positive word-of-mouth and a high willingness to return.

In addition to the aforementioned literature review, this study also found through in-depth interviews that individual personality traits play an important moderating role in the relationship between homestay determinations and homestay intentions. Participants' responses indicated that their preferences and emphasis on different homestay determinations are influenced by their personality traits. For example, some participants expressed a preference for homestays with strong social aspects and abundant recreational facilities, which aligns with their extraverted personality traits as they enjoy socializing and seeking stimulation. Conversely, other participants tended to favor quiet and comfortable spaces, which correlates with their more introverted or cautious personality traits. Furthermore, individual personality traits also influence their perception and evaluation of service quality. Some participants indicated heightened sensitivity to service quality issues, which may be associated with their neuroticism, leading them to evaluate homestay service performance more cautiously and critically. On the other hand, optimistic and open individuals are more inclined to embrace new experiences, leading them to adopt a more positive attitude towards service quality and be more willing to stay at homestays again. In summary, personality traits play a moderating role in the relationship between homestay determinations, perceived service quality, and homestay intentions.

## 2.7 Theoretical Framework



**Figure 2.1** Conceptual framework of the study

## 2.8 Hypothesis Development

**Table 2.1** Summary of hypothesis

| No. | Research hypothesis   | Literature support  |
|-----|---|---|
| H1  | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of personality traits            | (Bardi & Schwartz, 2003; Campos et al., 2015; David et al., 2019; Ding et al., 2020; Liberato et al., 2022; Luo & Lam, 2020; Tussyadiah & Pesonen, 2016; Wahid et al., 2017; Yi & Gong, 2013; Zeng & Gerritsen, 2014; Zhang & Tang, 2021) |
| H2  | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Agreeableness conditions.     |   |
| H3  | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Conscientiousness conditions. |   |
| H4  | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Extraversion conditions       |   |

**Table 2.1** Summary of hypothesis (Cont.)

| No. | Research hypothesis  | Literature support   |
|-----|--|--|
| H5  | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Nervousness conditions.            |  |
| H6  | Homestay determinations influences behavioral intention in the digital era under moderating role of personality traits.  |  |
| H7  | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Openness to Experience conditions. | (Bhat & Darzi, 2016; Dey et al., 2020; Ding et al., 2017; Dominique-Ferreira et al., 2021; Gangadhari et al., 2023; Guttentag et al., 2018; Ladhari, 2009; Ma et al., 2022; Okumus et al., 2019) |
| H8  | Homestay determinations influences behavioral intention in the digital era under moderating role of Agreeableness.   |  |
| H9  | Homestay determinations influences behavioral intention in the digital era under moderating role of Conscientiousness.   |  |
| H10 | Homestay determinations influences behavioral intention in the digital era under moderating role of Extraversion.  |  |
| H11 | Homestay determinations influences behavioral intention in the digital era under moderating role of Nervousness.   |  |
| H12 | Homestay determinations influences behavioral intention in the digital era under moderating role of Openness to Experience.  |  |
| H13 | Homestay determinations influences perceived service quality under moderating role of personality traits.  | (Bayih & Singh, 2020; Davras & Ozpercin, 2023; Gountas et al., 2014; He et al., 2020; Lim & Endean, 2009; C.-H. S. Liu & Lee, 2016; Pizam & Fleischer, 2005)                                     |
| H14 | Homestay determinations influences perceived service quality under moderating role of Agreeableness.   |  |
| H15 | Homestay determinations influences perceived service quality under moderating role of Conscientiousness.   |  |
| H16 | Homestay determinations influences perceived service quality under moderating role of Extraversion.  |  |
| H17 | Homestay determinations influences perceived service quality under moderating role of Nervousness.   |  |
| H18 | Homestay determinations influences perceived service quality under moderating role of Openness to Experience.  |  |

**Table 2.1** Summary of hypothesis (Cont.)

| No. | Research hypothesis   | Literature support   |
|-----|---|--|
| H19 | Perceived service quality influences behavioral intention in the digital era under moderating role of personality traits.     | (An et al., 2019; Bardi & Schwartz, 2003; Brady & Cronin Jr, 2001; Hwang & Choi, 2017) |
| H20 | Perceived service quality influences behavioral intention in the digital era under moderating role of Agreeableness.          |  |
| H21 | Perceived service quality influences behavioral intention in the digital era under moderating role of Conscientiousness.      |  |
| H22 | Perceived service quality influences behavioral intention in the digital era under moderating role of Extraversion.           |  |
| H23 | Perceived service quality influences behavioral intention in the digital era under moderating role of Nervousness.            |  |
| H24 | Perceived service quality influences behavioral intention in the digital era under moderating role of Openness to Experience. |  |



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter presents the research methodology employed in the study, applying a consumer behavior model perspective as the underpinning theory. The methodological framework is derived from service quality and consumer behavioral intentions literature, explaining the associations among the study's variables. Previous literature has identified variables that might influence consumers' behavior intentions, including homestay determinations, perceived service quality, and personality traits. Hence, the purpose of this chapter is to outline the employed research methods to illuminate the relationships among these variables. This includes detailed discussions on the study's population and samples, the instruments and measurements used for data collection, the procedures followed for data gathering, and the specific analytical techniques applied for data interpretation. All these elements collectively aim to provide a comprehensive understanding of how and why certain homestay determinations impact perceived service quality and consumer behavior intention in the context of Hunan Province, China. The chapter also emphasizes the moderating role of different personality traits, such as agreeableness, conscientiousness, extraversion, neuroticism, and openness to experience, in these relationships, thereby providing a more nuanced exploration of the research problem.

#### **3.2 Study Philosophy**

The choice of research philosophy is predicated on the research question and context, reflecting the researcher's understanding and beliefs about their research role (Saunders et al., 2015). This study aims to describe and understand the general responses of the public towards homestay experiences without delving into the underlying reasons for these reactions, making realism an apt research philosophy. Realism, rooted in the positivist approach to social research, posits the existence of a clear objective reality and seeks to understand it through neutral, systematic observations (Saunders & Bezzina, 2015). However, realism also recognizes the potential inaccuracies when measuring

human concepts and perceptions, believing that humans observe under bounded rationality. Thus, realism is appropriate for objectively researching social phenomena while acknowledging the potential limitations in human measurement and observation.

### **3.3 Research Design**

The author employs a mixed-methods approach, combining qualitative and quantitative research methodologies. Qualitative research is a methodology primarily focused on description, interpretation, and understanding, with its core characteristic being an emphasis on the in-depth structure of phenomena and the underlying meanings. This research method places a strong emphasis on gaining a profound understanding of participants' perspectives, experiences, and social phenomena. Interviews, a typical qualitative research method, involve purposeful communication with research subjects to acquire detailed and in-depth information, revealing their viewpoints, experiences, and concepts. Interviews are a form of data collection involving direct conversations with participants and can take structured, semi-structured, or unstructured forms. In this study, the author employs a semi-structured form of interviews, expecting to conduct in-depth interviews with 18 experts and 40 non-experts, recording and analyzing the obtained content.

Quantitative research is a methodology based on the analysis of quantitative data, with its primary goal being to measure and validate specific relationships, patterns, or theories through numerical analysis and statistical methods. This research method emphasizes measurement, quantification, and repeatability, aiming to achieve reliability and comparability through rigorous study design and standardized data collection procedures. Survey research is a method for collecting quantitative data, involving the distribution of structured questionnaires to research subjects for the quantification and statistical analysis of participants' perspectives, attitudes, behaviors, and background information.

This study utilizes the survey research method within the framework of quantitative research, aiming to quantify the relationships between homestay determinations, personality traits, perceived service quality, and behavioral intentions.

Additionally, the results of quantitative analysis will be validated against the findings from qualitative analysis.

### **3.4 Qualitative Methodology**

The qualitative research was conducted through in-depth interviews with 18 experts and 40 non-experts. In-depth interviews are conducted to accomplish the following two objectives:

- 1) Use the results obtained from the in-depth interviews to improve the research tool: i.e., create a questionnaire appropriate to the Chinese context, especially in the field of homestays.
- 2) Compare and analyze the obtained results with those obtained by quantitative statistics in related problems.

#### **3.4.1 Population and Sample**

The researchers selected a sample of respondents to conduct targeted sampling interviews. The interview criteria are as follows:

- 1) Non-experts have experience in making homestay reservations in Hunan Province through digital platforms.
- 2) The experts possess extensive experience in the research of homestay residence intention.

#### **3.4.2 Research Instruments**

The interviews were conducted in a semi-structured manner. Based on a review of the literature and considering previous interview guidelines along with the research objectives of this study, a set of interview guidelines focusing on tourists' intention to travel was developed. To ensure the accuracy and smoothness of the research, several preliminary interviews were conducted to identify areas that were unclear or difficult to comprehend, and modifications were made accordingly. The finalized interview guidelines included the following questions:

1. How important do you consider the homestay determinations (such as architectural style, green practices) in your decision to choose a homestay? Please briefly explain the reasons.

2. What are your perceptions of the service quality of this homestay?
3. How do you think your personality traits (such as extraversion, openness to experience) influences your choice of homestay?
4. Do you tend to choose homestays that align with your personal tastes and preferences? Please explain why.
5. Are you willing to stay at this homestay again? Why or why not?
6. Would you recommend this homestay to your friends or family for future stays? Why?
7. Will you review the property on the electronic platform and recommend the homestay to others? Why?

#### **3.4.3 Research Preparation and Interview Methods**

Before commencing the study on the willingness to revisit homestays, the researcher undertook the following steps to ensure the quality and efficiency of the research:

- 1) Pre-Selection of Respondents: The researcher pre-selected a group of consumers with experience staying in homestays in Hunan Province and generally informed them of the research objectives. This approach helps to establish trust, ensuring participants provide informed consent and understand the purpose of their involvement.
- 2) Understanding of Research Methods: The researcher delved into the methods, procedures, and issues involved in gathering information from interviews. This included developing a detailed interview protocol that clarified the questions to be asked, the order of questioning, and potential follow-up questions to ensure both structure and flexibility in the interviews.
- 3) Preparation of Data Collection Equipment: To efficiently collect on-site data, the researcher prepared essential equipment, including notebooks, interview sheets, and recording devices. The use of these tools ensures the accuracy and completeness of the data.

#### **3.4.4 Interview Implementation and Data Management**

During the implementation of the interviews, the researcher took the following measures:

1) Preparation Before Interviews: Respondents were given 10 minutes to reflect on the questions and organize their thoughts before the formal interviews, addressing any uncertainties.

2) Execution of Interviews: In-depth interviews were conducted through telephone calls, voice chats, or face-to-face interactions, with each interview lasting 60 minutes to ensure depth and detail in the data collected.

3) Real-time Data Recording and Organization: Data was recorded and organized simultaneously during the interviews to capture nuances of the conversation and ensure data accuracy.

4) Assessment of Data Saturation: Interviews were terminated upon reaching data saturation, where no new information was being gathered, indicating that the sample size was sufficient.

5) Diversity of Participants: Ultimately, 20 participants, including 12 females and 8 males from diverse backgrounds such as students and professionals in various industries, were interviewed, providing a multifaceted understanding of the issue.

6) Ethics and Feedback: The research process strictly adhered to ethical guidelines, including the protection of participants' privacy and providing feedback. The researcher ensured all participants understood their responses would be confidential and provided feedback on the research findings after the study.

Through these meticulously planned and executed steps, the researcher was able to collect authentic, useful, and in-depth data, offering valuable insights into the willingness to revisit homestays.

### **3.4.5 Form a Relationship**

The researchers conducted interviews by selecting sample groups from a group of acquaintances or through their suggestions. This ensures that the sample group has the immediate characteristics needed to provide the information that needs to be collected. The researchers applied this method to reveal the real situation of the respondents and clearly state the goal of the data collection. During the interview, the interviewer is humble, greets politely, and respects the interviewee with a smile, so they will feel good and be happy to provide more information.

### **3.4.6 Interview**

In this interview, the researchers spent 30-40 minutes interviewing each participant in the form of a friendly chat, leaving the respondents free to give the desired answers. The interview method selected by the interviewer is as follows:

Informal interviews allow the interviewee to answer general questions, such as daily life, health, family, self-care and so on.

2) In-depth interviews were conducted to find information of special interest to researchers, such as homestay experiences and behavioral intentions.

3) An uncompromising interview is one in which the researcher must be careful in asking questions so that the interviewee reveals the most relevant information. It is often used to ask for sensitive information that respondents may not really want to reveal, such as health issues, income and expense costs, etc.

4) The researchers thanked the respondents and presented some souvenirs to show their appreciation.

### **3.4.7 Data Analysis**

1) Analyze and interpret the data collected from interview records and recorders. Further, the content analysis of the interviewee's speech is conducted according to the question, and then the analytical analysis is completed to explain the formation of specific conclusions.

2) The information analyzed is then used to prepare the research report and examples of conversations with respondents are included in the summary of each question in order to properly understand the results.

## **3.5 Quantitative Methodology**

### **3.5.1 Population and Sample**

According to a survey conducted by the China Tourism Academy, by the year 2022, inter-provincial tourism flow in Hunan Province is projected to rank seventh nationwide. Since 2022, with the high attention from the Hunan Provincial Party Committee and Provincial Government, the development of the tourism industry in Hunan has shown positive signs. In the first half of this year, the province hosted 171 million domestic and international tourists, generating tourism revenue of 257.209 billion

yuan. In 2023, the latest national tourism homestay rating list was released on the official website of the Ministry of Culture and Tourism. Among them, three homestays in Hunan were rated as A-level, and one homestay was rated as B-level, ranking second in the country. As of now, Hunan Province has 27 five-star homestays and 28 four-star homestays. Therefore, the homestay industry in Hunan Province serves as a data source for this study. A targeted population is a group of people who meet specific criteria and can be grouped (Blumberg, Cooper, & Schindler, 2014). Cooper and Schindler(2003) noted that a completely random sample is a group of people from a more extensive survey population who all have the same chance of being chosen. A recent body of research recommends using power analysis to calculate sample size (Hair et al., 2019), although strict rules may not exist. Some guidelines can be adopted to estimate an adequate sample size (Dattalo, 2008).

This study sorted out 76 items. As a rule of thumb, the best sample size can be obtained by multiplying 8.2 by 76, which is 624. Six homestays were randomly selected from 55 homestays for the questionnaire survey as the data collection tool, involving a random sample of consumers from these six homestays. The research adopted a structured questionnaire for the survey method, collecting information through personal interviews. The respondents represented diverse demographic data and had different experiences in various types of host families across different locations within the province. Data recording commenced on specified dates to ensure that responses reflected the respondents' most recent experiences and opinions.

### **3.5.2 Instruments and Measurements**

A questionnaire is used here as a data collection tool for the study sample. It is constructed on the basis of the literature review in Chapter 2 and is also designed to meet the research questions and objectives studied in Chapter 1. This questionnaire consists of two parts, the specific content is as follows.

The first part of the questionnaire collects demographic information. This data provides a detailed understanding of the profile of the respondents, including:

1. age.
2. Gender.
3. Education level.

4. Monthly income.

5. Do you have homestay experience in Hunan Province?

The second part aims to measure respondents' perceptions and attitudes towards homestay determinations, perceived service quality, personality traits and behavioral intentions:

Homestay determinations. It includes measurement items for five key aspects: Customer relationship management, green practices, featured experiences, digitalization, geographical location, architectural styles, and homestay image. A total of 19 items are measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

**Table 3.1** Items of Homestay determinations

| Variables                               | Items   | Resources                                     |
|---|---|---|
| <b>Customer relationship management</b> | I have a high level of trust in the homestay<br>I pay close attention to the updates from this homestay<br>The home understands consumer preferences and needs<br>The staff at the homestay frequently engage in communication with consumers                               | (Reinartz, Krafft, & Hoyer, 2004; Wang, 2021) |
| <b>Green practices</b>                  | The homestay provides thoughtful reminders for energy conservation and emissions reduction<br>The homestay carries out green management promotion activities<br>The homestay utilizes eco-friendly air conditioning<br>The homestay has complete waste recycling facilities | (Gupta et al., 2023; Wei, 2020)               |
| <b>Featured experiences</b>             | The homestay staff exhibit a warm and enthusiastic service attitude<br>The interaction with the staff at the homestay is pleasant<br>The staff at the homestay are proactive in providing services<br>The host recommended local cuisine and Tours                          | (George, 2019)                                |

**Table 3.1** Items of Homestay determinations (Cont.)

| Variables                    | Items   | Resources                            |
|------------------------------|---|--------------------------------------|
| <b>Digitalization</b>        | I can access information about the homestay through digital platforms<br>The homestay enhances my immersive living experience through digital means<br>The host family aided me in addressing unforeseen issues through digital solutions<br>The homestay amplifies my sense of gain through digital measures | (Li, Sui, & Huang, 2023)             |
| <b>Homestay image</b>        | The homestay is innovative and pioneering<br>The homestay is successful and confident<br>The homestay is convincing and smart<br>The homestay does business in an ethical manner<br>The homestay is open and consumer sensitive   | (Lai, 2019)                          |
| <b>Geographical location</b> | The location of the homestay is convenient for transportation and highly accessible<br>The environment of the homestay is beautiful<br>The homestay offers easy access to local attractions<br>Near the homestay, one can taste the local delicacies  | (Sweeney & Soutar, 2001; Yang, 2022) |
| <b>Architectural styles</b>  | The architectural style of the homestay is aesthetically pleasing and unique<br>The architectural style of the homestay creates a distinct and delightful accommodation experience<br>The architectural style of the homestay reflects the local culture and environment                                      | (Yang, 2022)                         |

**Perceived Service Quality:** This assesses respondents' views on the service quality provided by the homestay in five aspects: tangibility, reliability, responsiveness, assurance, and empathy. A total of 20 items are used, with a 5-point Likert scale to assess their level of agreement.

**Table 3.2** Items of Perceived service quality

| Variables             | Number | Items  | Resources        |
|-----------------------|--------|--|------------------|
| <b>Tangibility</b>    | T1     | The homestay boasts modern and high-quality facilities and amenities                                     | (Muangmee, 2020) |
|                       | T2     | The homestay features an attractive exterior design and interior decoration                              |                  |
|                       | T3     | The staff at the homestay are neatly dressed and clean   |                  |
|                       | T4     | The facilities of the homestay harmonize with the surrounding environment                                |                  |
| <b>Reliability</b>    | R1     | The staff at the homestay can provide excellent service  | (Muangmee, 2020) |
|                       | R2     | The homestay staff cares about and assists consumers   |                  |
|                       | R3     | The facilities provided by the homestay ensure safety  |                  |
|                       | R4     | The staff diligently document the services to ensure their completion                                    |                  |
| <b>Responsiveness</b> | RE1    | Tourists can clearly know the correct service time   | (Muangmee, 2020) |
|                       | RE2    | The service needs of tourists can be met in a timely manner  |                  |
|                       | RE3    | The staff at the homestay are always willing to warmly extend a helping hand to tourists                 |                  |
|                       | RE4    | The staff at the homestay will not neglect the demands of tourists because they are doing other things   |                  |
| <b>Assurance</b>      | A1     | There is assurance of security when engaging in transactions with the staff at the homestay              | (Muangmee, 2020) |
|                       | A2     | The staff at the homestay give tourists a sense of trust and professionalism                             |                  |
|                       | A3     | The staff at the homestay are polite and measured in their manners                                       |                  |
|                       | A4     | The staff at the homestay are capable of resolving consumer issues                                       |                  |
| <b>Empathy</b>        | E1     | The staff at the homestay can provide personalized services according to different guest characteristics | (Muangmee, 2020) |
|                       | E2     | The homestay staff is knowledgeable about consumer reasonable special requirements                       |                  |

**Table 3.2** Items of Perceived service quality (Cont.)

| Variables | Number | Items   | Resources |
|-----------|--------|---|-----------|
|           | E3     | The staff at the homestay proactively engage with guests  |           |
|           | E4     | The service hours provided by the homestay are reasonable |           |

**Personality traits:** This section assesses respondents' self-reported personality traits based on the Five-Factor Model of Personality (McCrae & Costa, 1987), focusing on nervousness, extraversion, openness, agreeableness, and conscientiousness. There are a total of 22 items, all of which are used directly, and a 5-point Likert scale is used for scoring.

**Table 3.3** Items of Personality traits

| Variables                | Number | Items  | Resources              |
|--------------------------|--------|--|------------------------|
| <b>Agreeableness</b>     | AG1    | I am a person who can cooperate pleasantly with others | (McCrae & Costa, 1987) |
|                          | AG2    | I will do my best to help others                       |                        |
|                          | AG3    | I am a person who considers the position of others     |                        |
|                          | AG4    | I am an easy person to communicate with                |                        |
|                          | AG5    | Most people who know me like me                        |                        |
| <b>Conscientiousness</b> | CO1    | I am a person who constantly demands progress          | (McCrae & Costa, 1987) |
|                          | CO2    | I am a person who is responsible in doing things       |                        |
|                          | CO3    | I am a person who abides by the rules                  |                        |
|                          | CO4    | I am a person who strives to achieve my goals          |                        |
| <b>Extraversion</b>      | EX1    | I am very good at talking to people                    | (McCrae & Costa, 1987) |
|                          | EX2    | I love making new friends                              |                        |
|                          | EX3    | I like to stay in places where there are activities    |                        |
|                          | EX4    | I am a proactive and positive person                   |                        |
|                          | EX5    | I am a person full of energy                           |                        |
| <b>Nervousness</b>       | NE1    | I am easily worrying for nothing                       | (McCrae & Costa, 1987) |
|                          | NE2    | I often feel nervous                                   |                        |
|                          | NE3    | I am a person with poor emotional control              |                        |
|                          | NE4    | I let others' emotions affect my mood                  |                        |

**Table 3.3** Items of Personality traits (Cont.)

| Variables                     | Number | Items                                 | Resources              |
|-------------------------------|--------|---------------------------------------|------------------------|
| <b>Openness to experience</b> | OE1    | I have a strong curiosity             | (McCrae & Costa, 1987) |
|                               | OE2    | I like to try new things              |                        |
|                               | OE3    | I often have many fantasies           |                        |
|                               | OE4    | I am a person with innovative ability |                        |

**Behavioral intentions in the digital era:** The survey explores the respondents' intentions to revisit the homestay and to spread positive word-of-mouth. There are 3 items in total, evaluated using a 5-point Likert scale.

**Table 3.4** Items of Behavioral intentions in the digital era

| Variables                       | Number  | Items   | Resources                                    |
|---------------------------------|---------|---|--|
| <b>Electronic word of mouth</b> | E-WOM1  | I will actively recommend this hostel to others on the digital platform   | (Pourabedin & Migin, 2015; Sinthusiri, 2016) |
|                                 | E-WOM 2 | If someone on a digital platform is looking for a homestay, I would suggest he/she stay at the homestay I've stayed at before |  |
|                                 | E-WOM 3 | I will leave a positive review for the homestay I stayed at on travel websites  |  |
| <b>Intentions to revisit</b>    | IR1     | Given the chance, I will book local homestays again in the future   | (Hyun et al., 2011; Sinthusiri, 2016)        |
|                                 | IR2     | I will stay at the homestay again when travelling   |  |
|                                 | IR3     | I intend to experience the local homestay again   |  |

The use of a 5-point Likert scale provides nuanced responses, increasing the reliability of the data. Therefore, the questionnaire aims to gain a comprehensive understanding of the respondents' experiences, perceptions of homestay determinations and service quality, their personality traits, and behavioral intentions.

### 3.5.3 Data Collection

This study uses a questionnaire survey to collect data from residents who have experienced homestay services in Hunan Province. Potential respondents were informed

of the purpose of the study, their participation was ensured voluntarily, and their responses were kept confidential. Participation was entirely voluntary, and no incentives were offered to respondents to avoid bias. To maximize response rates, regular reminders were issued throughout the survey period, while also ensuring that respondents did not feel pressured to participate.

During the entire data collection process, difficulties such as low response rate and invalid responses were encountered. To address these challenges, we employed strategies such as posting reminders, reaching out to the larger online community, and refining the survey design based on initial feedback to ensure higher response rates and more valid data. All collected data is thoroughly checked for completeness and consistency before being compiled into the database for analysis, maintaining the integrity and reliability of the collected data.

### **3.5.4 Data Preparation for Quantitative Analysis**

This stage involves data preparation, including data screening, editing, coding, and inputting, to ensure data quality and usability. The details are described as follows:

#### **3.5.4.1 Data Screening**

To obtain comprehensive data, the following data collection process was conducted. Surveys were distributed to consumers who had experiences staying in homestays in Hunan Province, using an online survey format. A total of 780 questionnaires were collected, and after excluding invalid responses, 620 valid survey questionnaires remained.

#### **3.5.4.2 Data Coding and Inputting**

Variables in this study were coded by the researcher to simplify the process of data handling and interpretation, and the coding results are presented in Table 3.5. Subsequently, IBM's statistical software package was used for data analysis. Descriptive statistics, exploratory factor analysis, and correlation analysis were conducted using SPSS 26.0 software, while confirmatory factor analysis was performed using SPSS Amos 26.0 software. Finally, Smart-PLS 3.0 software was employed to test the research hypotheses.

**Table 3.5 Abbreviation of Items**

| Item   | Abbre<br>viation | Item  | Abbre<br>viation | Item   | Abbre<br>viation |
|--|------------------|---|------------------|--|------------------|
| Customer relationship management   | CRM              | Tangibility   | TY               | Agreeableness  | AG               |
| I have a high level of trust in the homestay   | CRM1             | The homestay boasts modern and high-quality facilities and amenities        | TY1              | I am a person who can cooperate pleasantly with others | AG1              |
| I pay close attention to the updates from this homestay                                    | CRM2             | The homestay features an attractive exterior design and interior decoration | TY2              | I will do my best to help others                       | AG2              |
| The home understands consumer preferences and needs  | CRM3             | The staff at the homestay are neatly dressed and clean                      | TY3              | I am a person who considers the position of others     | AG3              |
| The staff at the homestay frequently engage in communication with consumers                | CRM4             | The facilities of the homestay harmonize with the surrounding environment   | TY4              | I am an easy person to communicate with                | AG4              |
| Green practices  | GP               | Reliability   | RY               | Most people who know me like me                        | AG5              |
| The homestay provides thoughtful reminders for energy conservation and emissions reduction | GP1              | The staff at the homestay can provide excellent service                     | RY1              | Conscientiousness                                      | CS               |
| The homestay carries out green management promotion activities                             | GP2              | The homestay staff cares about and assists consumers                        | RY2              | I am a person who constantly demands progress          | CS1              |

**Table 3.5** Abbreviation of Items (Cont.)

| Item  | Abbreviation | Item   | Abbreviation | Item  | Abbreviation |
|---|--------------|--|--------------|---|--------------|
| The homestay utilizes eco-friendly air conditioning                 | GP3          | The facilities provided by the homestay ensure safety  | RY3          | I am a person who is responsible in doing things    | CS2          |
| The homestay has complete waste recycling facilities                | GP4          | The staff diligently document the services to ensure their completion                                  | RY4          | I am a person who abides by the rules               | CS3          |
| Featured experiences  | FE           | Responsiveness   | RS           | I am a person who strives to achieve my goals       | CS4          |
| The homestay staff exhibit a warm and enthusiastic service attitude | FE1          | Tourists can clearly know the correct service time   | RS1          | Extraversion  | EN           |
| The interaction with the staff at the homestay is pleasant          | FE2          | The service needs of tourists can be met in a timely manner  | RS2          | I am very good at talking to people                 | EN1          |
| The staff at the homestay are proactive in providing services       | FE3          | The staff at the homestay are always willing to warmly extend a helping hand to tourists               | RS3          | I love making new friends                           | EN2          |
| The host recommended local cuisine and Tours                        | FE4          | The staff at the homestay will not neglect the demands of tourists because they are doing other things | RS4          | I like to stay in places where there are activities | EN3          |
| Digitalization  | DN           | Assurance  | AE           | I am a proactive and positive person                | EN4          |

**Table 3.5** Abbreviation of Items (Cont.)

| Item   | Abbre<br>viation | Item   | Abbre<br>viation | Item                                      | Abbre<br>viation |
|--|------------------|--|------------------|---|------------------|
| I can access information about the homestay through digital platforms              | DN1              | There is assurance of security when engaging in transactions with the staff at the homestay              | AE1              | I am a person full of energy              | EN5              |
| The homestay enhances my immersive living experience through digital means         | DN2              | The staff at the homestay give tourists a sense of trust and professionalism                             | AE2              | Nervousness                               | NS               |
| The host family aided me in addressing unforeseen issues through digital solutions | DN3              | The staff at the homestay are polite and measured in their manners                                       | AE3              | I am easily worrying for nothing          | NS1              |
| The homestay amplifies my sense of gain through digital measures                   | DN4              | The staff at the homestay are capable of resolving consumer issues                                       | AE4              | I often feel nervous                      | NS2              |
| Homestay image   | HI               | Empathy  | EY               | I am a person with poor emotional control | NS3              |
| The homestay is innovative and pioneering  | HI1              | The staff at the homestay can provide personalized services according to different guest characteristics | EY1              | I let others' emotions affect my mood     | NS4              |

**Table 3.5** Abbreviation of Items (Cont.)

| Item  | Abbre<br>viation | Item  | Abbre<br>viation | Item                                  | Abbre<br>viation |
|---|------------------|---|------------------|---------------------------------------|------------------|
| The homestay is successful and confident  | HI2              | The homestay staff is knowledgeable about consumer reasonable special requirements  | EY2              | Openness to experience                | OE               |
| The homestay is convincing and smart  | HI3              | The staff at the homestay proactively engage with guests  | EY3              | I have a strong curiosity             | OE1              |
| The homestay does business in an ethical manner                                     | HI4              | The service hours provided by the homestay are reasonable   | EY4              | I like to try new things              | OE2              |
| The homestay is open and consumer sensitive   | HI5              |   |                  | I often have many fantasies           | OE3              |
| Geographical location   | GL               | Electronic word of mouth  | E-WOM            | I am a person with innovative ability | OE4              |
| The location of the homestay is convenient for transportation and highly accessible | GL1              | I will actively recommend this hostel to others on the digital platform   | E-WOM1           |                                       |                  |
| The environment of the homestay is beautiful  | GL2              | If someone on a digital platform is looking for a homestay, I would suggest he/she stay at the homestay I've stayed at before | E-WOM2           |                                       |                  |

**Table 3.5** Abbreviation of Items (Cont.)

| Item   | Abbre<br>viation | Item   | Abbre<br>viation | Item                  | Abbre<br>viation |
|--|------------------|--|------------------|-----------------------|------------------|
| The homestay offers easy access to local attractions   | GL3              | I will leave a positive review for the homestay                                  | E-WOM3           |                       |                  |
| Near the homestay, one can taste the local delicacies  | GL4              | I stayed at on travel websites   |                  | Intentions to revisit | IR               |
| Architectural styles   | AS               | Given the chance, I will book and experience local homestays again in the future |                  |                       | IR1              |
| The architectural style of the homestay is aesthetically pleasing and unique                       | AS1              | I will stay at the homestay again when travelling                                |                  | IR2                   |                  |
| The architectural style of the homestay creates a distinct and delightful accommodation experience | AS2              | I intend to experience the local homestay again                                  |                  | IR3                   |                  |
| The architectural style of the homestay reflects the local culture and environment                 | AS3              |  |                  |                       |                  |

### 3.5.5 Validity and Reliability

The tools in this study were developed from previous research and existing tools with high reliability and validity scales. However, the national and official language of China is Chinese, which is different from the original instrument; Therefore, the tool must

be translated into Chinese. In order to avoid cultural differences, ensure that the translated version still maintains the validity and reliability of the original tool.

The first step is to translate the forward translation of the original English version into the Chinese version. The Chinese version was then reviewed by a monolingual commentator, who could only communicate in Chinese to adjust wording that was difficult to understand or vague. In this study, the tool was reviewed by two senior English communicators. The final step is reverse translation, in which the Chinese version is translated into the English version. In this study, the instrument was reverse translated by a Ph.D. in tourism. After the translation process, 3 homestay industry practitioners and 2 professors reviewed and evaluated the content validity of the translated version, and then adjusted and improved the evaluation results to improve the accuracy of the questionnaire.

Finally, a complete translation instrument is tested. To conduct the pilot study, we sent paper questionnaires to 50 participants. The reliability of the instrument is evaluated by using Cronbach's Alpha. CFA was used to test the effectiveness of the instrument.

#### 3.5.5.1 Content Validity

Content validity is the degree to which the content of a measurement instrument (such as a questionnaire, test, or survey) is representative of and relevant to the particular domain or concept it is intended to measure. It assesses whether items on the instrument reflect all aspects of the relevant concepts. The assessment of content validity was completed by three university professor experts. The assessment adopts the IOC (Index of Item-Objective Congruence) method, and each question is scored according to the theory, research purpose and correct meaning.

#### 3.5.5.2 Reliability Analysis

Reliability refers to the degree of consistency of the results obtained when repeated measurements are made on the same subject. It can reflect the stability and reliability of the measurement data. The commonly used reliability test method is Cronbach's Alpha reliability coefficient method, and its mathematical formula is. where  $N$  is the total number of scale items,  $s^2_{\text{item}}$  is the within-item variance of the score of the first item, and  $s^2_{\text{total}}$  is the variance of the total score of all items. In economic research, the reliability

coefficient of the total scale is preferably above 0.8, if it is between 0.7-0.8, it is also acceptable; the reliability coefficient of the sub-scale is preferably above 0.7, if it is between 0.6-0.7 is also acceptable. Based on this, reliability tests are carried out for the survey measurement variable indicators in the questionnaire design of this paper. This study mainly uses the Cronbach's  $\alpha$  coefficient to test the internal consistency of the measurement tool and conducts reliability analysis on the scale questionnaire as a whole and each variable.

**Table 3.6** Cronbach's Alpha Coefficient value standard

| Value range                   | Reference Standards               |
|-------------------------------|-----------------------------------|
| Cronbach's $\alpha$ <0.35     | The scale needs to be redeveloped |
| 0.35≤Cronbach's $\alpha$ <0.7 | Average reliability               |
| 0.7≤Cronbach's $\alpha$ <0.9  | Relatively high reliability       |
| 0.9≤Cronbach's $\alpha$       | Very high reliability             |

### 3.5.6 Data Analysis

#### 3.5.6.1 Descriptive Statistical Analysis

Descriptive statistics is the discipline that quantitatively describes the main characteristics of data collections, with the aim of summarizing population data sets, such as frequency, percentage, mean, mode, median, variance, and standard deviation. This study uses descriptive statistics to describe the data, including the gender, age, , educational background, monthly income of the respondents (Ismail et al., 2016).

#### 3.5.6.2 Factor Analysis

Factor analysis studies the interrelationships between variables to find a new set of variables. There are two types of factor analysis, exploration factor analysis (EFA) and confirmatory factor analysis (CFA). EFA is used when there is an uncertainty in the number of factors that are suitable to explain the relationship between a set of items, while CFA is used when the researcher has some knowledge of the number of factors that are suitable to explain the relationship between a group of items. Therefore, this study adopted CFA. In this study, the CFA analysis is consistent with the previously observed structure of relationships among variables associated with other research literature

reviews. This study included composite reliability (CR), average variance extraction (AVE), convergent validity, and discriminant validity (Fournell and Lack 1981).

### 3.5.6.3 Hypothesis Testing

To test the hypotheses in this study, we use Model 59 from the PROCESS macro for SPSS, developed by Hayes (2012). First, we conduct factor analysis to obtain measurement scores for key constructs, such as homestay determinants, perceived service quality, personality traits, and behavioral intentions. These scores are then input into PROCESS Model 59 for the main analysis.

In this model, homestay determinants are the independent variable, perceived service quality is the mediator, behavioral intentions are the dependent variable, and personality traits serve as the moderator. Model 59 allows for the simultaneous examination of mediation effects, multiple moderation effects, and moderated mediation effects. The model automatically calculates direct, indirect, and conditional effects, with confidence intervals based on bootstrapping methods. This robust approach avoids the limitations of traditional causal steps methods, allowing us to test complex theoretical relationships within a unified analytical framework.

By using Model 59, we can comprehensively test our hypotheses, minimize the risk of statistical errors from separate analyses, and gain deeper insights into the complex relationships among variables. PROCESS is a specialized tool for analyzing mediation and moderation effects and can be used in traditional statistical software like SPSS and SAS. It offers over 70 models, including new versions that provide even more options. The analysis process is straightforward: select the appropriate model, set the independent, dependent, mediator, and moderator variables, and let PROCESS handle the rest.

Unlike traditional SPSS analyses that require step-by-step or hierarchical regression to assess mediation and moderation effects, PROCESS streamlines this process into a single step. Previously, mediation analysis involved a three-step process, starting with the total effect of the independent variable (X) on the dependent variable (Y). However, it has been shown that this step is unnecessary, as the presence of a total effect is not required for mediation to occur. Hayes recognized this early on, so PROCESS

simplifies the analysis by directly integrating the two steps, yielding comprehensive results.

PROCESS also automates data preprocessing for moderation effect analysis. It handles mean centering of variables and automatically creates interaction terms, reducing the risk of calculation errors and improving efficiency. Additionally, it facilitates the analysis of complex models, such as multiple mediation, moderated mediation, and mediated moderation effects. Unlike traditional SPSS analyses, which cannot provide detailed paths or confidence intervals for specific mediation effects, PROCESS delivers these results, enhancing the clarity and accuracy of the analysis.

### **3.6 Research Limitation**

Every research endeavor is subjected to limitations and issues imposed by its research methods and methodology, which at a minimum, must be acknowledged or best mitigated through meticulous research design and implementation (Weathington, Cunningham, & Pittenger, 2012). One limitation of this study is its cross-sectional nature, implying that the data were collected at one point in time, offering a snapshot of the so-called research situation (Saunders, Kitzinger, & Kitzinger, 2015). An alternative longitudinal design would provide insights into changes over time, but given the confines of this study, this was infeasible. Given this inevitable limitation, this research should be one of a series of studies on consumer responses to homestays, reflecting changes as they unfold over time. Another limitation of the study is the use of a quantitative method grounded in realism. While this method suits the research scenario, it does harbor certain limitations, such as not accounting for all pertinent influencing factors (Wethington & McDarby, 2015). This research opted for a selected set of variables closely tied to homestay behavioral intentions, delving deep into the dynamics of their interplay.

### **3.7 Ethical Consideration**

When conducting research on populations, ethical considerations surrounding the information of the study must be taken into account. Bell, Bryman, and Harley (2022) proposed four core ethical principles for business research: ensuring no harm comes to participants, respecting privacy, avoiding deception, and securing informed consent.

Adhering to these guidelines, the questionnaire designed for this study was concise and ensured anonymity, preventing inadvertent disclosure of information about the participants. Responses to the questionnaire were decoupled from demographic details. Researchers explicitly informed about the purpose of the study, ensuring transparency, and provided contact details. Given the broader applications of the study results, although complete prevention of its misuse cannot be ensured, researchers encourage a critical appraisal of its findings to ensure the minimization of any adverse impacts.



## CHAPTER 4

### RESEARCH RESULTS

#### 4.1 Introduction

This chapter presents the findings of the mixed methods research process, which have been elucidated in the previous chapter. This chapter begins with an in-depth look at the results of qualitative research, which includes a brief overview of demographic information, and then examines the relationship between consumers' personality traits and their homestay decisions, perceived quality of service, and intentions. Then this chapter further carries out quantitative analysis. These quantitative results include demographic data, data reliability and validity analysis, descriptive statistics of the four scales integrated into the model, and structural equation model (SEM) results. These findings are juxtaposed succinctly with the results of qualitative research to clarify the results and provide further detailed insights into the attitudes and preferences of homestay consumers. These results form the basis for the discussion and conclusions below.

#### 4.2 Qualitative Analysis

Grounded Theory is a qualitative research method that emphasizes theory development from data and suggests that analyzing data thoroughly can form theoretical frameworks. This study mainly employed Grounded Theory and conducted analysis of existing data through three levels of coding: open coding, axial coding, and selective coding. Open coding is the initial stage of coding, where the raw data is broken down, and key points are extracted. During this process, the operator should maintain an objective attitude and refrain from introducing any subjective emotions. Axial coding involves categorizing the extracted key points based on similar determinations. Selective coding further compares and merges the axial codes to form more macroscopic concepts.

##### 4.2.1. Integration of Interview Content

Respondent 1: "The host's friendliness and helpfulness made me feel valued, increasing the likelihood of my return."

Respondent 5: "The professionalism and warmth of the host are critical to me; it directly influences my choice of this homestay."

Respondent 16: "I particularly appreciate the cleanliness and maintenance of the room, which creates a comfortable environment."

Respondent 7: "The well-organized booking system made the entire process smooth, enhancing my intention to return."

Respondent 4: "I seek unique social experiences that a homestay can offer; these enrich my stay and increase my likelihood of returning."

Respondent 14: "I enjoyed the social opportunities provided by the homestay, which significantly enhanced my perception of service quality."

Respondent 10: "Safety is one of my top priorities; I prefer homestays with strong security measures."

Respondent 13: "Privacy protection is crucial for me; knowing my personal information is respected makes me feel at ease."

Respondent 14: "I appreciate the homestay's commitment to promoting local culture, which adds value to my stay."

Respondent 5: "The customized experiences offered here made me feel I received unique service quality, increasing my willingness to return."

#### **4.2.2. Comparative Analysis**

The interviews reveal both similarities and differences in informants' perspectives on service quality and homestay determinations:

All respondents emphasized the significant impact of perceived service quality on their intentions to revisit, particularly regarding the friendliness and professionalism of the hosts. For instance, both Respondents 1 and 5 noted that the host's attitude directly influences their decisions. Additionally, high Conscientiousness respondents consistently valued cleanliness and organization as indicators of high service quality.

Variations emerge when examining the influence of personality traits. High Extraversion respondents (e.g., Respondents 4 and 14) prioritized social interactions and activities, whereas high Nervousness respondents (e.g., Respondents 10 and 13) focused on safety and privacy concerns. This contrast highlights how different personality traits shape consumers' evaluations of the same homestay experience.

#### **4.2.3 Hypothesis Discussion Integration**

Feedback from all respondents supports H1 to H6, indicating that consumers with varying personality traits perceive service quality differently. High Agreeableness individuals are particularly responsive to friendly service, while high Conscientiousness individuals prioritize cleanliness and efficiency. High Extraversion respondents value social interactions, demonstrating that these opportunities directly influence their behavioral intentions. High Nervousness individuals emphasize safety and privacy, reinforcing the mediating role of perceived service quality between homestay determinations and behavioral intentions.

For H7 to H12, the interviews reveal significant differences in behavioral intentions among consumers with distinct personality traits. High Agreeableness individuals are influenced by interpersonal interactions, while high Conscientiousness individuals focus on management efficiency. High Extraversion respondents enhance their experiences through social activities, while high Nervousness individuals' intentions are influenced by feelings of security. High Openness to Experience consumers are attracted to unique cultural experiences, further supporting the hypotheses.

H13 to H18 are supported as the interviews show that respondents' evaluations of service quality are influenced by their homestay decisions. High Agreeableness and high Openness to Experience individuals perceive friendly and personalized services as indicators of high-quality service, while high Conscientiousness individuals focus on professionalism and orderliness.

H19-H24: The findings confirm that perceived service quality is crucial in influencing behavioral intentions, with H16 to H20 being validated. Respondents consistently indicated that high service quality enhances their likelihood of revisiting, particularly among high Agreeableness and high Conscientiousness individuals, where the impact of service quality is especially pronounced.

#### **4.3 Demographic Data**

The participants of this study were consumers who had experiences staying in homestays in Hunan Province. Demographic questions included four parts: gender, age, education level, and monthly income. The summary of demographic data is presented in Table 4.1.

**Table 4.1** Demographic summary

|                          | Frequency | Percentage |
|--------------------------|-----------|------------|
| <b>Gender</b>            |           |            |
| Male                     | 235       | 37.91      |
| Female                   | 385       | 62.09      |
| <b>Age</b>               |           |            |
| Under 18 years old       | 35        | 5.61       |
| 19-25 years old          | 163       | 26.33      |
| 26-35 years old          | 186       | 30.03      |
| 36-45 years old          | 141       | 22.62      |
| Over 46 years old        | 95        | 15.31      |
| <b>Education level</b>   |           |            |
| Primary school and below | 1         | 0.23       |
| Junior high school       | 29        | 4.74       |
| High school              | 148       | 23.81      |
| University and above     | 442       | 71.32      |
| <b>Monthly income</b>    |           |            |
| 3,000 yuan and below     | 179       | 28.82      |
| 3,000-7,000 yuan         | 95        | 15.31      |
| 7,000-10,000 yuan        | 220       | 35.53      |
| More than 10,000 yuan    | 126       | 20.34      |

Among the respondents, there were 235 males, accounting for 37.91%, while females were slightly more numerous, with 385 individuals, constituting 62.09%. Regarding age distribution, the largest proportion of consumers fell within the 26-35 age group, comprising 30.03%, followed by the 19-25 age group at 26.33%, and then the 36-45 age group, with the smallest proportion being individuals under 18 years old. In terms of education level, the majority had attained a college degree or higher, accounting for 71.32%, followed by those with a high school diploma at 23.81%, and individuals with a junior high school education or below, constituting 4.7%. Concerning monthly income, the largest proportion fell within the range of 7,000-10,000 yuan, accounting for 35.53%, followed by 3,000 yuan and below at 28.82%, More than 10,000 yuan at 20.34%, and 3,000-7,000 yuan at 15.31%.

## 4.4 Descriptive Statistics

This section summarizes the characteristics of the data collected in this study and presents them in a quantitative and comparable manner.

### 4.4.1 Homestay Determinations

Homestay determinations are measured across seven dimensions: customer relationship management, green practices, featured experiences, digitalization, homestay image, geographical location, and architectural styles. Table 4.2 displays the mean and standard deviation.

**Table 4.2** Descriptive statistics for homestay determinations

|  | Mean | SD   | CV   |
|--|------|------|------|
| <b>Customer relationship management</b>  |      |      |      |
| I have a high level of trust in the homestay   | 3.46 | 1.09 | 0.31 |
| I pay close attention to the updates from this homestay                                    | 3.40 | 1.11 | 0.33 |
| The home understands consumer preferences and needs  | 3.50 | 1.12 | 0.32 |
| The staff at the homestay frequently engage in communication with consumers                | 3.53 | 1.12 | 0.32 |
| <b>Green practices</b>   |      |      |      |
| The homestay provides thoughtful reminders for energy conservation and emissions reduction | 3.43 | 1.14 | 0.33 |
| The homestay carries out green management promotion activities                             | 3.47 | 1.12 | 0.32 |
| The homestay utilizes eco-friendly air conditioning  | 3.48 | 1.12 | 0.32 |
| The homestay has complete waste recycling facilities                                       | 3.45 | 1.12 | 0.32 |
| <b>Featured experiences</b>  |      |      |      |
| The homestay staff exhibit a warm and enthusiastic service attitude                        | 3.55 | 1.10 | 0.31 |
| The interaction with the staff at the homestay is pleasant                                 | 3.61 | 1.08 | 0.30 |
| The staff at the homestay are proactive in providing services                              | 3.60 | 1.14 | 0.32 |
| The host recommended local cuisine and Tours   | 3.57 | 1.08 | 0.30 |
| <b>Digitalization</b>  |      |      |      |
| I can access information about the homestay through digital platforms                      | 3.61 | 1.10 | 0.30 |
| The homestay enhances my immersive living experience through digital means                 | 3.53 | 1.11 | 0.31 |
| The host family aided me in addressing unforeseen issues through digital solutions         | 3.49 | 1.12 | 0.32 |
| The homestay amplifies my sense of gain through digital measures                           | 3.58 | 1.11 | 0.31 |

**Table 4.2** Descriptive statistics for homestay determinations (Cont.)

|  | Mean | SD   | CV   |
|--|------|------|------|
| <b>Homestay image</b>  |      |      |      |
| The homestay is innovative and pioneering  | 3.51 | 1.17 | 0.33 |
| The homestay is successful and confident   | 3.50 | 1.15 | 0.33 |
| The homestay is convincing and smart   | 3.57 | 1.14 | 0.32 |
| The homestay does business in an ethical manner  | 3.58 | 1.13 | 0.32 |
| The homestay is open and consumer sensitive  | 3.54 | 1.15 | 0.33 |
| <b>Geographical location</b>   |      |      |      |
| The location of the homestay is convenient for transportation and highly accessible                | 3.55 | 1.16 | 0.33 |
| The environment of the homestay is beautiful   | 3.61 | 1.11 | 0.31 |
| The homestay offers easy access to local attractions   | 3.55 | 1.14 | 0.32 |
| Near the homestay, one can taste the local delicacies  | 3.54 | 1.11 | 0.31 |
| <b>Architectural styles</b>  |      |      |      |
| The architectural style of the homestay is aesthetically pleasing and unique                       | 3.53 | 1.17 | 0.33 |
| The architectural style of the homestay creates a distinct and delightful accommodation experience | 3.57 | 1.15 | 0.32 |
| The architectural style of the homestay reflects the local culture and environment                 | 3.56 | 1.15 | 0.32 |

The CV values of each item in Homestay Determinations range from 0.30 to 0.33, exceeding the typical threshold of 0.15, indicating a relatively high level of data dispersion. This further highlights the variability in respondents' perceptions of Homestay Determinations. Among the dimensions:

For customer relationship management, the highest mean is observed for "The staff at the homestay frequently engage in communication with consumers" (Mean=3.53, SD=1.12).

In green practices dimension, the highest mean is found for "The homestay utilizes eco-friendly air conditioning" (Mean=3.48, SD=1.12).

The dimension of featured experiences exhibits the highest mean for "The interaction with the staff at the homestay is pleasant" (Mean=3.61, SD=1.08).

Digitalization dimension shows the highest mean for "I can access information about the homestay through digital platforms" (Mean=3.61, SD=1.10).

Homestay image dimension displays the highest mean for "The homestay does

business in an ethical manner" (Mean=3.58, SD=1.13).

Geographical location dimension presents the highest mean for "The environment of the homestay is beautiful" (Mean=3.61, SD=1.11).

Architectural styles dimension demonstrates the highest mean for "The architectural style of the homestay creates a distinct and delightful accommodation experience" (Mean=3.57, SD=1.15).

These quantitative measures provide insights into the perceptions and evaluations of various dimensions related to homestay determinations, allowing for comparisons and further analysis within the study.

#### 4.4.2 Perceived Service Quality

Through the dimensions of tangibility, reliability, responsiveness, assurance, and empathy, perceived service quality is assessed. Table 4.3 presents the mean and standard deviation.

**Table 4.3** Descriptive statistics for perceived service quality

|  | Mean | SD   | CV   |
|--|------|------|------|
| <b>Tangibility</b>   |      |      |      |
| The homestay boasts modern and high-quality facilities and amenities                     | 3.52 | 1.12 | 0.32 |
| The homestay features an attractive exterior design and interior decoration              | 3.51 | 1.11 | 0.32 |
| The staff at the homestay are neatly dressed and clean                                   | 3.57 | 1.12 | 0.31 |
| The facilities of the homestay harmonize with the surrounding environment                | 3.59 | 1.10 | 0.31 |
| <b>Reliability</b>   |      |      |      |
| The staff at the homestay can provide excellent service                                  | 3.55 | 1.09 | 0.31 |
| The homestay staff cares about and assists consumers                                     | 3.55 | 1.13 | 0.32 |
| The facilities provided by the homestay ensure safety                                    | 3.58 | 1.12 | 0.31 |
| The staff diligently document the services to ensure their completion                    | 3.49 | 1.10 | 0.32 |
| <b>Responsiveness</b>  |      |      |      |
| Tourists can clearly know the correct service time                                       | 3.51 | 1.17 | 0.33 |
| The service needs of tourists can be met in a timely manner                              | 3.56 | 1.12 | 0.32 |
| The staff at the homestay are always willing to warmly extend a helping hand to tourists | 3.58 | 1.17 | 0.33 |

**Table 4.3** Descriptive statistics for perceived service quality (Cont.)

|  | Mean | SD   | CV   |
|--|------|------|------|
| The staff at the homestay will not neglect the demands of tourists because they are doing other things   | 3.57 | 1.15 | 0.32 |
| <b>Assurance</b>   |      |      |      |
| There is assurance of security when engaging in transactions with the staff at the homestay              | 3.58 | 1.12 | 0.31 |
| The staff at the homestay give tourists a sense of trust and professionalism                             | 3.59 | 1.13 | 0.31 |
| The staff at the homestay are polite and measured in their manners                                       | 3.66 | 1.08 | 0.30 |
| The staff at the homestay are capable of resolving consumer issues                                       | 3.62 | 1.13 | 0.31 |
| <b>Empathy</b>   |      |      |      |
| The staff at the homestay can provide personalized services according to different guest characteristics | 3.58 | 1.10 | 0.31 |
| The homestay staff is knowledgeable about consumer reasonable special requirements                       | 3.55 | 1.08 | 0.30 |
| The staff at the homestay proactively engage with guests   | 3.53 | 1.11 | 0.31 |
| The service hours provided by the homestay are reasonable  | 3.57 | 1.09 | 0.30 |

The CV values of each item in Perceived Service Quality range from 0.30 to 0.33, exceeding the typical threshold of 0.15, indicating a relatively high level of data dispersion. This further highlights the variability in respondents' perceptions of Perceived Service Quality. Among the dimensions:

For tangibility, the highest mean is observed for "The facilities of the homestay harmonize with the surrounding environment" (Mean=3.59, SD=1.10).

In reliability dimension, the highest mean is found for "The facilities provided by the homestay ensure safety" (Mean=3.58, SD=1.12).

The dimension of responsiveness exhibits the highest mean for "The staff at the homestay are always willing to warmly extend a helping hand to tourists" (Mean=3.58, SD=1.17).

Assurance dimension shows the highest mean for "The staff at the homestay are polite and measured in their manners" (Mean=3.66, SD=1.08).

Empathy dimension demonstrates the highest mean for “The staff at the homestay can provide personalized services according to different guest characteristics” (Mean=3.58, SD=1.10).

#### 4.4.3 Personality Traits

Through the dimensions of agreeableness, conscientiousness, extraversion, nervousness, and openness to experience, personality traits are assessed. Table 4.4 presents the mean and standard deviation.

**Table 4.4** Descriptive statistics for personality traits

|  | Mean | SD   | CV   |
|--|------|------|------|
| <b>Agreeableness</b>                                   |      |      |      |
| I am a person who can cooperate pleasantly with others | 3.43 | 1.13 | 0.33 |
| I will do my best to help others                       | 3.45 | 1.14 | 0.33 |
| I am a person who considers the position of others     | 3.43 | 1.13 | 0.33 |
| I am an easy person to communicate with                | 3.47 | 1.11 | 0.32 |
| Most people who know me like me                        | 3.39 | 1.15 | 0.34 |
| <b>Conscientiousness</b>                               |      |      |      |
| I am a person who constantly demands progress          | 3.42 | 1.14 | 0.33 |
| I am a person who is responsible in doing things       | 3.40 | 1.15 | 0.34 |
| I am a person who abides by the rules                  | 3.45 | 1.11 | 0.32 |
| I am a person who strives to achieve my goals          | 3.39 | 1.10 | 0.32 |
| <b>Extraversion</b>                                    |      |      |      |
| I am very good at talking to people                    | 3.40 | 1.13 | 0.33 |
| I love making new friends                              | 3.39 | 1.10 | 0.33 |
| I like to stay in places where there are activities    | 3.42 | 1.09 | 0.32 |
| I am a proactive and positive person                   | 3.47 | 1.11 | 0.32 |
| I am a person full of energy                           | 3.48 | 1.12 | 0.32 |
| <b>Nervousness</b>                                     |      |      |      |
| I am easily worrying for nothing                       | 2.82 | 1.15 | 0.41 |
| I often feel nervous                                   | 2.75 | 1.17 | 0.43 |
| I am a person with poor emotional control              | 2.75 | 1.17 | 0.42 |
| I let others' emotions affect my mood                  | 2.79 | 1.16 | 0.42 |
| <b>Openness to experience</b>                          |      |      |      |
| I have a strong curiosity                              | 3.44 | 1.12 | 0.32 |
| I like to try new things                               | 3.44 | 1.14 | 0.33 |
| I often have many fantasies                            | 3.46 | 1.12 | 0.32 |
| I am a person with innovative ability                  | 3.42 | 1.12 | 0.33 |

The CV values of each item in Personality Traits range from 0.32 to 0.43, exceeding the typical threshold of 0.15, indicating a relatively high level of data dispersion. This suggests significant differences among respondents' personality traits. Among the dimensions:

For agreeableness, the highest mean is observed for "I am an easy person to communicate with" (Mean=3.47, SD=1.11).

In conscientiousness dimension, the highest mean is found for "I am a person who abides by the rules" (Mean=3.45, SD=1.11).

The dimension of extraversion exhibits the highest mean for "I am a person full of energy" (Mean=3.48, SD=1.12).

Nervousness dimension shows the highest mean for "I am easily worrying for nothing" (Mean=2.82, SD=1.15).

Openness to experience dimension demonstrates the highest mean for "I often have many fantasies" (Mean=3.46, SD=1.12).

#### 4.4.4 Behavioral Intentions in the Digital Era

Through the dimensions of electronic word of mouth and intentions to revisit, behavioral intentions in the digital era are assessed. Table 4.5 presents the mean and standard deviation.

**Table 4.5** Descriptive statistics for behavioral intentions in the digital era

|   | Mean | SD   | CV   |
|---|------|------|------|
| <b>Electronic word of mouth</b>   |      |      |      |
| I will actively recommend this hostel to others on the digital platform   | 3.50 | 1.12 | 0.32 |
| If someone on a digital platform is looking for a homestay, I would suggest he/she stay at the homestay I've stayed at before | 3.46 | 1.10 | 0.32 |
| I will leave a positive review for the homestay I stayed at on travel websites  | 3.49 | 1.15 | 0.33 |
| <b>Intentions to revisit</b>  |      |      |      |
| Given the chance, I will book and experience local homestays again in the future  | 3.50 | 1.12 | 0.32 |
| I will stay at the homestay again when travelling   | 3.47 | 1.11 | 0.32 |
| I intend to experience the local homestay again   | 3.45 | 1.12 | 0.33 |

The CV values of each item in Behavioral Intentions range from 0.32 to 0.33, exceeding the typical threshold of 0.15, indicating a relatively high level of data dispersion. This suggests significant differences among respondents' behavioral intentions. Among the dimensions:

For electronic word of mouth, the highest mean is observed for "I will actively recommend this hostel to others on the digital platform" (Mean=3.50, SD=1.12).

In intentions to revisit dimension, the highest mean is found for "Given the chance, I will book and experience local homestays again in the future" (Mean=3.50, SD=1.12).

#### 4.5 Reliability Test

Reliability refers to the degree of consistency or stability of the results obtained from a survey questionnaire. Cronbach's  $\alpha$  coefficient, commonly referred to as the  $\alpha$  coefficient, is frequently used as a measure of internal consistency in academic research. The commonly accepted standard value is that when the  $\alpha$  coefficient is greater than 0.7, the internal consistency is considered high. In this study, Cronbach's  $\alpha$  coefficient was used to assess the internal consistency of the observed variables for four variables in the model. The specific results of the reliability test are shown in Table 4.6.

**Table 4.6** Summary of Cronbach's alpha coefficients for multi-item scales

| Variable                         | Dimensions                       | Cronbach's alpha | Total Cronbach's alpha |
|----------------------------------|----------------------------------|------------------|------------------------|
| <b>Homestay Determinants</b>     | Customer relationship management | 0.856            | 0.954                  |
|                                  | Green practices                  | 0.872            |                        |
|                                  | Featured experiences             | 0.872            |                        |
|                                  | Digitalization                   | 0.877            |                        |
|                                  | Homestay image                   | 0.905            |                        |
|                                  | Geographical location            | 0.875            |                        |
|                                  | Architectural styles             | 0.862            |                        |
| <b>Perceived Service Quality</b> | Tangibility                      | 0.867            | 0.942                  |
|                                  | Reliability                      | 0.871            |                        |
|                                  | Responsiveness                   | 0.888            |                        |
|                                  | Assurance                        | 0.875            |                        |

**Table 4.6** Summary of Cronbach's alpha coefficients for multi-item scales (Cont.)

| Variable  | Dimensions               | Cronbach's alpha | Total Cronbach's alpha |
|---|--------------------------|------------------|------------------------|
| <b>Personality Traits</b>                       | Empathy                  | 0.872            | 0.856                  |
|   | Agreeableness            | 0.900            |                        |
|   | Conscientiousness        | 0.878            |                        |
|   | Extraversion             | 0.888            |                        |
|   | Nervousness              | 0.889            |                        |
|   | Openness to experience   | 0.873            |                        |
| <b>Behavioral Intentions in the Digital era</b> | Electronic word of mouth | 0.840            | 0.845                  |
|   | Intentions to revisit    | 0.840            |                        |

The results of the test indicate that the  $\alpha$  value for homestay determinations is 0.954. Among them, the  $\alpha$  value for customer relationship management is 0.856, for green practices is 0.872, for featured experiences is 0.872, for digitalization is 0.877, for homestay image is 0.905, for geographical location is 0.875, and for architectural styles is 0.862.

For perceived service quality, the  $\alpha$  value is 0.942. Among them, the  $\alpha$  value for tangibility is 0.867, for reliability is 0.871, for responsiveness is 0.888, for assurance is 0.875, and for empathy is 0.872.

The  $\alpha$  value for personality traits is 0.856. Among them, the  $\alpha$  value for agreeableness is 0.900, for conscientiousness is 0.878, for extraversion is 0.888, for nervousness is 0.889, and for openness to experience is 0.873.

For behavioral intentions in the digital era, the  $\alpha$  value is 0.845. Among them, the  $\alpha$  value for electronic word of mouth is 0.840, and for intentions to revisit is 0.840.

All the  $\alpha$  coefficient values mentioned above are higher than the standard value of 0.7, indicating high reliability of the questionnaire.

## 4.6 Construct Validity

This section examines the convergence validity and discriminant validity of the variables. Confirmatory Factor Analysis (CFA) was conducted using SmartPLS4.1 for this purpose.

Validity testing mainly includes content validity, convergence validity, and discriminant validity. Content validity primarily evaluates the suitability of the measurement content with respect to the measurement objectives, which can be assessed based on the adequacy, rationality, and standardization of the item design.

In the process of designing the scales for this study, the design of item questions for variables was primarily based on the conceptual definitions of variables proposed earlier, combined with the scales developed by relevant scholars domestically and internationally. Subsequently, expert interviews were conducted to validate and optimize the existing scales, ensuring that the scale items conformed to the conceptual definitions of variables defined in this study and comprehensively covered the range of variables to be measured. Therefore, the scales in this study should have good content validity.

Convergence validity refers to the high correlation between different indicators of measuring the same content, which reflects the effectiveness of the measurement tool. Confirmatory Factor Analysis was conducted in this study to examine the convergence validity of each variable, generally measured by the Average Variance Extracted (AVE). When the AVE extracted from latent variables is greater than or equal to the variance of measurement errors, it indicates good convergence of latent variables.

Discriminant validity refers to the ability of the same method to distinguish different measurement contents, with low correlations between the same method measuring different contents. Discriminant validity testing can be compared through the root mean square and correlation coefficients between latent variables. If the correlation coefficient between two latent variables is less than their root mean square, it indicates good discriminant validity between them.

Furthermore, since scales involve the combination of multiple variables into one-dimension, composite reliability (CR) is used in this study to test this.

Firstly, the fit indices of the PLS measurement model are shown in Table 4.7. The SRMR value is 0.032, which is less than the threshold of 0.08, and the NFI value is 0.849, greater than the threshold of 0.8. Overall, the measurement model fits well.

**Table 4.7** Model Fit

| Model Fit Criteria | Value    |
|--------------------|----------|
| SRMR               | 0.032    |
| d_ULS              | 72.791   |
| d_G                | 2.04     |
| Chi-square         | 6987.686 |
| NFI                | 0.849    |

From Table 4.8, it can be observed that the CR values of each construct range from 0.902 to 0.929, exceeding the threshold of 0.7, indicating good composite reliability of the data. Meanwhile, the AVE values range from 0.689 to 0.783, surpassing the threshold of 0.5, indicating good convergent validity of each construct.

**Table 4.8** The structural validity test

| Variables | Constructs                       | CR    | AVE   |
|-----------|----------------------------------|-------|-------|
| HD        | Customer relationship management | 0.902 | 0.698 |
|           | Green practices                  | 0.913 | 0.723 |
|           | Featured experiences             | 0.913 | 0.723 |
|           | Digitalization                   | 0.916 | 0.731 |
|           | Homestay image                   | 0.929 | 0.725 |
|           | Geographical location            | 0.915 | 0.728 |
| PSQ       | Architectural styles             | 0.916 | 0.783 |
|           | Tangibility                      | 0.909 | 0.714 |
|           | Reliability                      | 0.911 | 0.72  |
|           | Responsiveness                   | 0.923 | 0.749 |
|           | Assurance                        | 0.914 | 0.726 |
|           | Empathy                          | 0.912 | 0.723 |
| PT        | Agreeableness                    | 0.926 | 0.713 |
|           | Conscientiousness                | 0.916 | 0.732 |
|           | Extraversion                     | 0.917 | 0.689 |
|           | Nervousness                      | 0.923 | 0.750 |
| INT       | Openness to experience           | 0.913 | 0.724 |
|           | Electronic word of mouth         | 0.903 | 0.757 |
|           | Intentions to revisit            | 0.904 | 0.758 |

From Table 4.9, it can be seen that the factor loadings of each item range from 0.811 to 0.891, which are greater than 0.5.

**Table 4.9** Factors loading

| Variables | Items  | Factors loading |
|-----------|--|-----------------|
| HD        | I have a high level of trust in the homestay   | 0.829           |
|           | I pay close attention to the updates from this homestay                                    | 0.822           |
|           | The home understands consumer preferences and needs  | 0.849           |
|           | The staff at the homestay frequently engage in communication with consumers                | 0.840           |
|           | The homestay provides thoughtful reminders for energy conservation and emissions reduction | 0.854           |
|           | The homestay carries out green management promotion activities                             | 0.852           |
|           | The homestay utilizes eco-friendly air conditioning  | 0.847           |
|           | The homestay has complete waste recycling facilities                                       | 0.849           |
|           | The homestay staff exhibit a warm and enthusiastic service attitude                        | 0.829           |
|           | The interaction with the staff at the homestay is pleasant                                 | 0.853           |
|           | The staff at the homestay are proactive in providing services                              | 0.871           |
|           | The host recommended local cuisine and Tours   | 0.847           |
|           | I can access information about the homestay through digital platforms                      | 0.848           |
|           | The homestay enhances my immersive living experience through digital means                 | 0.862           |
|           | The host family aided me in addressing unforeseen issues through digital solutions         | 0.876           |
|           | The homestay amplifies my sense of gain through digital measures                           | 0.833           |
|           | The homestay is innovative and pioneering  | 0.853           |
|           | The homestay is successful and confident   | 0.851           |
|           | The homestay is convincing and smart   | 0.847           |
|           | The homestay does business in an ethical manner  | 0.851           |
|           | The homestay is open and consumer sensitive  | 0.854           |
|           | The location of the homestay is convenient for transportation and highly accessible        | 0.857           |
|           | The environment of the homestay is beautiful   | 0.852           |
|           | The homestay offers easy access to local attractions                                       | 0.857           |
|           | Near the homestay, one can taste the local delicacies                                      | 0.846           |
|           | The architectural style of the homestay is aesthetically pleasing and unique               | 0.888           |

**Table 4.9** Factors loading (Cont.)

| Variables | Items  | Factors loading |
|-----------|--|-----------------|
| PSQ       | The architectural style of the homestay creates a distinct and delightful accommodation experience       | 0.876           |
|           | The architectural style of the homestay reflects the local culture and environment                       | 0.891           |
|           | The homestay boasts modern and high-quality facilities and amenities                                     | 0.836           |
|           | The homestay features an attractive exterior design and interior decoration                              | 0.842           |
|           | The staff at the homestay are neatly dressed and clean   | 0.865           |
|           | The facilities of the homestay harmonize with the surrounding environment                                | 0.834           |
|           | The staff at the homestay can provide excellent service  | 0.859           |
|           | The homestay staff cares about and assists consumers   | 0.834           |
|           | The facilities provided by the homestay ensure safety  | 0.855           |
|           | The staff diligently document the services to ensure their completion                                    | 0.846           |
|           | Tourists can clearly know the correct service time   | 0.878           |
|           | The service needs of tourists can be met in a timely manner  | 0.868           |
|           | The staff at the homestay are always willing to warmly extend a helping hand to tourists                 | 0.847           |
|           | The staff at the homestay will not neglect the demands of tourists because they are doing other things   | 0.868           |
|           | There is assurance of security when engaging in transactions with the staff at the homestay              | 0.846           |
|           | The staff at the homestay give tourists a sense of trust and professionalism                             | 0.872           |
|           | The staff at the homestay are polite and measured in their manners                                       | 0.837           |
| PT        | The staff at the homestay are capable of resolving consumer issues                                       | 0.853           |
|           | The staff at the homestay can provide personalized services according to different guest characteristics | 0.850           |
|           | The homestay staff is knowledgeable about consumer reasonable special requirements                       | 0.861           |
|           | The staff at the homestay proactively engage with guests   | 0.847           |
|           | The service hours provided by the homestay are reasonable  | 0.842           |
| PT        | I am a person who can cooperate pleasantly with others   | 0.851           |
|           | I will do my best to help others   | 0.830           |
|           | I am a person who considers the position of others   | 0.855           |

**Table 4.9** Factors loading (Cont.)

| Variables | Items   | Factors loading |
|-----------|---|-----------------|
|           | I am an easy person to communicate with   | 0.837           |
|           | Most people who know me like me   | 0.850           |
|           | I am a person who constantly demands progress   | 0.864           |
|           | I am a person who is responsible in doing things  | 0.849           |
|           | I am a person who abides by the rules   | 0.846           |
|           | I am a person who strives to achieve my goals   | 0.864           |
|           | I am very good at talking to people   | 0.811           |
|           | I love making new friends   | 0.837           |
|           | I like to stay in places where there are activities   | 0.820           |
|           | I am a proactive and positive person  | 0.850           |
|           | I am a person full of energy  | 0.833           |
|           | I am easily worrying for nothing  | 0.870           |
|           | I often feel nervous  | 0.866           |
|           | I am a person with poor emotional control   | 0.865           |
|           | I let others' emotions affect my mood   | 0.862           |
|           | I have a strong curiosity   | 0.843           |
|           | I like to try new things  | 0.874           |
|           | I often have many fantasies   | 0.834           |
|           | I am a person with innovative ability   | 0.852           |
| INT       | I will actively recommend this hostel to others on the digital platform   | 0.864           |
|           | If someone on a digital platform is looking for a homestay, I would suggest he/she stay at the homestay I've stayed at before | 0.863           |
|           | I will leave a positive review for the homestay I stayed at on travel websites  | 0.883           |
|           | Given the chance, I will book and experience local homestays again in the future  | 0.863           |
|           | I will stay at the homestay again when travelling   | 0.875           |
|           | I intend to experience the local homestay again   | 0.873           |

From Table 4.10, it is evident that the square roots of the AVEs on the diagonal are greater than the correlations below them. This indicates that each construct can be well distinguished from others, demonstrating good discriminant validity of the data.

In summary, the data exhibits good structural validity, enabling further analysis of the structural model.

**Table 4.10** Discriminant validity

|      | AE           | AG           | AS           | CRM          | CS           | DN           | EN           | EWOM         | EY           | FE           | GL           | GP           | HI           | IR           | NS           | OE           | RS           | RY           | TY           |
|------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| AE   | <b>0.852</b> |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
| AG   | 0.397        | <b>0.845</b> |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
| AS   | 0.299        | 0.399        | <b>0.885</b> |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
| CRM  | 0.350        | 0.399        | 0.542        | <b>0.835</b> |              |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
| CS   | 0.406        | 0.510        | 0.411        | 0.396        | <b>0.856</b> |              |              |              |              |              |              |              |              |              |              |              |              |              |              |
| DN   | 0.365        | 0.417        | 0.483        | 0.519        | 0.353        | <b>0.855</b> |              |              |              |              |              |              |              |              |              |              |              |              |              |
| EN   | 0.380        | 0.437        | 0.359        | 0.326        | 0.484        | 0.294        | <b>0.830</b> |              |              |              |              |              |              |              |              |              |              |              |              |
| EWOM | 0.347        | 0.382        | 0.340        | 0.343        | 0.396        | 0.344        | 0.373        | <b>0.870</b> |              |              |              |              |              |              |              |              |              |              |              |
| EY   | 0.566        | 0.434        | 0.302        | 0.324        | 0.371        | 0.393        | 0.436        | 0.328        | <b>0.850</b> |              |              |              |              |              |              |              |              |              |              |
| FE   | 0.335        | 0.455        | 0.468        | 0.517        | 0.424        | 0.566        | 0.390        | 0.375        | 0.351        | <b>0.850</b> |              |              |              |              |              |              |              |              |              |
| GL   | 0.395        | 0.461        | 0.535        | 0.519        | 0.428        | 0.525        | 0.367        | 0.366        | 0.367        | 0.527        | <b>0.853</b> |              |              |              |              |              |              |              |              |
| GP   | 0.312        | 0.375        | 0.533        | 0.578        | 0.369        | 0.527        | 0.311        | 0.343        | 0.355        | 0.517        | 0.566        | <b>0.850</b> |              |              |              |              |              |              |              |
| HI   | 0.317        | 0.418        | 0.543        | 0.603        | 0.409        | 0.572        | 0.351        | 0.381        | 0.336        | 0.622        | 0.583        | 0.528        | <b>0.851</b> |              |              |              |              |              |              |
| IR   | 0.346        | 0.413        | 0.359        | 0.346        | 0.433        | 0.365        | 0.398        | 0.484        | 0.352        | 0.363        | 0.388        | 0.356        | 0.377        | <b>0.870</b> |              |              |              |              |              |
| NS   | -0.198       | -0.229       | -0.248       | -0.224       | -0.217       | -0.221       | -0.259       | -0.216       | -0.213       | -0.220       | -0.196       | -0.260       | -0.204       | -0.244       | <b>0.866</b> |              |              |              |              |
| OE   | 0.344        | 0.430        | 0.309        | 0.353        | 0.464        | 0.333        | 0.341        | 0.346        | 0.340        | 0.309        | 0.330        | 0.296        | 0.390        | 0.378        | -0.242       | <b>0.851</b> |              |              |              |
| RS   | 0.555        | 0.468        | 0.315        | 0.345        | 0.401        | 0.365        | 0.424        | 0.316        | 0.567        | 0.383        | 0.407        | 0.379        | 0.370        | 0.398        | -0.242       | 0.377        | <b>0.865</b> |              |              |
| RY   | 0.590        | 0.447        | 0.317        | 0.359        | 0.423        | 0.352        | 0.411        | 0.307        | 0.532        | 0.369        | 0.404        | 0.378        | 0.392        | 0.335        | -0.234       | 0.410        | 0.607        | <b>0.849</b> |              |
| TY   | 0.574        | 0.390        | 0.326        | 0.377        | 0.419        | 0.377        | 0.393        | 0.370        | 0.538        | 0.374        | 0.370        | 0.356        | 0.414        | 0.357        | -0.212       | 0.386        | 0.573        | 0.582        | <b>0.845</b> |

## 4.7 Correlation Analysis

According to the analysis results in Figure 4.1, it can be observed that there are significant pairwise correlations among the dimensions of the four variables, all at a significance level of 0.01. Except for "Nervousness" (NS), which exhibits a significant negative correlation with other dimensions, the remaining dimensions show significant positive correlations with each other.

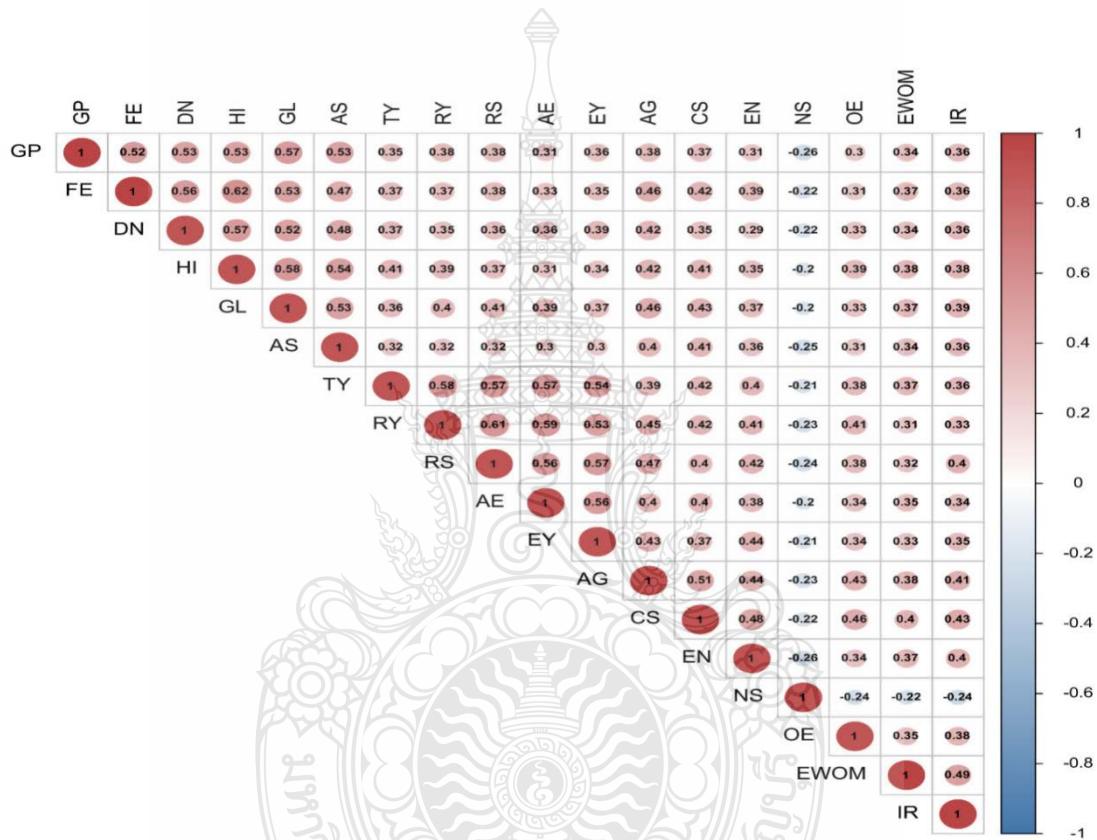


Figure 4.1 Correlation test result

## 4.8 Hypothesis Testing

In this section, we will utilize Model 59 in the Process plugin within SPSS to conduct an analysis involving the moderator variable (personality traits). This is to test hypotheses and determine the answer to the research question.

### 4.8.1 The Moderation Effect of Personality Traits

In this section, the moderating effect of Personality traits (PT) is examined through Model 59 in Process. The main purpose of this section is to examine the moderating effect of PT.

As shown in Table 4.11, the  $R^2$  values for Behavioral Intentions in the Digital era and Perceived Service Quality are 0.627 and 0.554, respectively, indicating a substantial explanatory power. Additionally, the F-values are 156.929 and 194.533, with P-values less than 0.05. This suggests a good model fit.

**Table 4.11** Fitting index of model with Agreeableness moderation

|  | <b>R</b> | <b>R-sq</b> | <b>MSE</b> | <b>F</b> | <b>df1</b> | <b>df2</b> | <b>p</b> |
|--|----------|-------------|------------|----------|------------|------------|----------|
| Perceived Service Quality                | 0.745    | 0.554       | 106.586    | 194.533  | 3          | 469        | <.001    |
| Behavioral Intentions in the Digital era | 0.792    | 0.627       | 8.542      | 156.929  | 5          | 467        | <.001    |

The model test results, as shown in Table 4.12, Table 4.13, and Figure 4.2, generally indicate that if the t-value is greater than 1.96 or the p-value is less than 0.05, it suggests that the model passes the significance test. Homestay Determinations has a significant positive effect on Behavioral Intention ( $\beta=0.168$ ,  $p<.001$ ). Homestay Determinations has a significant positive effect on Perceived Service Quality ( $\beta=0.736$ ,  $p<.001$ ). Perceived Service Quality has a significant positive effect on Behavioral Intention ( $\beta=0.150$ ,  $p<.001$ ).

**Table 4.12** Direct effects of HD, PT, and their interaction terms on PSQ

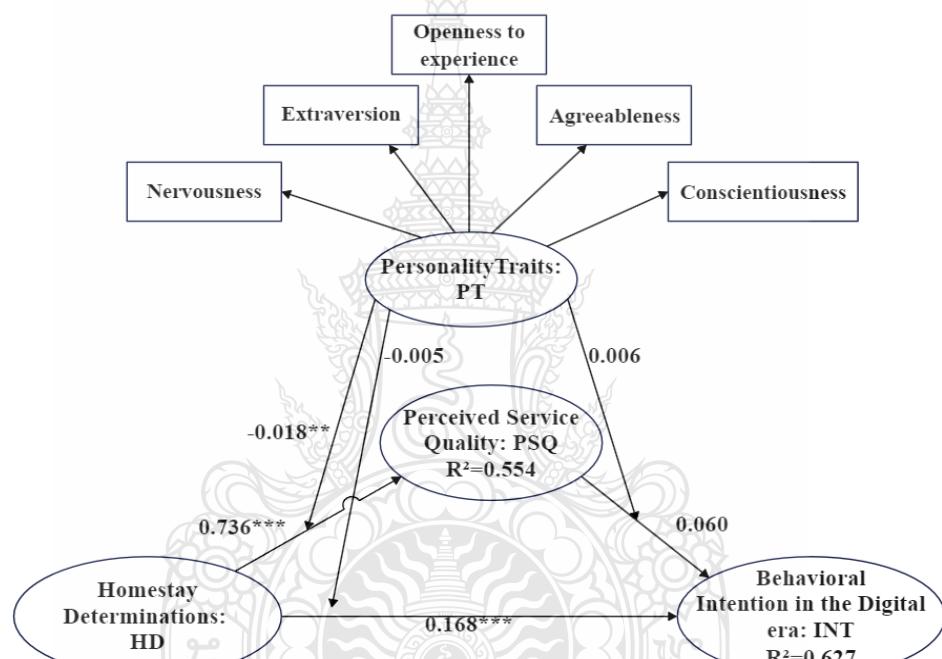
| <b>Variable</b> | <b>Coefficient (<math>\beta</math>)</b> | <b>SE</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|-----------------|---|-----------|----------|----------|-------------|-------------|
| Constant        | -1.661                                  | 7.796     | -0.213   | .831     | -16.98      | 13.657      |
| HD              | 0.736                                   | 0.067     | 10.929   | .000     | 0.603       | 0.868       |
| PT              | 1.761                                   | 0.64      | 2.751    | .006     | 0.503       | 3.018       |
| Int_1           | -0.018                                  | 0.006     | -3.228   | .001     | -0.029      | -0.007      |

**Note:** Int\_1 = HD $\times$ PT

**Table 4.13** Direct effects of HD, PT, PSQ, and their interaction terms on INT

| Predictor | Coefficient ( $\beta$ ) | SE    | t     | p    | LLCI   | ULCI  |
|-----------|-------------------------|-------|-------|------|--------|-------|
| Constant  | 1.049                   | 2.259 | 0.464 | .643 | -3.39  | 5.487 |
| HD        | 0.168                   | 0.036 | 4.686 | .000 | 0.097  | 0.238 |
| PSQ       | 0.150                   | 0.048 | 3.015 | .001 | 0.044  | 0.145 |
| PT        | 0.105                   | 0.188 | 0.558 | .577 | -0.265 | 0.475 |
| Int_1     | -0.005                  | 0.003 | -1.94 | .053 | -0.011 | 0     |
| Int_2     | 0.006                   | 0.004 | 1.473 | .142 | -0.002 | 0.013 |

**Note:** Int\_1 = HD $\times$ PT; Int\_2 = PSQ $\times$ PT



**Note:** \* $p<0.05$ ; \*\* $p<0.01$ ; \*\*\* $p<0.001$ .

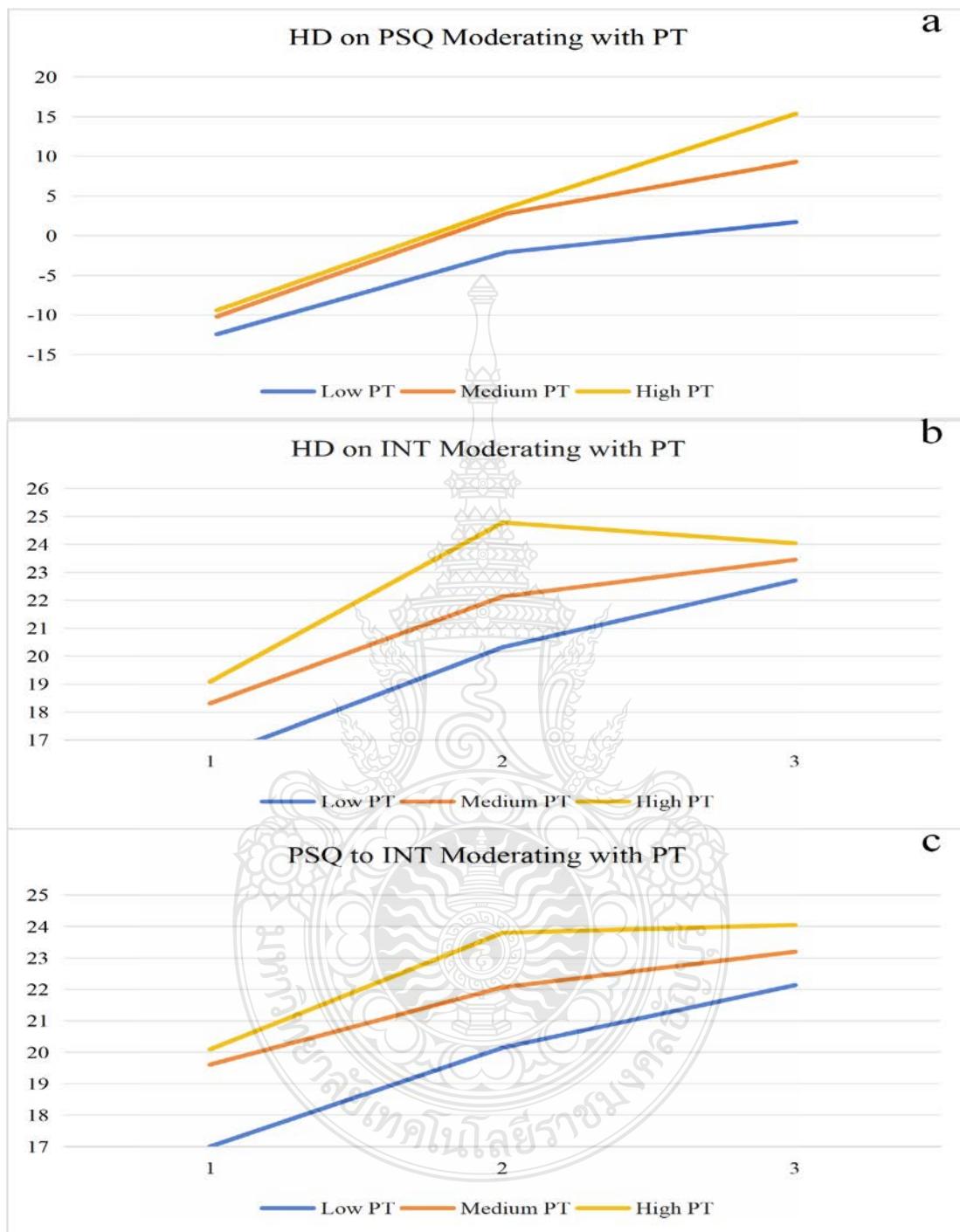
**Figure 4.2** Model with PT moderation

The above figures only reflect direct effects and do not include indirect effects. Additionally, specific moderation effects for different values of PT have not been demonstrated. Therefore, compiling various effect values into Table 4.14 and Figure 4.3.

**Table 4.14** Various effect sizes

| <b>Moderating effect of PT</b> | <b>PT</b> | <b>Effect</b> | <b>Se</b> | <b>t</b> | <b>P</b> | <b>LLCI</b> | <b>ULCI</b> |
|--------------------------------|-----------|---------------|-----------|----------|----------|-------------|-------------|
| HD→PSQ                         | Low       | 0.626         | 0.038     | 16.590   | .000     | 0.552       | 0.700       |
|                                | Medium    | 0.535         | 0.024     | 22.000   | .000     | 0.487       | 0.583       |
|                                | High      | 0.462         | 0.033     | 14.105   | .000     | 0.398       | 0.527       |
| HD→INT                         | Low       | 0.135         | 0.020     | 6.674    | .000     | 0.095       | 0.175       |
|                                | Medium    | 0.108         | 0.011     | 10.272   | .000     | 0.088       | 0.129       |
|                                | High      | 0.087         | 0.012     | 7.115    | .000     | 0.063       | 0.111       |
| HD→PSQ→INT                     | Low       | 0.052         | 0.019     |          |          | 0.016       | 0.090       |
|                                | Medium    | 0.059         | 0.008     |          |          | 0.043       | 0.075       |
|                                | High      | 0.062         | 0.009     |          |          | 0.044       | 0.079       |





**Figure 4.3** PT moderating effect

When PT is lower, the effect value of Homestay Determinations on Perceived Service Quality is lower compared to when Agreeableness is higher, indicating that PT positively moderates the effect of Homestay Determinations on Perceived Service

Quality. This further suggests that for tourists with the different PT, improving Homestay Determinations can greatly enhance Perceived Service Quality. Similarly, the effect of Homestay Determinations on behavioral intention is also positively moderated by PT.

Irrespective of the magnitude of PT, the mediating effect of perceived service quality between Homestay Determinations and Behavioral Intention is significant (if the 95% confidence interval between LLCI and ULCI does not include 0, it indicates significance). Specifically, when PT is lower, the mediating effect value of Perceived Service Quality is lower compared to when PT is higher, indicating that PT positively moderates the mediating effect of Perceived Service Quality. Finally, Hypothesis H1, H7, H13, and H19 are supported at all moderating levels with  $p < 0.001$ .

#### 4.8.2 The Moderation Effect of Agreeableness

In this section, the moderating effect of Agreeableness in Personality traits is examined through Model 59 in Process. The main purpose of this section is to examine the moderating effect of Agreeableness.

As shown in Table 4.15, the  $R^2$  values for Behavioral Intentions in the Digital era and Perceived Service Quality are 0.634 and 0.604, respectively, indicating a substantial explanatory power. Additionally, the F-values are 161.827 and 239.199, with P-values less than 0.05. This suggests a good model fit.

**Table 4.15** Fitting index of model with Agreeableness moderation

|  | <b>R</b> | <b>R-sq</b> | <b>MSE</b> | <b>F</b> | <b>df1</b> | <b>df2</b> | <b>p</b> |
|--|----------|-------------|------------|----------|------------|------------|----------|
| Perceived Service Quality                | 0.777    | 0.604       | 94.549     | 239.199  | 3          | 469        | <.001    |
| Behavioral Intentions in the Digital era | 0.796    | 0.634       | 8.378      | 161.827  | 5          | 467        | <.001    |

The model test results, as shown in Table 4.16, Table 4.17, and Figure 4.4, generally indicate that if the t-value is greater than 1.96 or the p-value is less than 0.05, it suggests that the model passes the significance test. Homestay Determinations has a significant positive effect on Behavioral Intention ( $\beta=0.090$ ,  $p<.001$ ). Homestay Determinations has a significant positive effect on Perceived Service Quality ( $\beta=0.430$ ,  $p<.001$ ), and this effect is significantly positively moderated by Agreeableness ( $\beta=0.027$ ,

$p < .001$ ). Perceived Service Quality has a significant positive effect on Behavioral Intention ( $\beta = 0.110$ ,  $p < .001$ ).

**Table 4.16** Direct effects of HD, AG, and their interaction terms on PSQ

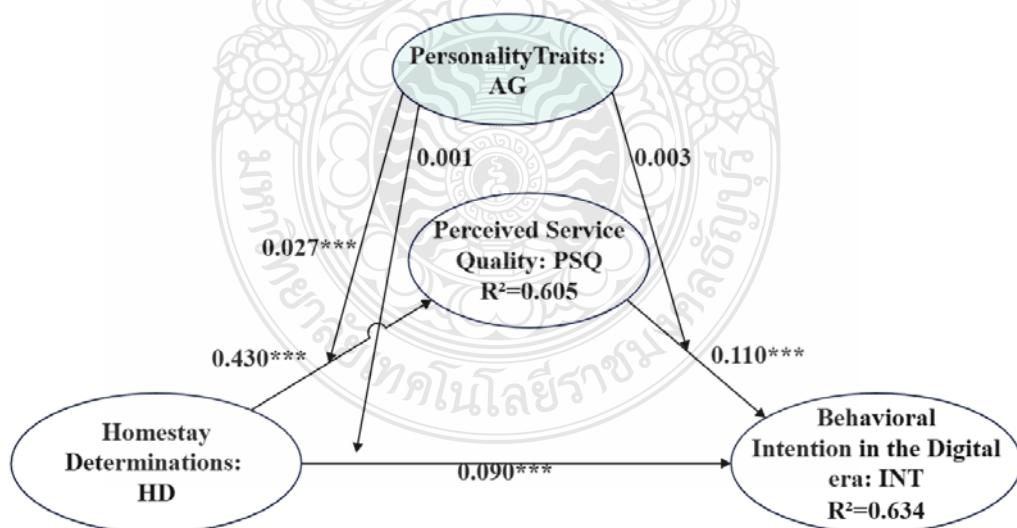
|          | <b>coeff</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|----------|--------------|-----------|----------|----------|-------------|-------------|
| constant | -1.548       | 0.526     | -2.942   | .003     | -2.582      | -0.514      |
| HD       | 0.430        | 0.027     | 15.702   | .000     | 0.376       | 0.484       |
| AG       | 0.854        | 0.123     | 6.938    | .000     | 0.612       | 1.096       |
| Int_1    | 0.027        | 0.005     | 5.582    | .000     | 0.018       | 0.037       |

**Note:** Int\_1 = HD×AG

**Table 4.17** Direct effects of HD, AG, PSQ, and their interaction terms on INT

|          | <b>coeff</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|----------|--------------|-----------|----------|----------|-------------|-------------|
| constant | 21.276       | 0.161     | 132.239  | .000     | 20.960      | 21.592      |
| HD       | 0.090        | 0.011     | 8.073    | .000     | 0.068       | 0.112       |
| PSQ      | 0.110        | 0.015     | 7.418    | .000     | 0.081       | 0.139       |
| AG       | 0.137        | 0.039     | 3.557    | .000     | 0.061       | 0.213       |
| Int_1    | 0.001        | 0.002     | 0.308    | .759     | -0.004      | 0.005       |
| Int_2    | 0.003        | 0.003     | 1.100    | .272     | -0.003      | 0.009       |

**Note:** Int\_1 = HD×AG; Int\_2 = PSQ×AG



**Note:** \* $p < 0.05$ ; \*\* $p < 0.01$ ; \*\*\* $p < 0.001$ .

**Figure 4.4** Model with Agreeableness moderation

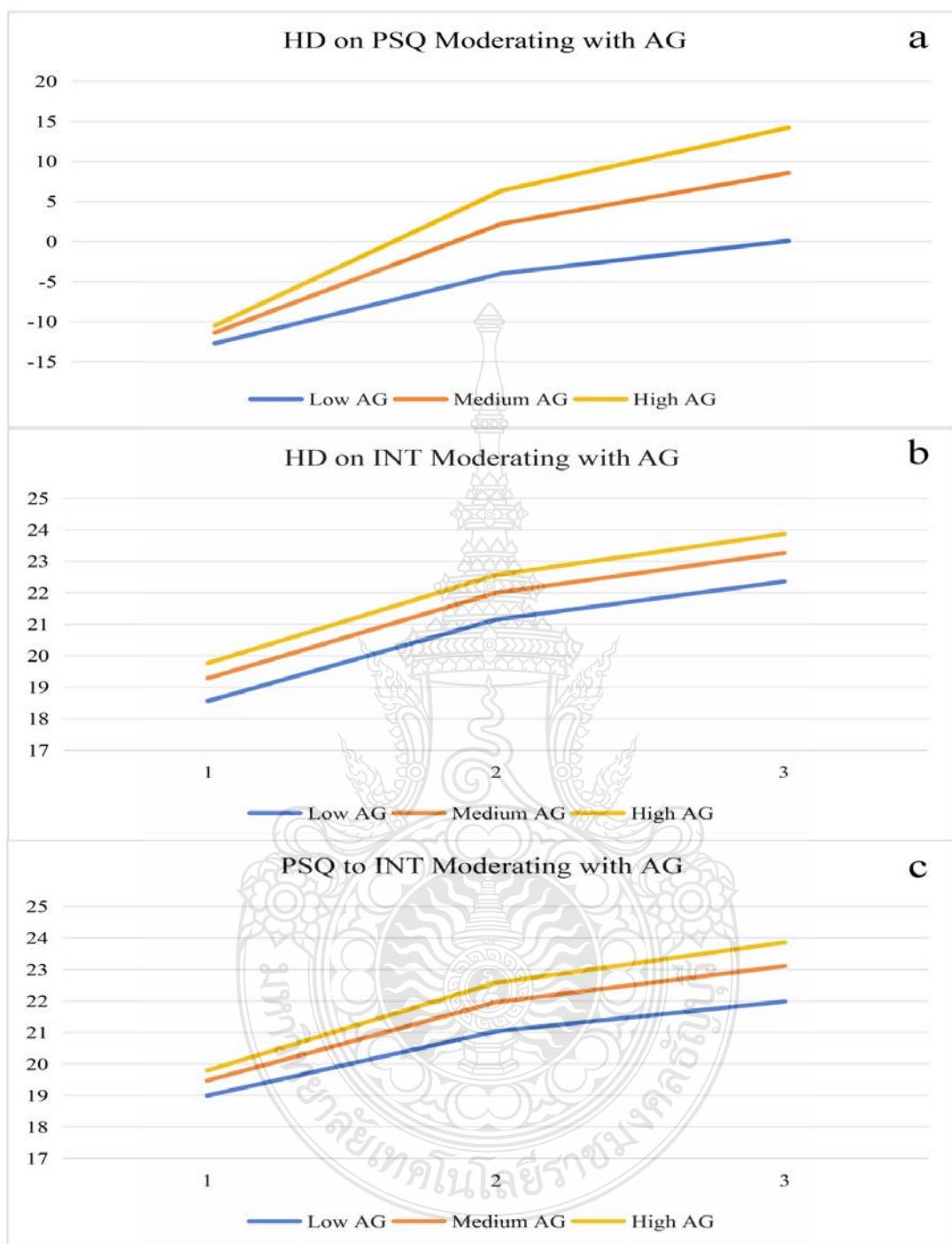
The above figures only reflect direct effects and do not include indirect effects. Additionally, specific moderation effects for different values of Agreeableness have not been demonstrated. Therefore, compiling various effect values into Table 4.18 and Figure 4.5.

**Table 4.18** Various effect sizes

| Moderating effect of AG | AG     | Effect | Se    | t      | p    | LLCI  | ULCI  |
|-------------------------|--------|--------|-------|--------|------|-------|-------|
| HD→PSQ                  | Low    | 0.291  | 0.038 | 7.670  | .000 | 0.216 | 0.366 |
|                         | Medium | 0.454  | 0.028 | 16.492 | .000 | 0.399 | 0.508 |
|                         | High   | 0.562  | 0.035 | 15.936 | .000 | 0.493 | 0.631 |
| HD→INT                  | Low    | 0.086  | 0.013 | 6.804  | .000 | 0.061 | 0.111 |
|                         | Medium | 0.091  | 0.012 | 7.514  | .000 | 0.067 | 0.114 |
|                         | High   | 0.093  | 0.019 | 5.027  | .000 | 0.057 | 0.130 |
| HD→PSQ→INT              | Low    | 0.027  | 0.007 |        |      | 0.015 | 0.042 |
|                         | Medium | 0.051  | 0.008 |        |      | 0.036 | 0.065 |
|                         | High   | 0.071  | 0.014 |        |      | 0.043 | 0.095 |

When Agreeableness is lower, the effect value of Homestay Determinations on Perceived Service Quality is lower compared to when Agreeableness is higher, indicating that agreeableness positively moderates the effect of Homestay Determinations on Perceived Service Quality. This further suggests that for tourists with the Agreeableness personality trait, improving Homestay Determinations can greatly enhance Perceived Service Quality. Similarly, the effect of Homestay Determinations on behavioral intention is also positively moderated by Agreeableness, but the increase in effect value is not significant.

Irrespective of the magnitude of Agreeableness, the mediating effect of perceived service quality between Homestay Determinations and Behavioral Intention is significant (if the 95% confidence interval between LLCI and ULCI does not include 0, it indicates significance). Specifically, when Agreeableness is lower, the mediating effect value of Perceived Service Quality is lower compared to when Agreeableness is higher, indicating that Agreeableness positively moderates the mediating effect of Perceived Service Quality. Finally, Hypothesis H2, H8, H14, and H20 are supported at all moderating levels with  $p < .001$ .



**Figure 4.5** Agreeableness moderating effect

### 4.8.3 The Moderation Effect of Conscientiousness

In this section, the moderating effect of Conscientiousness (CS) in Personality traits is examined through Model 59 in Process. The main purpose of this section is to examine the moderating effect of Conscientiousness.

As shown in Table 4.19, the  $R^2$  values for Behavioral Intentions in the Digital era and Perceived Service Quality are 0.645 and 0.603, respectively, indicating a substantial explanatory power. Additionally, the F-values are 169.832 and 237.808, with P-values less than 0.05. This suggests a good model fit.

**Table 4.19** Fitting index of model with Conscientiousness moderation

|  | <b>R</b> | <b>R-sq</b> | <b>MSE</b> | <b>F</b> | <b>df1</b> | <b>df2</b> | <b>p</b> |
|--|----------|-------------|------------|----------|------------|------------|----------|
| Perceived Service Quality                | 0.776    | 0.603       | 94.883     | 237.808  | 3          | 469        | <.001    |
| Behavioral Intentions in the Digital era | 0.803    | 0.645       | 8.123      | 169.832  | 5          | 467        | <.001    |

The model test results, as shown in Table 4.20, Table 4.21, and Figure 4.6, generally indicate that if the t-value is greater than 1.96 or the p-value is less than 0.05, it suggests that the model passes the significance test. Homestay Determinations has a significant positive effect on Behavioral Intention ( $\beta=0.095$ ,  $p<.001$ ). Homestay Determinations has a significant positive effect on Perceived Service Quality ( $\beta=0.445$ ,  $p<.001$ ), and this effect is significantly positively moderated by Agreeableness ( $\beta=0.030$ ,  $p<.001$ ). Perceived Service Quality has a significant positive effect on Behavioral Intention ( $\beta=0.096$ ,  $p<0.001$ ).

**Table 4.20** Direct effects of HD, CS, and their interaction terms on PSQ

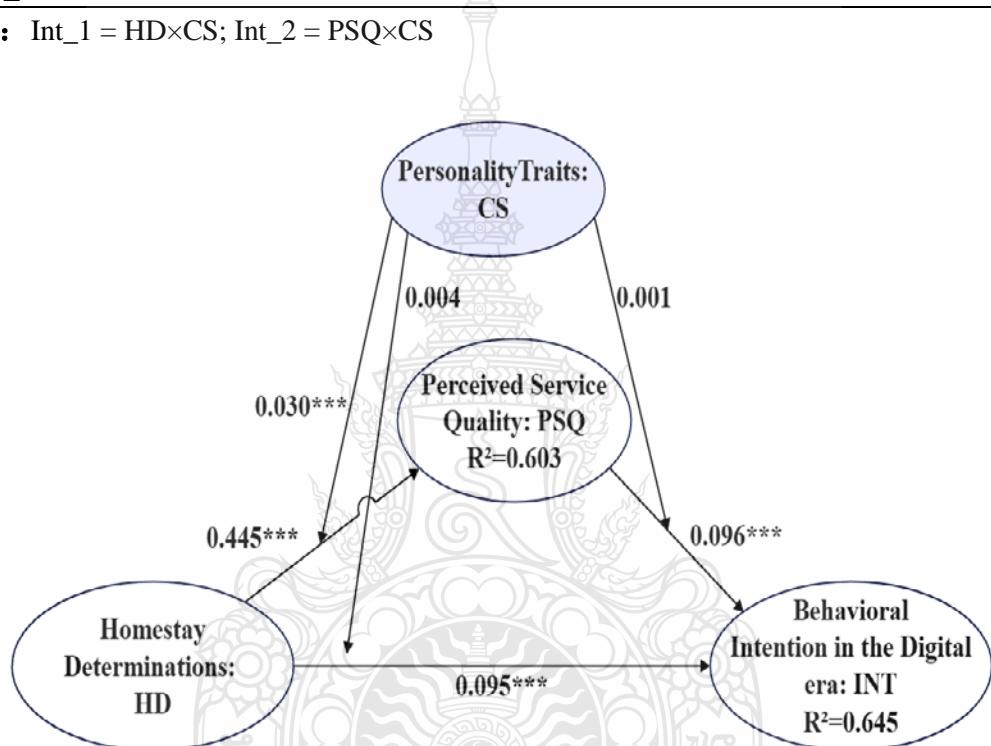
|          | <b>coeff</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|----------|--------------|-----------|----------|----------|-------------|-------------|
| constant | -1.294       | 0.516     | -2.506   | .013     | -2.309      | -0.279      |
| HD       | 0.445        | 0.026     | 16.981   | .000     | 0.393       | 0.496       |
| CS       | 0.997        | 0.143     | 6.980    | .000     | 0.716       | 1.277       |
| Int_1    | 0.030        | 0.006     | 5.033    | .000     | 0.018       | 0.042       |

**Note:** Int\_1 = HD×CS

**Table 4.21** Direct effects of HD, CS, PSQ, and their interaction terms on INT

|          | <b>coeff</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|----------|--------------|-----------|----------|----------|-------------|-------------|
| constant | 21.253       | 0.156     | 136.203  | .000     | 20.946      | 21.559      |
| HD       | 0.095        | 0.011     | 8.862    | .000     | 0.074       | 0.116       |
| PSQ      | 0.096        | 0.014     | 6.690    | .000     | 0.068       | 0.124       |
| CS       | 0.221        | 0.044     | 5.021    | .000     | 0.135       | 0.308       |
| Int_1    | 0.005        | 0.003     | 1.671    | .095     | -0.001      | 0.010       |
| Int_2    | 0.000        | 0.004     | 0.102    | .919     | -0.007      | 0.007       |

**Note:** Int\_1 = HD×CS; Int\_2 = PSQ×CS



**Note:** \*p<0.05; \*\*p<0.01; \*\*\*p<0.001.

**Figure 4.6** Model with Conscientiousness moderation

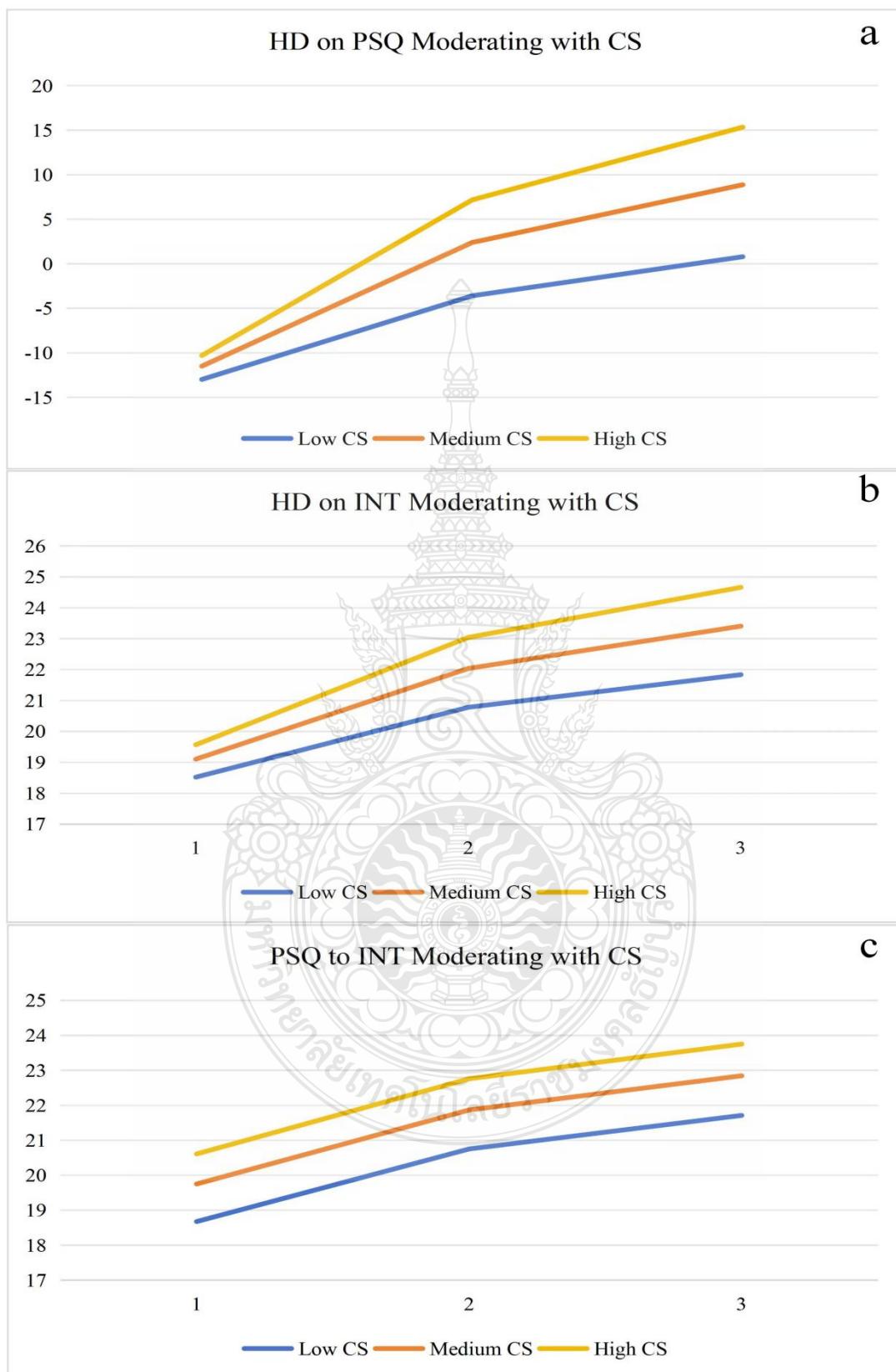
The above figures only reflect direct effects and do not include indirect effects. Additionally, specific moderation effects for different values of Conscientiousness have not been demonstrated. Therefore, compiling various effect values into Table 4.22 and Figure 4.7.

**Table 4.22** Various effect sizes

| <b>Moderating effect of CS</b> | <b>CS</b> | <b>Effect</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|--------------------------------|-----------|---------------|-----------|----------|----------|-------------|-------------|
| HD→PSQ                         | Low       | 0.313         | 0.037     | 8.373    | .000     | 0.240       | 0.387       |
|                                | Medium    | 0.463         | 0.026     | 17.547   | .000     | 0.411       | 0.515       |
|                                | High      | 0.583         | 0.038     | 15.521   | .000     | 0.509       | 0.656       |
| HD→INT                         | Low       | 0.075         | 0.013     | 6.030    | .000     | 0.051       | 0.100       |
|                                | Medium    | 0.098         | 0.012     | 8.538    | .000     | 0.075       | 0.120       |
|                                | High      | 0.116         | 0.019     | 6.010    | .000     | 0.078       | 0.154       |
| HD→PSQ→INT                     | Low       | 0.030         | 0.007     |          |          | 0.017       | 0.045       |
|                                | Medium    | 0.045         | 0.008     |          |          | 0.029       | 0.059       |
|                                | High      | 0.057         | 0.016     |          |          | 0.023       | 0.087       |

When Conscientiousness is lower, the effect value of Homestay Determinations on Perceived Service Quality is lower compared to when Conscientiousness is higher, indicating that Conscientiousness positively moderates the effect of Homestay Determinations on Perceived Service Quality. This further suggests that for tourists with the Conscientiousness personality trait, improving Homestay Determinations can greatly enhance Perceived Service Quality. Similarly, the effect of Homestay Determinations on behavioral intention is also positively moderated by Conscientiousness, but the increase in effect value is not significant.

Irrespective of the magnitude of Conscientiousness, the mediating effect of perceived service quality between Homestay Determinations and Behavioral Intention is significant (if the 95% confidence interval between LLCI and ULCI does not include 0, it indicates significance). Specifically, when Conscientiousness is lower, the mediating effect value of Perceived Service Quality is lower compared to when Conscientiousness is higher, indicating that Conscientiousness positively moderates the mediating effect of Perceived Service Quality. Hypothesis H3, H9, H15, and H21 are supported at all moderating levels with  $p < .001$ .



**Figure 4.7** Conscientiousness moderating effect

#### 4.8.4 The moderation effect of Extraversion

In this section, the moderating effect of Extraversion (EN) in Personality traits is examined through Model 59 in Process. The main purpose of this section is to examine the moderating effect of Extraversion.

As shown in Table 4.23, the  $R^2$  values for Behavioral Intentions in the Digital era and Perceived Service Quality are 0.641 and 0.619, respectively, indicating a substantial explanatory power. Additionally, the F-values are 166.964 and 254.258, with P-values less than 0.05. This suggests a good model fit.

**Table 4.23** Fitting index of model with Extraversion moderation

|  | <b>R</b> | <b>R-sq</b> | <b>MSE</b> | <b>F</b> | <b>df1</b> | <b>df2</b> | <b>p</b> |
|--|----------|-------------|------------|----------|------------|------------|----------|
| Perceived Service Quality                | 0.787    | 0.619       | 91.082     | 254.258  | 3          | 469        | <.001    |
| Behavioral Intentions in the Digital era | 0.801    | 0.641       | 8.213      | 166.964  | 5          | 467        | <.001    |

The model test results, as shown in Table 4.24, Table 4.25, and Figure 4.8, generally indicate that if the t-value is greater than 1.96 or the p-value is less than 0.05, it suggests that the model passes the significance test. Homestay Determinations has a significant positive effect on Behavioral Intention ( $\beta=0.112$ ,  $p<.001$ ), and this effect is significantly moderated by Extraversion ( $\beta=0.007$ ,  $p<.001$ ). Homestay Determinations has a significant positive effect on Perceived Service Quality ( $\beta=0.441$ ,  $p<.001$ ), and this effect is significantly positively moderated by Extraversion ( $\beta=0.025$ ,  $p<.001$ ). Perceived Service Quality has a significant positive effect on Behavioral Intention ( $\beta=0.087$ ,  $p<.001$ ).

**Table 4.24** Direct effects of HD, EN, and their interaction terms on PSQ

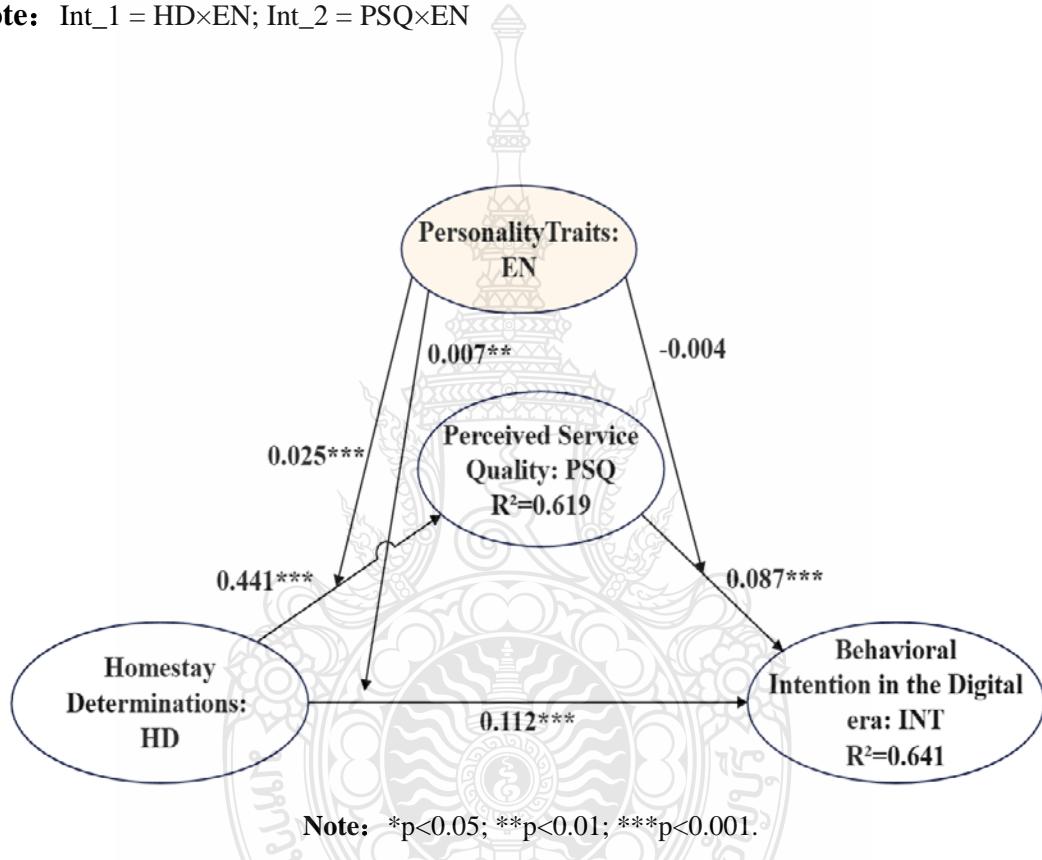
|          | <b>coeff</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|----------|--------------|-----------|----------|----------|-------------|-------------|
| constant | -1.171       | 0.490     | -2.391   | .017     | -2.134      | -0.209      |
| HD       | 0.441        | 0.025     | 17.818   | .000     | 0.392       | 0.490       |
| EN       | 0.888        | 0.112     | 7.941    | .000     | 0.668       | 1.108       |
| Int_1    | 0.025        | 0.005     | 5.372    | .000     | 0.016       | 0.034       |

**Note:** Int\_1 = HD×EN

**Table 4.25** Direct effects of HD, EN, PSQ, and their interaction terms on INT

|       | <b>coeff</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|-------|--------------|-----------|----------|----------|-------------|-------------|
| HD    | 0.112        | 0.011     | 9.972    | .000     | 0.090       | 0.134       |
| PSQ   | 0.087        | 0.015     | 5.679    | .000     | 0.057       | 0.118       |
| EN    | 0.103        | 0.036     | 2.881    | .004     | 0.033       | 0.174       |
| Int_1 | 0.008        | 0.002     | 3.644    | .000     | 0.004       | 0.012       |
| Int_2 | -0.004       | 0.003     | -1.361   | .174     | -0.010      | 0.002       |

**Note:** Int\_1 = HD×EN; Int\_2 = PSQ×EN



**Figure 4.8** Model with extraversion moderation

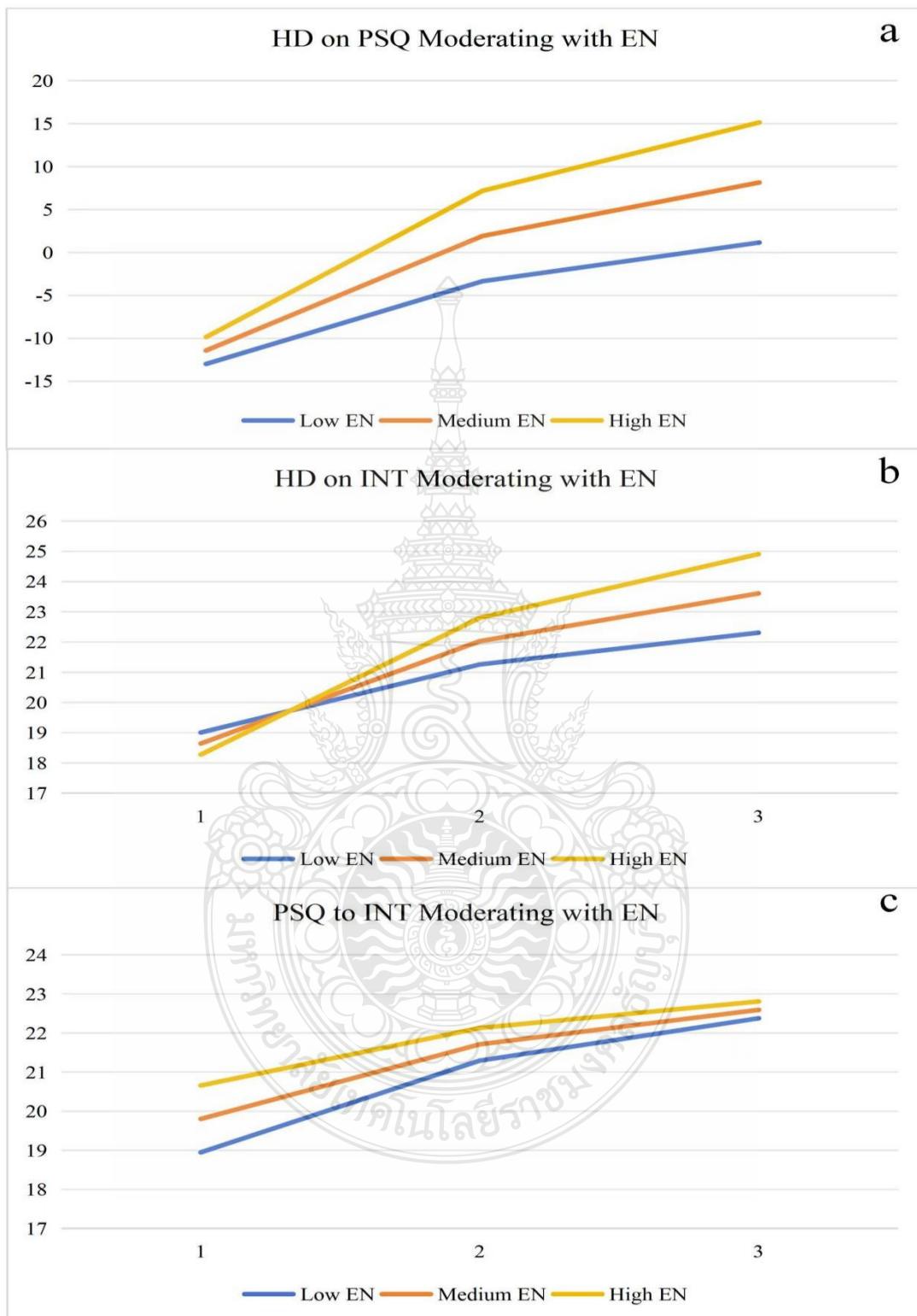
The above figures only reflect direct effects and do not include indirect effects. Additionally, specific moderation effects for different values of Extraversion have not been demonstrated. Therefore, compiling various effect values into Table 4.26 and 4.9.

**Table 4.26** Various effect sizes

| <b>Moderating effect of EN</b> | <b>EN</b> | <b>Effect</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|--------------------------------|-----------|---------------|-----------|----------|----------|-------------|-------------|
| HD→PSQ                         | Low       | 0.321         | 0.034     | 9.462    | .000     | 0.255       | 0.388       |
|                                | Medium    | 0.445         | 0.025     | 17.975   | .000     | 0.396       | 0.493       |
|                                | High      | 0.568         | 0.034     | 16.928   | .000     | 0.502       | 0.634       |
| HD→INT                         | Low       | 0.075         | 0.011     | 6.680    | .000     | 0.053       | 0.097       |
|                                | Medium    | 0.113         | 0.011     | 9.948    | .000     | 0.091       | 0.135       |
|                                | High      | 0.151         | 0.019     | 8.092    | .000     | 0.114       | 0.187       |
| HD→PSQ→INT                     | Low       | 0.034         | 0.007     |          |          | 0.023       | 0.048       |
|                                | Medium    | 0.039         | 0.008     |          |          | 0.024       | 0.054       |
|                                | High      | 0.038         | 0.016     |          |          | 0.007       | 0.069       |

When Extraversion is lower, the effect value of Homestay Determinations on Perceived Service Quality is lower compared to when Extraversion is higher, indicating that Extraversion positively moderates the effect of Homestay Determinations on Perceived Service Quality. This further suggests that for tourists with the Extraversion personality trait, improving Homestay Determinations can greatly enhance Perceived Service Quality. Similarly, the effect of Homestay Determinations on behavioral intention is also positively moderated by Extraversion, but the increase in effect value is not significant.

Irrespective of the magnitude of Extraversion, the mediating effect of perceived service quality between Homestay Determinations and Behavioral Intention is significant (if the 95% confidence interval between LLCI and ULCI does not include 0, it indicates significance). Specifically, when Extraversion is lower, the mediating effect value of Perceived Service Quality is lower compared to when Extraversion is higher, indicating that Extraversion positively moderates the mediating effect of Perceived Service Quality. Hypothesis H4, H10, H16, and H22 are supported at all moderating levels with  $p < .001$ .



**Figure 4.9** Extraversion moderating effect

#### 4.8.5 The Moderation Effect of Nervousness

In this section, the moderating effect of Nervousness (NS) in Personality traits is examined through Model 59 in Process. The main purpose of this section is to examine the moderating effect of Nervousness.

As shown in Table 4.27, the  $R^2$  values for Behavioral Intentions in the Digital era and Perceived Service Quality are 0.627 and 0.554, respectively, indicating a substantial explanatory power. Additionally, the F-values are 156.929 and 194.533, with P-values less than 0.05. This suggests a good model fit.

**Table 4.27** Fitting index of model with Nervousness moderation

|  | <b>R</b> | <b>R-sq</b> | <b>MSE</b> | <b>F</b> | <b>df1</b> | <b>df2</b> | <b>p</b> |
|--|----------|-------------|------------|----------|------------|------------|----------|
| Perceived Service Quality                | 0.745    | 0.554       | 106.586    | 194.533  | 3          | 469        | <.001    |
| Behavioral Intentions in the Digital era | 0.792    | 0.627       | 8.542      | 156.929  | 5          | 467        | <.001    |

The model test results, as shown in Table 4.28, Table 4.29, and Figure 4.10, generally indicate that if the t-value is greater than 1.96 or the p-value is less than 0.05, it suggests that the model passes the significance test. Homestay Determinations has a significant positive effect on Behavioral Intention ( $\beta=0.110$ ,  $p<.001$ ). Homestay Determinations has a significant positive effect on Perceived Service Quality ( $\beta=0.540$ ,  $p<.001$ ), and this effect is significantly positively moderated by Nervousness ( $\beta=-0.018$ ,  $p<.001$ ). Perceived Service Quality has a significant positive effect on Behavioral Intention ( $\beta=0.109$ ,  $p<.001$ ).

**Table 4.28** Direct effects of HD, NS, and their interaction terms on PSQ

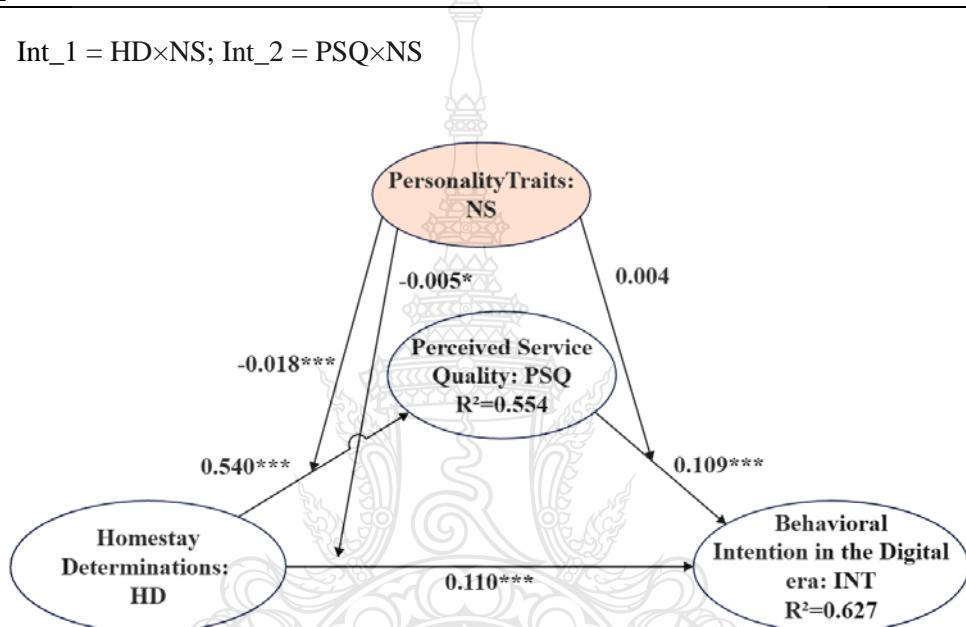
|          | <b>coeff</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|----------|--------------|-----------|----------|----------|-------------|-------------|
| constant | -0.489       | 0.498     | -0.982   | .327     | -1.469      | 0.490       |
| HD       | 0.540        | 0.024     | 22.118   | .000     | 0.492       | 0.588       |
| NS       | -0.105       | 0.131     | -0.800   | .424     | -0.362      | 0.153       |
| Int_1    | -0.018       | 0.006     | -3.228   | .001     | -0.029      | -0.007      |

Note: Int\_1 = HD×NS

**Table 4.29** Direct effects of HD, NS, PSQ, and their interaction terms on INT

|          | <b>coeff</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|----------|--------------|-----------|----------|----------|-------------|-------------|
| constant | 21.419       | 0.142     | 151.278  | .000     | 21.140      | 21.697      |
| HD       | 0.110        | 0.011     | 10.137   | .000     | 0.089       | 0.131       |
| PSQ      | 0.110        | 0.014     | 7.656    | .000     | 0.082       | 0.138       |
| NS       | -0.043       | 0.037     | -1.152   | .250     | -0.116      | 0.030       |
| Int_1    | -0.005       | 0.003     | -1.940   | .053     | -0.011      | 0.000       |
| Int_2    | 0.006        | 0.004     | 1.473    | .142     | -0.002      | 0.013       |

**Note:** Int\_1 = HD×NS; Int\_2 = PSQ×NS



Note: \*p<0.05; \*\*p<0.01; \*\*\*p<0.001.

**Figure 4.10** Model with nervousness moderation

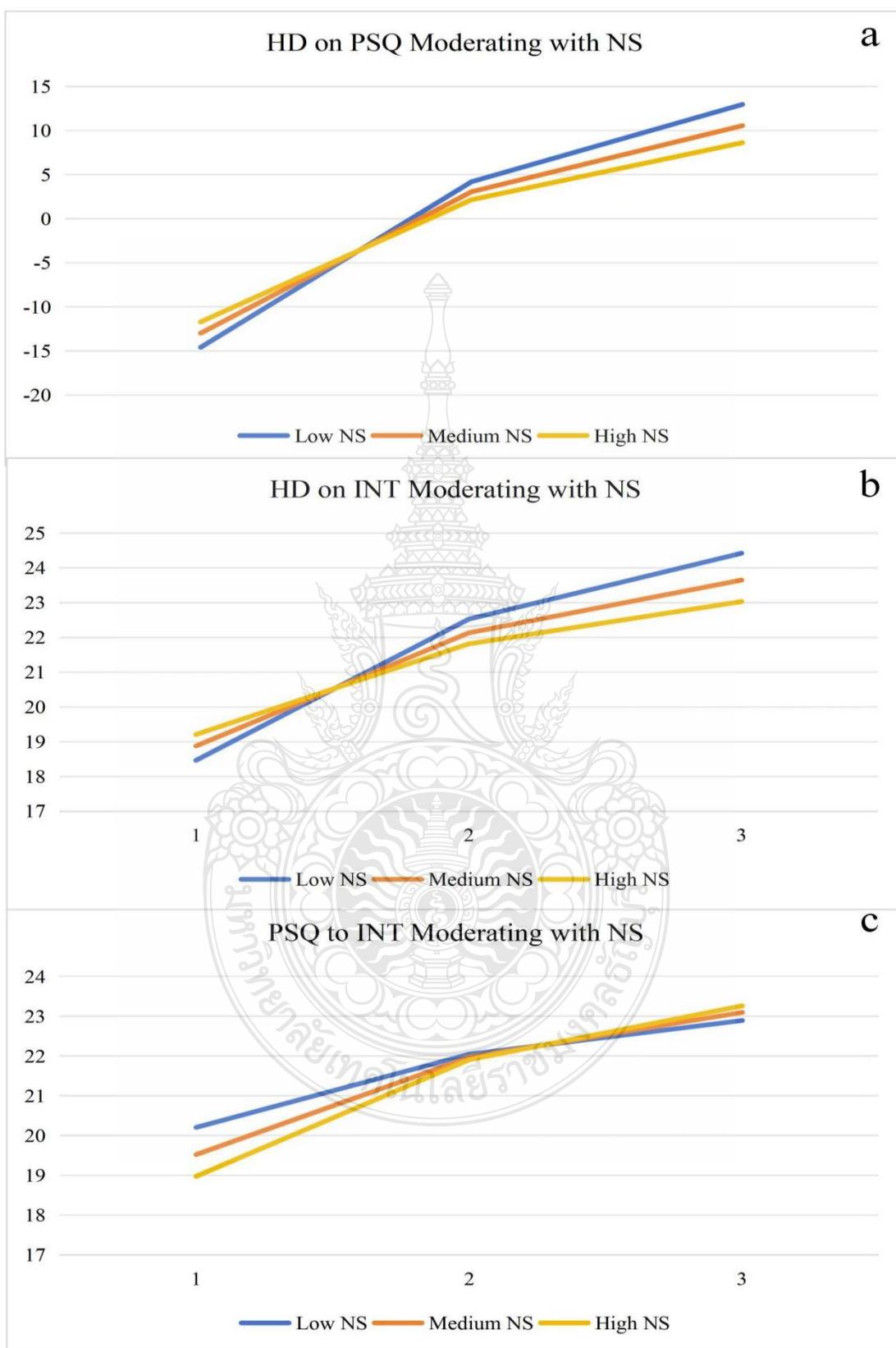
The above figures only reflect direct effects and do not include indirect effects. In addition, the specific modulating effects of different neurotic values have not been demonstrated. Therefore, the various effect values are compiled into Table 4.30 and Figure 4.11.

**Table 4.30** Various effect sizes

| <b>Moderating effect of NS</b> | <b>NS</b> | <b>Effect</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|--------------------------------|-----------|---------------|-----------|----------|----------|-------------|-------------|
| HD→PSQ                         | Low       | 0.626         | 0.038     | 16.590   | .000     | 0.552       | 0.701       |
|                                | Medium    | 0.535         | 0.024     | 22.000   | .000     | 0.487       | 0.583       |
|                                | High      | 0.462         | 0.033     | 14.105   | .000     | 0.398       | 0.527       |
| HD→INT                         | Low       | 0.135         | 0.020     | 6.674    | .000     | 0.096       | 0.175       |
|                                | Medium    | 0.108         | 0.011     | 10.272   | .000     | 0.088       | 0.129       |
|                                | High      | 0.087         | 0.012     | 7.115    | .000     | 0.063       | 0.111       |
| HD→PSQ→INT                     | Low       | 0.052         | 0.019     |          |          | 0.016       | 0.091       |
|                                | Medium    | 0.060         | 0.009     |          |          | 0.043       | 0.077       |
|                                | High      | 0.062         | 0.010     |          |          | 0.043       | 0.081       |

When Nervousness is high, the influence of Homestay Determinations on Perceived Service Quality was low, indicating that tension negatively moderated the influence of Homestay Determinations on Perceived Service Quality. This further indicates that for consumers with Nervousness personality traits, the evaluation of Homestay Determinations and Perceived Service Quality is lower, and improving Homestay Determinations does not make them have better Perceived Service Quality. But that doesn't mean you don't have to upgrade your Homestay Determinations. Similarly, the effect of Homestay Determinations on Behavioral Intention is negatively moderated by Nervousness.

The mediating role of Perceived Service Quality between Homestay Determinations and Behavioral Intentions was significant regardless of Nervousness (significant if the 95% confidence interval between LLCI and ULCI did not include 0). When the Nervousness level is high, the mediating effect value of Perceived Service Quality is lower than that when the Nervousness level is low, indicating that the Nervousness negatively moderates the mediating effect of Perceived Service Quality. Hypothesis H5, H11, H17, and H23 are supported at all moderating levels with  $p < .001$ .



#### 4.8.6 The Moderation Effect of Openness to Experience

In this section, the moderating effect of Openness to Experience (OE) in personality traits is examined through Model 59 in Process. The main purpose of this section is to examine the moderating effect of Openness to Experience.

As shown in Table 4.31, the  $R^2$  values for Behavioral Intentions in the Digital era and Perceived Service Quality are 0.633 and 0.598, respectively, indicating a substantial explanatory power. Additionally, the F-values are 161.383 and 232.337, with P-values less than 0.05. This suggests a good model fit.

**Table 4.31** Fitting index of model with Openness to Experience moderation

|  | <b>R</b> | <b>R-sq</b> | <b>MSE</b> | <b>F</b> | <b>df1</b> | <b>df2</b> | <b>p</b> |
|--|----------|-------------|------------|----------|------------|------------|----------|
| Perceived Service Quality                | 0.773    | 0.598       | 96.219     | 232.337  | 3          | 469        | .001     |
| Behavioral Intentions in the Digital era | 0.796    | 0.633       | 8.393      | 161.383  | 5          | 467        | .001     |

The model test results, as shown in Table 4.32, Table 4.33, and Figure 4.12, generally indicate that if the t-value is greater than 1.96 or the p-value is less than 0.05, it suggests that the model passes the significance test. Homestay Determinations has a significant positive effect on Behavioral Intention ( $\beta=0.094$ ,  $p<.001$ ). Homestay Determinations has a significant positive effect on Perceived Service Quality ( $\beta=0.451$ ,  $p<.001$ ), and this effect is significantly positively moderated by Openness to Experience ( $\beta=0.024$ ,  $p<.001$ ). Perceived Service Quality has a significant positive effect on Behavioral Intention ( $\beta=0.110$ ,  $p<.001$ ),

**Table 4.32** Direct effects of HD, OE, and their interaction terms on PSQ

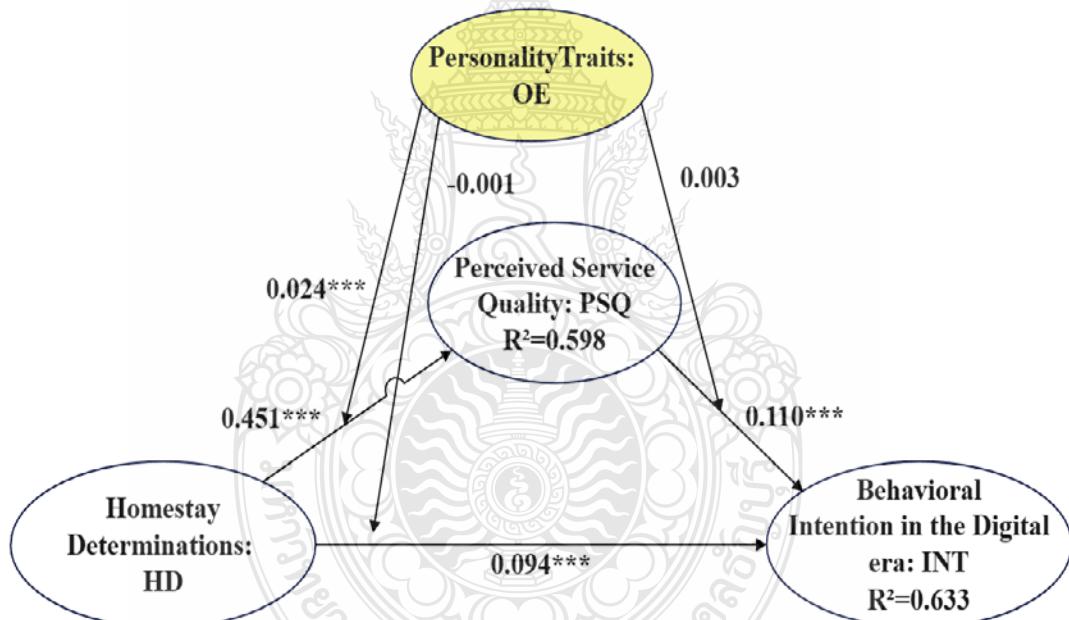
|          | <b>coeff</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|----------|--------------|-----------|----------|----------|-------------|-------------|
| constant | -0.914       | 0.507     | -1.801   | .072     | -1.910      | 0.084       |
| HD       | 0.451        | 0.025     | 17.758   | .000     | 0.401       | 0.501       |
| OE       | 1.012        | 0.144     | 7.043    | .000     | 0.730       | 1.295       |
| Int_1    | 0.024        | 0.006     | 3.932    | .000     | 0.012       | 0.037       |

**Note:** Int\_1 = HD×OE

**Table 4.33** Direct effects of HD, OE, PSQ, and their interaction terms on INT

|          | <b>coeff</b> | <b>se</b> | <b>t</b> | <b>p</b> | <b>LLCI</b> | <b>ULCI</b> |
|----------|--------------|-----------|----------|----------|-------------|-------------|
| constant | 21.409       | 0.155     | 138.001  | .000     | 21.105      | 21.714      |
| HD       | 0.095        | 0.011     | 8.993    | .000     | 0.074       | 0.115       |
| PSQ      | 0.110        | 0.014     | 7.612    | .000     | 0.082       | 0.138       |
| OE       | 0.170        | 0.045     | 3.797    | .000     | 0.082       | 0.257       |
| Int_1    | -0.001       | 0.003     | -0.357   | .721     | -0.007      | 0.005       |
| Int_2    | 0.003        | 0.004     | 0.726    | .468     | -0.005      | 0.011       |

**Note:** Int\_1 = HD×OE; Int\_2 = PSQ×OE



**Note:** \*p<0.05; \*\*p<0.01; \*\*\*p<0.001.

**Figure 4.12** Model with Openness to Experience moderation

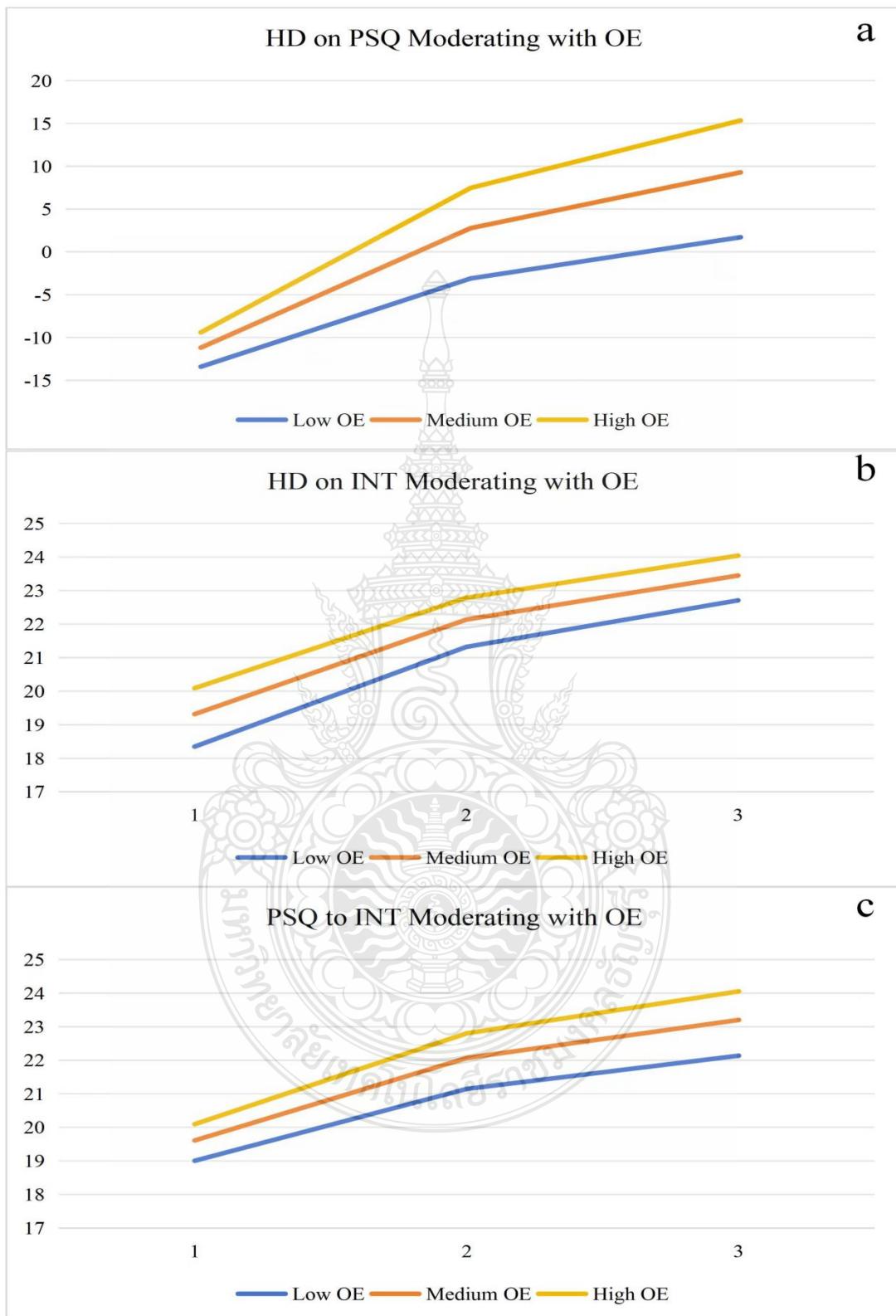
The above figures only reflect direct effects and do not include indirect effects. Additionally, specific moderation effects for different values of Openness to Experience have not been demonstrated. Therefore, compiling various effect values into Table 4.34 and Figure 4.13.

**Table 4.34** Various effect sizes

| Moderating effect<br>of OE | OE     | Effect | se    | t      | p    | LLCI  | ULCI  |
|----------------------------|--------|--------|-------|--------|------|-------|-------|
| HD→PSQ                     | Low    | 0.344  | 0.039 | 8.909  | .000 | 0.268 | 0.420 |
|                            | Medium | 0.465  | 0.025 | 18.300 | .000 | 0.415 | 0.515 |
|                            | High   | 0.563  | 0.037 | 15.318 | .000 | 0.490 | 0.635 |
| HD→INT                     | Low    | 0.099  | 0.014 | 7.282  | .000 | 0.072 | 0.126 |
|                            | Medium | 0.094  | 0.011 | 8.411  | .000 | 0.072 | 0.116 |
|                            | High   | 0.090  | 0.019 | 4.626  | .000 | 0.052 | 0.128 |
| HD→PSQ→INT                 | Low    | 0.033  | 0.007 |        |      | 0.020 | 0.049 |
|                            | Medium | 0.052  | 0.008 |        |      | 0.036 | 0.066 |
|                            | High   | 0.069  | 0.015 |        |      | 0.038 | 0.096 |

When Openness to Experience is lower, the effect value of Homestay Determinations on Perceived Service Quality is lower compared to when Openness to Experience is higher, indicating that Openness to Experience positively moderates the effect of Homestay Determinations on Perceived Service Quality. This further suggests that for tourists with the Openness to Experience personality trait, improving Homestay Determinations can greatly enhance Perceived Service Quality. Similarly, the effect of Homestay Determinations on behavioral intention is also positively moderated by Openness to Experience, but the increase in effect value is not significant.

Irrespective of the magnitude of Openness to Experience, the mediating effect of perceived service quality between Homestay Determinations and Behavioral Intention is significant (if the 95% confidence interval between LLCI and ULCI does not include 0, it indicates significance). Specifically, when Openness to Experience is lower, the mediating effect value of Perceived Service Quality is lower compared to when Openness to Experience is higher, indicating that Openness to Experience positively moderates the mediating effect of Perceived Service Quality. Hypothesis H16, H12, H18, and H24 are supported at all moderating levels with  $p < 0.001$ .



**Figure 4.13** Openness to Experience moderating effect

#### 4.9 Summary of Hypothesis Testing Results

In previous discussions, it has been established that the intention to engage in homestay accommodation is influenced by both homestay determinations and perceived service quality, with these effects also being related to personality traits. This section summarizes the research hypotheses based on the analysis results presented earlier.

**Table 4.35** Summary of hypothesis testing

| Hypotheses | Description   | Result    |
|------------|---|-----------|
| H1         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of personality traits.     | Supported |
| H2         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Agreeableness.          | Supported |
| H3         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Conscientiousness.      | Supported |
| H4         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Extraversion.           | Supported |
| H5         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Nervousness.            | Supported |
| H6         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of Openness to Experience. | Supported |
| H7         | Homestay determinations influences behavioral intention in the digital era under moderating role of personality traits.                                 | Supported |
| H8         | Homestay determinations influences behavioral intention in the digital era under moderating role of Agreeableness.                                      | Supported |
| H9         | Homestay determinations influences behavioral intention in the digital era under moderating role of Conscientiousness.                                  | Supported |
| H10        | Homestay determinations influences behavioral intention in the digital era under moderating role of Extraversion.                                       | Supported |
| H11        | Homestay determinations influences behavioral intention in the digital era under moderating role of Nervousness.  | Supported |
| H12        | Homestay determinations influences behavioral intention in the digital era under moderating role of Openness to Experience.                             | Supported |

**Table 4.35** Summary of hypothesis testing (Cont.)

| Hypotheses | Description   | Result    |
|------------|---|-----------|
| H13        | Homestay determinations influences perceived service quality under moderating role of personality traits.                     | Supported |
| H14        | Homestay determinations influences perceived service quality under moderating role of Agreeableness.                          | Supported |
| H15        | Homestay determinations influences perceived service quality under moderating role of Conscientiousness.                      | Supported |
| H16        | Homestay determinations influences perceived service quality under moderating role of Extraversion.                           | Supported |
| H17        | Homestay determinations influences perceived service quality under moderating role of Nervousness.                            | Supported |
| H18        | Homestay determinations influences perceived service quality under moderating role of Openness to Experience.                 | Supported |
| H19        | Perceived service quality influences behavioral intention in the digital era under moderating role of personality traits.     | Supported |
| H20        | Perceived service quality influences behavioral intention in the digital era under moderating role of Agreeableness.          | Supported |
| H21        | Perceived service quality influences behavioral intention in the digital era under moderating role of Conscientiousness.      | Supported |
| H22        | Perceived service quality influences behavioral intention in the digital era under moderating role of Extraversion.           | Supported |
| H23        | Perceived service quality influences behavioral intention in the digital era under moderating role of Nervousness.            | Supported |
| H24        | Perceived service quality influences behavioral intention in the digital era under moderating role of Openness to Experience. | Supported |

#### 4.10 Comparison of Qualitative and Quantitative Results

This section contrasts the qualitative and quantitative analysis results as follows:

Firstly, through hypothesis testing in the quantitative analysis, the following hypotheses were tested: "Perceived service quality mediates homestay determinations and behavioral intention in the digital era subject to personality traits conditions", "Homestay determinations influence perceived service quality conditionally on personality traits", "Perceived service quality influences behavioral intention in the digital era conditionally on personality traits", and "Homestay determinations influence behavioral intention in the digital era conditionally on personality traits". Similarly, these hypotheses were validated in the qualitative analysis. This indicates that homestay determinations can indirectly

influence behavioral intention through perceived service quality, and this influence is moderated by personality traits. Additionally, homestay determinations can affect consumers' perceived service quality. The better the homestay determinations, the better the perceived service quality by consumers, and this relationship is also moderated by personality traits.

Secondly, in the quantitative analysis results, the hypothesis "Homestay determinations influence behavioral intention in the digital era conditionally on personality traits" was partially accepted, while it was fully accepted in the qualitative analysis results. This difference is primarily attributed to individual differences in personality traits among respondents.

Of particular interest is the hypothesis "Perceived service quality influences behavioral intention in the digital era conditionally on personality traits", which was not supported in the quantitative analysis results but was accepted in the qualitative analysis. This discrepancy may stem from two possible reasons: 1) respondents may tend to provide more positive responses during interviews compared to anonymous questionnaire responses, leading to differences in content between the two methods; 2) questionnaire data itself, as perceived service quality represents consumers' subjective feelings, which can be influenced by their personality traits. Therefore, there may be statistical overlap in the relationship between perceived service quality and behavioral intention, resulting in insignificant moderation effects of personality traits in the model results.

Finally, the qualitative analysis revealed that consumers also consider the price and safety of homestays in addition to the seven aspects included in the model. These factors were not incorporated into the model construction but should be included in future research.

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

The final chapter of this paper discusses the conclusions and recommendations of this study. This includes the research methodology and key findings, a discussion of the findings, and their theoretical and practical contributions. In addition, limitations and recommendations for further research are provided in this chapter.

#### 5.1 Conclusions

This study investigated the influence of homestay determinations, perceived service quality, and personality traits on Chinese consumers' revisit intentions and electronic word-of-mouth (eWOM) behavior regarding homestays in Hunan province. The preceding chapters discussed various aspects of the research context. This chapter organized the research findings into four sections. The first section provided a summary of the methodology and research outcomes. The second section discussed the research questions. The third section deliberated over the limitations of the study. The final section offered practical implications and presented research findings and guidelines concerning the impact of homestay determinations, perceived service quality, and personality traits on Chinese homestay tourism behavioral intentions, along with recommendations for future research.

The aim of this study was to investigate the influence of homestay determinations, perceived service quality, and personality traits on Chinese consumers' behavioral intentions regarding homestays. The population in this study were consumers from 30 homestays in Hunan province, China. The research methodology employed a mixed methods approach, combining qualitative and quantitative research. The study conducted in-depth interviews with 18 experts and 40 non-experts in the homestay industry for the qualitative research. The quantitative research utilized a survey method, with questionnaires distributed to 624 consumers from 30 homestays in Hunan Province, China. Additionally, the study used analytical induction for qualitative data analysis and included frequency, percentage, mean, and standard deviation in the quantitative data analysis and employed Partially Least Squares Structural Equation Modeling (PLS-SEM)

for confirmatory factor analysis as well as measurement model estimation. For hypothesis testing, the study used Model 59 of PROCESS Macro.

The research question was determined as follows:

The research question is: Does perceived service quality serve as an underlying mechanism for conveying the impacts of homestay determinations on behavioral intention in the digital age? If so, under what circumstances does it contribute to a significant shift in behavioral intention when personality traits (agreeableness, conscientiousness, extraversion, nervousness, and openness to experience) change?

The study's objectives were to analyze 1) how personality traits influence the relationship between perceived service quality and homestay decision and behavior in the digital age; 2) how personality traits influence the relationship between homestay determinations and behavior in the digital age; 3) how homestay determinations influence perceived service quality in the digital age; and 4) how perceived service quality influences behavior in the digital age while personality traits are still a factor.

According to the research questions and objectives, hypotheses were proposed as follows:

Hypothesis 1: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under the moderating role of personality traits.

Hypothesis 2: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under the moderating role of agreeableness.

Hypothesis 3: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under the moderating role of conscientiousness.

Hypothesis 4: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under the moderating role of extraversion.

Hypothesis 5: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under the moderating role of nervousness.

Hypothesis 6: Perceived service quality mediates homestay determinations and behavioral intention in the digital era under the moderating role of openness to experience.

Hypothesis 7: Homestay determinations influence behavioral intention in the digital era through the moderating role of personality traits.

Hypothesis 8: Homestay determinations influence behavioral intention in the digital era under the moderating role of agreeableness.

Hypothesis 9: Homestay determinations influence behavioral intention in the digital era through the moderating role of consciousness.

Hypothesis 10: Homestay determinations influence behavioral intention in the digital era under the moderating role of extraversion.

Hypothesis 11: Homestay determinations influence behavioral intention in the digital era through the moderating role of nervousness.

Hypothesis 12: Homestay determinations influence behavioral intention in the digital era under the moderating role of openness to experience.

Hypothesis 13: Homestay determinations influence perceived service quality under the moderating role of personality traits.

Hypothesis 14: Homestay determinations influence perceived service quality under the moderating role of agreeableness.

Hypothesis 15: Homestay determinations influence perceived service quality under the moderating role of conscientiousness.

Hypothesis 16: Homestay determinations influence perceived service quality under the moderating role of extraversion.

Hypothesis 17: Homestay determinations influence perceived service quality under the moderating role of nervousness.

Hypothesis 18: Homestay determinations influence perceived service quality under the moderating role of openness to experience.

Hypothesis 19: Perceived service quality influences behavioral intention in the digital era under the moderating role of personality traits.

Hypothesis 20: Perceived service quality influences behavioral intention in the digital era under the moderating role of agreeableness.

Hypothesis 21: Perceived service quality influences behavioral intention in the digital era under the moderating role of consciousness.

Hypothesis 22: Perceived service quality influences behavioral intention in the digital era under the moderating role of extraversion.

Hypothesis 23: Perceived service quality influences behavioral intention in the digital era through the moderating role of nervousness.

Hypothesis 24: Perceived service quality influences behavioral intention in the digital era under the moderating role of openness to experience.

The results of the qualitative interviews are as follows:

The interviews revealed that while all respondents recognized the importance of perceived service quality in their decision to revisit homestays, personality traits significantly influenced their evaluations. Individuals with high agreeableness and conscientiousness prioritized friendly interactions and cleanliness, respectively, while extraversion led to a focus on social engagement, and nervousness emphasized safety and privacy concerns. These differing priorities illustrated how personality shaped perceptions of service quality, confirming that it played a crucial role in behavioral intentions, particularly for those with high agreeableness and conscientiousness. Furthermore, the findings supported multiple hypotheses regarding the relationship between personality traits and service quality perceptions. Unique cultural interactions drew individuals with high openness to experience, and the overall emphasis on high service quality reinforced the likelihood of revisiting.

Crucially, personality traits served as moderating variables in the relationship between perceived service quality and behavioral intentions regarding homestays. For instance, individuals with high agreeableness perceived friendly interactions as a hallmark of high service quality, thereby strengthening their intention to revisit. Conversely, individuals with high conscientiousness showed heightened awareness of cleanliness standards, which significantly impacted their overall satisfaction and decision to return. Moreover, the moderating effect of personality traits highlighted how extraversion and nervousness shaped responses to perceived service quality. Extraverted guests found that high-quality social interactions significantly enhanced their experience, leading to a greater likelihood of returning. Conversely, nervous individuals needed a baseline of perceived safety and privacy to feel comfortable; meeting these needs significantly strengthened their intention to return.

This nuanced understanding highlighted the ultimate influence of personalized service on consumer behavior in the homestay context, underscoring how individual

personality traits filtered perceived service quality. By recognizing and catering to these personality-driven preferences, service providers could enhance perceived service quality, thereby increasing influence loyalty and encouraging repeat visits.

The quantitative analysis yields the following results:

The quantitative results of this study supported all proposed hypotheses. Firstly, the results revealed that homestay determinations had a positive and significant impact on both behavioral intention and perceived service quality, and perceived service quality had a positive and significant impact on behavioral intention.

The study revealed several indirect pathways through which homestay determinations influenced consumer behavioral intention. Perceived service quality played a mediating role in the relationship between homestay determinations and consumer behavioral intention. Additionally, personality traits, including agreeableness, conscientiousness, extraversion, nervousness, and openness to experience, both as overall traits and for each individual trait, moderated the relationships between homestay determinations, perceived service quality, and behavioral intention.

In summary, the results of this study fully supported all 24 hypotheses. They demonstrated that homestay determinations and perceived service quality both played significant roles in fostering consumer behavioral intention in the digital era, both directly and indirectly. These findings provided valuable insights for understanding the mechanisms that linked personality traits to consumer evaluations of service quality, highlighting the nuanced ways in which individual differences influenced decision-making processes. Additionally, the study underscored the importance of tailoring service offerings to align with diverse consumer preferences, thereby enhancing overall satisfaction and loyalty.

The implications of these findings were far-reaching for homestay providers and marketers, as they emphasized the necessity of recognizing and addressing the varying expectations of consumers based on their personality traits. This tailored approach could facilitate more effective marketing strategies and improve service delivery, ultimately leading to increased consumer retention and positive word-of-mouth. The summary of the hypothesis testing results of this study was shown in Table 5.1 below.

**Table 5.1** Summary of hypothesis testing

| Hypotheses | Description   | Result    |
|------------|---|-----------|
| H1         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of personality traits.         | Supported |
| H2         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of agreeableness.              | Supported |
| H3         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of conscientiousness.          | Supported |
| H4         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of extraversion.               | Supported |
| H5         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under moderating role of nervousness.                | Supported |
| H6         | Perceived service quality mediates homestay determinations and behavioral intention in the digital era under the moderating role of openness to experience. | Supported |
| H7         | Homestay determinations influence behavioral intention in the digital era under the moderating role of personality traits.                                  | Supported |
| H8         | Homestay determinations influence behavioral intention in the digital era under the moderating role of agreeableness.                                       | Supported |
| H9         | Homestay determinations influence behavioral intention in the digital era under the moderating role of conscientiousness.                                   | Supported |
| H10        | Homestay determinations influence behavioral intention in the digital era under the moderating role of extraversion.  | Supported |
| H11        | Homestay determinations influence behavioral intention in the digital era under the moderating role of nervousness.   | Supported |
| H12        | Homestay determinations influence behavioral intention in the digital era under the moderating role of openness to experience.                              | Supported |

**Table 5.1** Summary of hypothesis testing (Cont.)

| Hypotheses | Description   | Result    |
|------------|---|-----------|
| H13        | Homestay determinations influence perceived service quality under the moderating role of personality traits.                      | Supported |
| H14        | Homestay determinations influence perceived service quality under the moderating role of agreeableness.                           | Supported |
| H15        | Homestay determinations influence perceived service quality under the moderating role of conscientiousness.                       | Supported |
| H16        | Homestay determinations influence perceived service quality under the moderating role of extraversion.                            | Supported |
| H17        | Homestay determinations influence perceived service quality under the moderating role of nervousness.                             | Supported |
| H18        | Homestay determinations influence perceived service quality under the moderating role of openness to experience.                  | Supported |
| H19        | Perceived service quality influences behavioral intention in the digital era under the moderating role of personality traits.     | Supported |
| H20        | Perceived service quality influences behavioral intention in the digital era under the moderating role of agreeableness.          | Supported |
| H21        | Perceived service quality influences behavioral intention in the digital era under the moderating role of conscientiousness.      | Supported |
| H22        | Perceived service quality influences behavioral intention in the digital era under the moderating role of extraversion.           | Supported |
| H23        | Perceived service quality influences behavioral intention in the digital era under the moderating role of nervousness.            | Supported |
| H24        | Perceived service quality influences behavioral intention in the digital era under the moderating role of openness to experience. | Supported |

## 5.2 Discussion of Research Results

This section discussed the research findings regarding four key research questions, addressing various aspects of the topic.

## **5.2.1 The Mediating Effect of Perceived Service Quality on Homestay Decision and Behavioral Intention in the Digital Era Subject to Personality Traits Conditions**

### **5.2.1.1 The Mediating Effect of Perceived Service Quality on Homestay Decision and Behavioral Intention in the Digital Era**

First and foremost, as a prominent option for tourist accommodations, the choice of homestay involves a comprehensive evaluation of various factors by consumers. In addition to tangible indicators such as price, geographical location, and amenities, the quality of service significantly influences consumers' selection of homestays. Consumers rely on perceived service quality—a subjective assessment of homestay services—as a key reference point in their decision-making process. Consumers typically choose homestays with higher perceived service quality, as superior service not only enhances their satisfaction and experience but also strengthens their recognition and loyalty to the homestay. When consumers perceive high-quality service from a homestay, they are more likely to choose it and exhibit positive behavioral intentions. Consequently, perceived service quality acts as a mediating factor between homestay selection and behavioral intentions, serving as a bridge that connects consumer choices to their subsequent actions. The psychological mechanisms and motivations underlying consumer decision-making help explain the impact of perceived service quality on both homestay selection and behavioral intentions. When making choices, consumers generally seek to maximize their utility, evaluating and comparing the service quality of different homestays to determine the option that best fits their needs. Superior service quality meets consumers' expectations and requirements, enhances overall satisfaction, and reinforces their recognition and loyalty to the homestay (Wahid et al., 2017a). Furthermore, upon experiencing high-quality service, consumers often translate this positive experience into behavioral intentions, such as repeat bookings and recommendations to others, thereby exhibiting positive behaviors (Jun, 2020).

Similar studies have also recognized the mediating role of perceived service quality across various industries and sectors. For example, research in the hotel industry, tourism sector, and e-commerce has shown that perceived service quality significantly influences consumer choices and behavioral intentions (Shahid Iqbal, Ul

Hassan, & Habibah, 2018; Sharma & Kumar, 2019; Chovancova, & Tri, 2020). However, some studies suggest that the strength and direction of this mediating effect may vary depending on specific contexts. These variations are influenced by factors such as the research subject, methodology, and cultural background. For instance, one study found that the emphasis consumers place on brand reputation and social factors can affect the mediating role of perceived service quality (Qalati et al., 2021). Therefore, while most research supports the mediating role of perceived service quality between homestay selection and behavioral intentions, it is crucial to consider the diversity and complexity of different contexts. In the hotel industry, for example, some scholars have noted that cultural background and personal preferences may affect how perceived service quality mediates consumer behavior (Hapsari, Clemes, & Dean, 2016). Additionally, individual traits and attitudes may also impact the role of perceived service quality. Studies have shown that factors such as personal norms and green attitudes can moderate the influence of perceived service quality, thus affecting its overall effectiveness in the mediation process (Kashif, Zarkada, & Ramayah, 2018). These findings highlight the need to carefully account for consumers' individual traits and attitudes when explaining the mediating role of perceived service quality.

#### 5.2.1.2 Moderating Role of Personality Traits

In the context of personality traits as moderating variables, perceived service quality showed complex mediating effects on homestay determinations and behavioral intention in the digital era. The role of personality traits in consumer perceptions and behavioral intentions in the digital era was significant. Personality traits, as moderating variables, affected the way consumers perceived service quality as well as their behavioral responses. This meant that consumers with different personality traits made different decisions and behavioral responses based on their personality characteristics (Shemshaki et al., 2024). Personality traits modulated the mediating role of perceived service quality between homestay determinants and behavioral intentions by influencing individuals' perceptions of service quality. Moderated by personality traits, certain consumers paid more attention to specific aspects of the service (e.g., interaction, details, innovativeness), and these concerns determined their final perception of service quality. As a result, different personality traits had varying levels of sensitivity and

responsiveness to service quality, thus altering the effect of perceived service quality as a mediating variable on final behavioral intentions (Lin, 2009).

Individuals with high agreeableness tended to focus on the attitude and friendliness of service staff when evaluating service quality. Consequently, when homestays provided high-quality service, these consumers offered positive feedback and developed favorable attitudes toward perceived service quality, which further strengthened their behavioral intentions. Similarly, individuals with high conscientiousness typically emphasized detail and professionalism in service delivery. They paid close attention to the systematicity and reliability of services. Consumers high in conscientiousness prioritized the standardization of service processes and the professionalism of service personnel, which reinforced their positive perception of service quality. This, in turn, increased their behavioral intentions. Conscientious individuals were also more likely to value and understand service elements, thus enhancing the mediating role of perceived service quality between homestay determinations and behavioral intentions (Oentoro & Popaitoon, 2017).

Highly extroverted consumers were more likely to actively engage in social activities and prioritize interactive experiences. In a homestay setting, their high expectations for interaction with service staff led them to focus on the quality of these interactions, which, in turn, resulted in a more positive service experience. This enhanced service experience strengthened the behavioral intentions of extroverted consumers, as they tended to share positive experiences with others and influence them through word-of-mouth (Kautish, 2010). Therefore, extraversion, as a moderating variable, could amplify the mediating role of perceived service quality between homestay decisions and behavioral intentions.

Individuals high in nervousness were generally more sensitive to negative emotions and reacted strongly to any flaws or problems in the service process. When evaluating service quality, these consumers tended to focus on the instability and uncertainty of the service, which often led to lower perceptions of service quality. This, in turn, negatively impacted their behavioral intentions. As a result, nervousness as a personality trait weakened the mediating role of perceived service quality, making the relationship between homestay determinations and behavioral intentions more fragile

(Chen, Fu, & Lyu, 2024). On the other hand, individuals with a high level of openness to experience tended to have a stronger spirit of exploration and were more willing to embrace new things. In a homestay setting, these consumers were more open to trying novel services and unique lodging experiences. When assessing service quality, they focused more on the innovation and diversity of the offerings. Their openness made them more tolerant of minor issues, viewing them as part of the overall experience. Consequently, perceived service quality played a more significant role in shaping their homestay choices and influencing their behavioral intentions, as they were more likely to form positive opinions based on favorable experiences (Liu et al., 2022).

Overall, personality traits moderated the relationship between perceived service quality, homestay determinations, and behavioral intentions through various mechanisms. Individuals high in agreeableness and extraversion typically evaluate service quality more favorably, leading to stronger behavioral intentions. In contrast, consumers high in conscientiousness tend to focus on professionalism and reliability, making these aspects more influential in shaping their perceptions of service quality. Conversely, individuals high in nervousness often react negatively to perceived service quality, which diminishes their behavioral intentions. Meanwhile, consumers high in openness are more inclined to form positive perceptions of service quality, especially when encountering new or innovative services, which further enhances their behavioral intentions. Understanding these moderating effects enables homestay owners to design more effective service offerings and marketing strategies tailored to the diverse needs of their consumers.

### **5.2.2 The Effect of Homestay Determinations on Behavioral Intention in the Digital era Conditionally on Personality Traits**

#### **5.2.2.1 The Effect of Homestay Determinations on Behavioral Intention in the Digital era**

Firstly, homestay determinations involve not only consumers' consideration of tangible factors such as price, location, and facilities but also their overall perceptions and experiences of the homestay. Research shows that when consumers make positive decisions regarding homestays, they are more likely to display positive behavioral intentions, such as a willingness to revisit the homestay and recommend it to

others. This is because consumers typically account for their satisfaction and overall experience when making decisions, which directly influences their future behavioral intentions. Multiple studies have verified this effect. Research across various industries and sectors has found similar results. For instance, studies in the hotel industry, tourism sector, and e-commerce domain have shown that positive evaluations of service quality and experiences often lead to enhanced behavioral intentions, including repeat purchases and word-of-mouth recommendations (Hussain et al., 2018; Pradana et al., 2021). These findings suggest that consumers' positive decisions regarding homestays reflect not only selection but also recognition and affirmation of the overall service quality and experience.

#### 5.2.2.2 Moderating Role of Personality Traits

Personality traits play a significant moderating role in this process. Consumers' individual traits and attitudes influence their evaluation of homestay determinations and behavioral intentions. Numerous studies have shown that homestay determinations positively affect behavioral intentions, while personality traits moderate this relationship. Consumers' personality traits significantly impact their travel behavior and decision-making (Çelik & Dedeoğlu, 2019).

Focusing on specific personality traits, individuals high in agreeableness tend to be highly cooperative and empathetic, making them particularly sensitive to human interactions during service encounters. Among homestay determinations, factors such as the service staff's friendly attitude, warm reception, and personalized service experience are more likely to win the goodwill of individuals with high agreeableness, which in turn strengthens their behavioral intentions. These individuals also pay close attention to whether smart service devices enhance human interaction, helping to avoid the sense of indifference that technology may sometimes create in modern service environments. Moreover, research has shown that individuals with high agreeableness are more likely to engage in pro-social behaviors (Drouvelis & Georgantzis, 2019), making them more willing to recommend the homestay to friends or social circles after receiving excellent service.

Individuals with high levels of conscientiousness typically demonstrate a systematic approach to decision-making. They tend to evaluate all aspects of homestay

services comprehensively, with particular emphasis on reliability and consistency. Specific homestay factors, such as sanitary conditions, intelligent facility management, and the accuracy of booking systems, have a direct influence on the behavioral intentions of highly responsible individuals. These consumers are particularly attentive to details when assessing service quality, focusing on factors like the maintenance of smart devices and the professionalism of staff. One study found that individuals with higher levels of conscientiousness are more likely to adopt positive attitudes and display stronger behavioral intentions when engaging in activities that require planning and precise scheduling (Lippke, Pomp, & Fleig, 2018). As a result, homestays offering efficient and detail-oriented services are more likely to attract conscientious consumers. Jeon, Lee, and Jeong (2018) further indicated that consumers with traits of conscientiousness and openness are more inclined to select unique and innovative homestays and are also more likely to share their positive experiences, increasing their likelihood of revisiting and engaging in electronic word-of-mouth.

Strong extroversion, as a personality trait, is closely associated with a preference for socializing and pursuing novel experiences. When selecting a homestay, extroverted consumers tend to focus on opportunities for interaction, such as the homestay's public spaces and social activities. The online social functions and resident interaction platforms provided in the digital era further stimulate their interest and enhance their sense of participation, thereby increasing their likelihood of choosing homestays (Jiang & Tu, 2023). In contrast, individuals with high levels of nervousness are more prone to anxiety and discomfort in unfamiliar environments and tend to exercise greater caution when selecting accommodations. These consumers often rely on the platform's protective mechanisms, such as the option to cancel bookings and guarantees of quality accommodation, to reduce their anxiety. Additionally, people with high nervousness tend to avoid an overwhelming number of choices, as too much information heightens their anxiety. For this reason, a simplified and clear recommendation system is particularly important for them (Giao et al., 2020).

Finally, the personality trait of high openness to experience indicates that these consumers are more willing to try new things and explore diverse experiences. When revisiting homestays, they are more inclined to choose accommodations with unique

features, a rich cultural atmosphere, or elements of technological innovation (Hoo et al., 2024). Emerging technologies, such as virtual reality and personalized recommendation services offered by intelligent platforms, better meet the needs of these consumers for novel experiences, thereby enhancing their behavioral intentions.

However, factors such as research subjects, methodologies, and cultural backgrounds may account for some discrepancies in research findings. For example, certain studies suggest that the destination type and homestay characteristics can influence the role of personality traits in homestay decisions. Specifically, consumers high in openness are more likely to choose unique homestays when seeking cultural and creative experiences, whereas they prioritize practicality and convenience in business travel, where personality traits may have less impact on homestay selection (Guttentag et al., 2018; Leung et al., 2021).

Although research generally shows that homestay decisions positively influence behavioral intentions and personality traits play a moderating role, it is crucial to consider variations between different research contexts. In our study, specific sample characteristics or differences in research design may have contributed to inconsistencies with other findings. Therefore, when interpreting results, it is essential to account for the characteristics of research subjects, methodological differences, and cultural contexts to gain a more accurate understanding of the relationship between homestay decisions and behavioral intentions.

### **5.2.3 The Effect of Homestay Determinations on Perceived Service Quality Conditionally on Personality Traits**

#### **5.2.3.1 The Effect of Homestay Determinations on Perceived Service Quality**

Homestay determinations refer to the various factors consumers consider when choosing homestays, such as price, location, facilities, and reputation. In contrast, perceived service quality refers to consumers' subjective evaluations of the services provided by homestays, including aspects such as reliability, responsiveness, and assurance. Research has shown that consumers tend to assess the value for money of the services they receive based on the price they pay (Schlereth, Skiera, & Wolk, 2011). When prices are higher, consumers typically expect a higher level of service quality, such

as more luxurious facilities, personalized service, and an enhanced user experience. Conversely, low-priced homestays lead to lower expectations of service quality, which can make consumers more likely to be satisfied with or accommodating of their actual experience. The location of a homestay not only influences the convenience of travel but also affects factors such as the surrounding environment and safety, thereby shaping the consumer's overall lodging experience (Thapa & Malini, 2017). In conclusion, homestay determinants directly impact perceived service value, and operators must comprehensively consider these factors when seeking to improve service quality. Optimizing these elements based on consumers' needs and expectations can significantly enhance overall consumer satisfaction.

#### 5.2.3.2 Moderating Role of Personality Traits

Personality traits refer to relatively stable psychological characteristics of individuals, typically encompassing dimensions such as extraversion, nervousness, and agreeableness, which play critical roles in individual behavior and decision-making processes. These traits significantly influence how consumers perceive the quality of homestay services, thereby moderating the extent to which homestay determinants affect perceived service quality. According to Kocabulut and Albayrak (2019), personality traits shape consumers' perceptions of service quality, with extraversion and agreeableness being particularly associated with these perceptions. This aligns with our study hypothesis, suggesting that personality traits may moderate the impact of homestay determinants on perceived service quality.

Individuals with high agreeableness typically exhibit friendliness, a willingness to cooperate, and empathy. They pay greater attention to the friendliness of service staff and the quality of consumer interactions when assessing service quality. Therefore, the influence of homestay determinants (e.g., service attitude, price fairness, and service responsiveness) on perceived service quality is more pronounced among consumers with high agreeableness (Çelik & Dedeoğlu, 2019). Additionally, conscientious consumers are more focused on service reliability and precision in execution. Such individuals are likely to emphasize the meticulousness and standardization of services when evaluating perceived service quality. For consumers with high conscientiousness, homestay determinants such as management

standardization, cleanliness, and proper facility maintenance have a stronger impact on their perceived service quality (Liu et al., 2022). This suggests that homestays exhibiting a high level of professionalism and responsibility during service interactions can significantly enhance these consumers' perceptions of service quality.

In evaluating perceived service quality, extroverted consumers tend to focus on the interactivity and pleasantness of the service, such as the social activities offered by the homestay, the friendliness of the staff, and the overall interactive atmosphere. Therefore, when homestay determinants include rich social interaction elements, extroverted consumers perceive significantly higher service quality (Giango et al., 2022). In contrast, less extroverted individuals are less sensitive to these factors, instead focusing on the tangible features of the service and amenities rather than the interactive experience. Additionally, Teng, Huang, and Tsai (2007) found that an individual's nervousness, or neuroticism, can affect their evaluation and attitude toward service quality. Significant differences exist in the perception and evaluation of service quality among individuals with varying levels of neuroticism. Those high in nervousness are more sensitive to negative emotions and uncertainty, often amplifying negative experiences when assessing service quality. As a result, for highly nervous individuals, any uncertainty or negativity in homestay determinants (e.g., service delays or facility issues) can lead to a substantial decrease in perceived service quality (Matzler et al., 2005). According to Hu (2016), consumers with high levels of openness and curiosity place greater emphasis on the innovative and personalized services provided by homestays, leading to higher expectations and evaluations of service quality. These individuals are typically more willing to try novel experiences and demand higher service standards. They are also more willing to pay for innovative and unique services, so when homestays incorporate novel elements into their service experience, consumers high in openness give higher ratings of service quality.

As noted by Oliveira, Eusébio, and Brandão (2021), consumers high in agreeableness, conscientiousness, and extroversion tend to prioritize service attitude, reliability, and interactivity when evaluating service quality, which enhances the positive effect of homestay determinants on perceived service quality. Conversely, individuals high in nervousness focus more on negative experiences, potentially diminishing the

positive effect of homestay determinants on service quality. Consumers high in openness are particularly drawn to innovative and personalized services and thus have higher expectations and evaluations of unique service offerings. Understanding how homestay determinants influence perceived service quality under the moderation of personality traits can help homestay operators better tailor their services to meet the diverse needs and preferences of different consumer groups.

#### **5.2.4 The Effect of Perceived Service Quality on Behavioral Intention in the Digital Era Conditionally on Personality Traits**

##### **5.2.4.1 The Effect of Perceived Service Quality on Behavioral Intention in the Digital Era**

Perceived service quality refers to consumers' subjective evaluation of the services provided by homestays, while behavioral intentions encompass their willingness to revisit homestays and engage in word-of-mouth communication. Perceived service quality is a key factor influencing consumers' behavioral intentions in the homestay sector. When consumers perceive poor service quality, they may develop switching intentions, leading them to discontinue revisiting homestays (Ali, Sulimat, & Rahlin, 2023; Stewart et al., 2016). This switching behavior is particularly pronounced in the digital age, where online platforms and digital tools enable consumers to easily compare service quality, prices, and user ratings across different providers. Therefore, for service providers, maintaining a high level of perceived service quality is critical for consumer retention and preventing churn. Moreover, in the digital age, consumers increasingly express their service experiences through online channels such as social media, forums, and review platforms. When consumers perceive high service quality, they are more likely to share positive feedback via these platforms, generating positive word-of-mouth communication (Srichai & Erawan, 2020).

##### **5.2.4.2 Moderating Role of Personality Traits**

In the digital age, with the development and widespread use of technology, consumers' expectations and demands for homestay services are continually evolving. Thus, understanding the differences in how perceived service quality influences behavioral intentions under different personality traits is highly significant. This study employed quantitative methods to reveal that personality traits moderated the effect of

perceived service quality on behavioral intentions. Qualitative analysis supported these findings, as respondents reported that their personality traits influenced their perception of homestay service quality, willingness to revisit, and engagement in electronic word-of-mouth. These findings align with prior research, such as Lakmali and Kajendra (2021), who found that varying personality traits lead consumers to form different expectations and evaluations of homestay services, thus influencing their behavioral intentions. Similarly, Ali et al. (2022) concluded that personality traits moderate the relationship between perceived service quality and behavioral intentions, resulting in differences based on individual characteristics.

Perceived service quality tends to positively influence individuals with high agreeableness. In the digital age, these consumers are more inclined to embrace and share positive service experiences, transforming perceived high-quality services into higher behavioral intentions, such as social media recommendations, positive reviews, or repeat purchases (Elik & Dedeolu, 2019). These individuals prioritize emotional communication and interaction in services, leading to more positive behavioral intentions when they perceive high service quality.

Conscientious consumers, on the other hand, focus on service reliability and attention to detail. When they perceive high service quality, they exhibit stronger behavioral intentions, particularly in terms of repeat purchases or recommendations (Yang & Yomkerd, 2022). These consumers rationally analyze service details and professionalism, significantly enhancing their behavioral intentions when they perceive high service quality. For example, if an online homestay service platform demonstrates reliability and consistency, conscientious individuals are more likely to choose it again.

Liu et al. (2022) found that traits like extraversion and openness influence consumers' perceptions of service quality, which in turn affects their behavioral intentions toward homestays. Social media platforms offer extroverted individuals' channels to share their service experiences, making them more likely to recommend a platform when they perceive excellent service quality. Conversely, consumers high in openness exhibit greater willingness to engage with new features, experiences, and personalized services. When they perceive high-quality services, they are more likely to revisit the platform and recommend it to others.

Individuals with high levels of nervousness, however, are more prone to react negatively to service experiences. Even when service quality is perceived as high, their excessive concerns about risks and uncertainties result in negative behavioral intentions (Chen et al., 2022). Emotions and concerns often shape the service experiences of these individuals, lowering their behavioral intentions even when service expectations are met.

In summary, individuals high in agreeableness, conscientiousness, and extraversion are more likely to translate perceived service quality into positive behavioral intentions, such as repeat purchases, positive reviews, or service recommendations. On the other hand, individuals high in nervousness tend to develop negative behavioral intentions due to heightened sensitivity to negative emotions, even when they perceive excellent service quality. Consumers high in openness, by contrast, show a strong interest in novel services and innovative experiences, and they are more likely to convert perceived service quality into behavioral intentions to explore new service platforms or features. These findings have significant implications for homestay operators in developing targeted marketing strategies and enhancing service quality.

### **5.3 Contributions of the Study**

This study drew upon a comprehensive review of numerous references to investigate the impact of personality traits, homestay determinations, and perceived service quality on consumer behavioral intentions. The study aligned with research expectations by using homestays as the empirical research object. The study's results hold theoretical significance and provide practical guidance for constructing behavioral intentions for homestays in the digital era.

#### **5.3.1 Theoretical Contributions**

In this study, the theoretical framework of consumer behavior was expanded by looking into how homestay decisions affect how good a service is perceived, and how that quality affects behavior intentions. Personality traits were also taken into account as a moderating factor. This study made significant contributions to theory in several areas:

Firstly, this study contributes to a deeper understanding of the consumer behavior decision-making process. Finding out how homestay decisions affect how good the service is seen to be and how that quality of service is seen to affect behavior plans helped researchers understand how people think and act when they are choosing where to stay and what they want to do. This aids scholars and practitioners in better understanding the factors that consumers considered during the decision-making process and how these influenced their behavior.

Secondly, this study provides a more comprehensive perspective on consumer behavior research by considering the moderating effect of individual personality traits. Individual personality traits played a significant role in consumer behavior, leading to different behavioral tendencies and preference choices. Therefore, by incorporating individual personality traits into the research framework, this study offers a more accurate explanation of the heterogeneity and diversity of consumer behavior, providing a deeper understanding for consumer behavior research.

Finally, the result of this study contributes to enriching and refining relevant theoretical models, which enhanced the predictive and explanatory capabilities of consumer behavior. By revealing the associative mechanisms between accommodation choices and behavioral intentions and considering the moderating effect of individual personality traits, this study provides new insights and evidence for the establishment and improvement of relevant theoretical models. This contribution enables the academic community to more accurately predict and explain consumer behavior, thereby increasing both the theoretical value and practical applicability of future research.

### **5.3.2 Practical Contributions**

In practice, the results of this study offer important practical guidance for homestay operators, promoting business development and enhancing service quality.

Firstly, understanding how homestay determinants influence perceived service quality can help operators optimize their offerings. By improving service quality, operators can enhance consumer perceptions and satisfaction, thereby increasing the likelihood of repeat bookings. For example, operators might implement strategies such as strengthening employee training, improving service efficiency and quality, and optimizing the overall consumer experience to elevate consumers' perception of service quality.

Secondly, by considering the moderating effect of personality traits, homestay operators can provide personalized services and experiences for different consumer groups, increasing satisfaction and the likelihood of revisits. By tailoring services to match the specific needs and preferences of different personality types, operators can enhance consumer experiences. For example, offering personalized services and unique experiences to consumers who seek novelty can not only capture their interest but also boost their satisfaction and likelihood of returning.

Additionally, by developing targeted marketing strategies and service improvement plans, homestay operators can better meet consumer needs, enhance market competitiveness, and increase profitability. Targeted marketing campaigns tailored to different consumer groups based on their personality traits can boost visibility and enhance the homestay's reputation. Furthermore, by responding to consumer feedback and addressing specific demands, operators can continuously refine services to improve consumer satisfaction and loyalty.

#### **5.4 Limitations of this study and future research**

While this study progressed in exploring the relationship between homestay determinations, perceived service quality, and behavioral intentions, several limitations needed to be considered.

Firstly, the sample of this study primarily consisted of consumers from Hunan Province, which limited the universality and generalizability of the research findings. Cultural differences and consumption habits among consumers from different regions could have influenced their attitudes and behaviors toward homestay determinations and behavioral intentions.

Secondly, this study primarily utilized questionnaire surveys as its data collection method. Although questionnaire surveys were a commonly used data collection method, there was a possibility of self-reporting bias. Respondents might have provided inaccurate or incomplete information due to social expectations or personal subjective awareness, thereby affecting the accuracy and credibility of the research results. At the same time, this study adopted a cross-sectional design, merely observing the research subjects at a specific point in time, which made it difficult to infer causal relationships.

Thirdly, despite considering the moderating effect of individual personality traits on the research results, this study did not account for other potential moderating variables such as cultural differences and consumer experiences. This may affect the interpretation and understanding of the research results.

Finally, this study did not consider the specific attributes of homestays, such as scale and type, which could have influenced the research results. Homestays of different scales and types may provide different quality and types of services, which may affect consumers' decisions and behavioral intentions towards homestays.

Based on the research findings and limitations, as well as support from relevant literature, there were three prospects for future research:

Firstly, future research should further explore the mechanisms through which individual differences influenced consumer behavior. While this study considered the moderating effect of personality traits on the relationship between homestay determinations and behavioral intentions, individual differences also involved broader factors such as cultural background and social status. Therefore, future research should delve into how these factors influences consumers' choices of homestay and behavioral intentions.

Secondly, future researchers should use more diverse research methods to validate the robustness of the findings. For instance, researchers may employ longitudinal research designs to track individual changes over time, and experimental designs may manage the influence of external variables on the research results.

Thirdly, future research should focus on the characteristics of consumer behavior in the digital environment and explored the influence of digital technology on guesthouse selection and behavioral intentions. This may include examining the role of online reviews, the influence of social media on guesthouse reputation, and other related aspects. Such studies would provide deeper insights into consumer behavior patterns in the digital age.

## List of Bibliography

Aakash, A., Tandon, A., & Gupta Aggarwal, A. (2021). How features embedded in eWOM predict hotel guest satisfaction: An application of artificial neural networks. *Journal of Hospitality Marketing & Management, 30*(4), 486-507

Adhika, I. M., & Putra, I. D. G. A. D. (2023). Reinvigorating a traditional Balinese house: Managing tourist facilities and maintaining architectural traditions. *ASTONJADRO, 12*(2), 535-545.

Agyeiwaah, E. (2019). Exploring the relevance of sustainability to micro tourism and hospitality accommodation enterprises (MTHAEs): Evidence from home-stay owners. *Journal of Cleaner Production, 226*, 159-171.

Ajzen, I. (1985). *From intentions to actions: A theory of planned behavior. In Action control: From cognition to behavior* (pp. 11-39): Springer.

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes, 50*(2), 179-211.

Akgun, A. E., Senturk, H. A., Keskin, H., & Onal, I. (2020). The relationships among nostalgic emotion, destination images and tourist behaviors: An empirical study of Istanbul. *Journal of destination marketing & management, 16*, 100355. <https://doi.org/10.1016/j.jdmm.2019.03.009>

Alfakhri, D., Harness, D., Nicholson, J., & Harness, T. (2018). The role of aesthetics and design in hotelscape: A phenomenological investigation of cosmopolitan consumers. *Journal of Business Research, 85*, 523-531.

Ali, R., Wahyu, F. R. M., Darmawan, D., Retnowati, E., & Lestari, U. P. (2022). Effect of Electronic Word of Mouth, Perceived Service Quality and Perceived Usefulness on Alibaba's Customer Commitment. *Journal of Business and Economics Research (JBE), 3*(2), 232-237.

Ali, S. H., Sulimat, K., & Rahlin, N. A. (2023). The influence of key antecedents on attitude and revisit intention: Evidence from visitors of homestay in Kundasang,Sabah, Malaysia. *SpringerNature, 620*, 733-742. [https://doi.org/10.1007/978-3-031-26953-0\\_67](https://doi.org/10.1007/978-3-031-26953-0_67)

Alt, R., Reinhold, O., Alt, R., & Reinhold, O. (2020). Social CRM: challenges and perspectives. *Social Customer Relationship Management: Fundamentals, Applications, Technologies*, 81-102.

Amin, M., & Isa, Z. (2008). An examination of the relationship between service quality perception and customer satisfaction: A SEM approach towards Malaysian Islamic banking. *International Journal of Islamic and Middle Eastern Finance and Management*, 1(3), 191-209.

An, S., Suh, J., & Eck, T. (2019). Examining structural relationships among service quality, perceived value, satisfaction and revisit intention for Airbnb guests. *International Journal of Tourism Sciences*, 19(3), 145-165.

Aritama, A. A. N., & Diasana Putra, I. (2021). Tourism Activities in the Traditional Balinese House: The Challenges of Designing a Homestay in Gianyar Bali. *Journal of Social and Political Sciences*, 4(1).  
<https://doi.org/10.31219/osf.io/p5vsq>

Bai, L. (2009). A review of the relationship among customer perceived value, customer satisfaction, and behavioral intention. *Management Review*, 21(1), 87-93.  
[https://doi.org/10.1016/S2212-5671\(16\)00048-4](https://doi.org/10.1016/S2212-5671(16)00048-4)

Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27(3), 391-402.

Bardi, A., & Schwartz, S. H. (2003). Values and behavior: Strength and structure of relations. *Personality and Social Psychology Bulletin*, 29(10), 1207-1220.

Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions. *Helijon*, 6(9), e04839.  
<https://doi.org/10.1016/j.helijon.2020.e04839>

Bell, E., Bryman, A., & Harley, B. (2022). *Business research methods*: Oxford university press.

Beritelli, P., Reinhold, S., & Luo, J. (2017). "How Come You Are Here?" Considering the Context in Research on Travel Decisions. *Journal of Travel Research*, 58(2), 333-337.

Bhat, S. A., & Darzi, M. A. (2016). Customer relationship management: An approach to competitive advantage in the banking sector by exploring the mediational role of loyalty. *International Journal of Bank Marketing, 34*(3), 388-410.  
<https://doi.org/10.1108/IJBM-11-2014-0160>

Bhattacharya, C. B., & Sen, S. (2003). Consumer–company identification: A framework for understanding consumers’ relationships with companies. *Journal of Marketing, 67*(2), 76-88. <https://doi.org/10.1509/jmkg.67.2.76.18609>

Blumberg, B., Cooper, D., & Schindler, P. (2014). *EBOOK: Business research methods*: McGraw Hill.

Brady, M. K., & Cronin Jr, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *Journal of Marketing, 65*(3), 34-49.

Buttle, F., & Maklan, S. (2019). *Customer relationship management: concepts and technologies*: Routledge.h

Campos, A. C., Mendes, J., Valle, P. O. d., & Scott, N. (2015). Co-creation of tourist experiences: A literature review. *Current issues in Tourism, 21*(4), 369-400.

Casalo, L. V., Flavián, C., & Guinalíu, M. (2010). Determinants of the intention to participate in firm-hosted online travel communities and effects on consumer behavioral intentions. *Tourism Management, 31*(6), 898-911.

Elik, S., & Dedeolu, B. B. (2019). Psychological factors affecting the behavioral intention of the tourist visiting Southeastern Anatolia. *Journal of Hospitality and Tourism Insights, 2*(4), 425-450.

Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists’ travel intention. *Journal of destination marketing & management, 12*, 1-11. <https://doi.org/10.1016/j.jdmm.2019.01.005>

Che-Hui, L., Wen, M.-J., & Chung-Cheng, W. (2011). Investigating the relationships among E-service quality, perceived value, satisfaction, and behavioral intentions in Taiwanese online shopping. *Asia pacific management review, 16*(3), 211-223

Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management, 31*(1), 29-35.

Chen, H., Fu, S., & Lyu, B. (2024). Homestays in China: Mediator effects of brand perception upon host-guest interaction and Tourist behavior intention. *Heliyon*, *10*(8), e29820. <https://doi.org/10.1016/j.heliyon.2024.e29820>

Chen, J., Liu, C., Si, Y., Law, R., & Zhang, M. (2022). A study on the mediating role of emotional solidarity between authenticity perception mechanism and tourism support behavior intentions within rural homestay inn tourism. *Behavioral Sciences*, *12*(9), 341. <https://doi.org/10.3390/bs12090341>

Chen, J. S., & Hsu, C. H. (2000). Measurement of Korean tourists' perceived images of overseas destinations. *Journal of Travel Research*, *38*(4), 411-416.

Chen, M.-F., & Tung, P.-J. (2014). Developing an extended theory of planned behavior model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management*, *36*, 221-230.

Choi, S., Lehto, X. Y., & Oleary, J. T. (2007). What does the consumer want from a DMO website? A study of US and Canadian tourists' perspectives. *International journal of tourism research*, *9*(2), 59-72.

Choi, Y., Choi, M., Oh, M., & Kim, S. (2019). Service robots in hotels: understanding the service quality perceptions of human-robot interaction. *Journal of Hospitality Marketing & Management*, *29*(6), 613-635.

Clemes, M. D., Gan, C., Kao, T.-H., & Choong, M. (2008). An empirical analysis of customer satisfaction in international air travel. *Innovative Marketing*, *4*(2), 49-62.

Clemes, M. D., Wu, J. H.-C., Bai-Ding, H., & Gan, C. (2009). An empirical study of behavioral intentions in the Taiwan hotel industry. *Innovative Marketing*, *5*(3), 30-50.

Cooper, D. R., & Schindler, P. S. (2003). *Business research methods* (8th ed.). McGraw-Hill.

Dattalo, P. (2008). *Determining sample size: Balancing power, precision, and practicality*: Pocket Guide to Social Work Re. <https://doi.org/10.1093/acprof:oso/9780195315493.001.0001>

David, A., Sudhahar, J. C., & Linijah, M. P. (2019). An empirical investigation on digital strategies adopted by homestays in Ernakulam District, Kerala. *International Journal of Mechanical Engineering and Technology (IJMET)*, 10(2), 890-898.

Davras, O., & Ozpercin, İ. (2023). The relationships of motivation, service quality, and behavioral intentions for gastronomy festival: the mediating role of destination image. *Journal of Policy Research in Tourism, Leisure and Events*, 15(4), 451-464. <https://doi.org/10.1080/19407963.2021.1968881>

De Grosbois, D., & Fennell, D. A. (2022). Determinants of climate change disclosure practices of global hotel companies: Application of institutional and stakeholder theories. *Tourism Management*, 88, 104404  
<https://doi.org/10.1016/j.tourman.2021.104404>

Dey, B., Mathew, J., & Chee-Hua, C. (2020). Influence of destination attractiveness factors and travel motivations on rural homestay choice: the moderating role of need for uniqueness. *International Journal of Culture, Tourism and Hospitality Research*, 14(4), 639-666.

Ding, K., Choo, W. C., Ng, K. Y., & Ng, S. I. (2020). Employing structural topic modelling to explore perceived service quality attributes in Airbnb accommodation. *International Journal of Hospitality Management*, 91, 102676.  
<https://doi.org/10.1016/j.ijhm.2020.102676>

Ding, S., Wang, Z., Wu, D., & Olson, D. L. (2017). Utilizing customer satisfaction in ranking prediction for personalized cloud service selection. *Decision Support Systems*, 93, 1-10. <https://doi.org/10.1016/j.dss.2016.09.001>

Dobrijevic G. (2017). Location Attractiveness for investments as a competitiveness factor in tourism. *Teme-Časopis za Društvene Nauke*, 41(3), 655-671.

Dominique-Ferreira, S., Viana, M., & Prentice, C. (2021). The role of marketing in the development of digital touchpoints. *Paper presented at the 2021 16th Iberian Conference on Information Systems and Technologies (CISTI)*.

Donaldson, Z. R., & Young, L. J. (2008). Oxytocin, vasopressin, and the neurogenetics of sociality. *Science*, 322(5903), 900-904.

Drouvelis, M., & Georgantzis, N. (2019). Does revealing personality data affect prosocial behaviour? *Journal of Economic Behavior & Organization*, 159, 409-420.  
<https://doi.org/10.1016/j.jebo.2019.02.019>

Enz, C. A. (2009). The physical safety and security features of US hotels. *Cornell Hospitality Quarterly*, 50(4), 553-560. doi:10.1177/1938965509345963

Feng, Z.-Y., & Tseng, Y.-J. (2019). Corporate social responsibility in the tourism industry: evidence from seasoned equity offerings. *Current issues in Tourism*, 22(1), 91-106.

Foroudi, P., Melewar, T., & Gupta, S. (2014). Linking corporate logo, corporate image, and reputation: An examination of consumer perceptions in the financial setting. *Journal of Business Research*, 67(11), 2269-2281.

Fu, J.-R., Ju, P.-H., & Hsu, C.-W. (2015). Understanding why consumers engage in electronic word-of-mouth communication: Perspectives from theory of planned behavior and justice theory. *Electronic Commerce Research and Applications*, 14(6), 616-630.

Gangadhari, R. K., Shivalingam, V., Tarei, P. K., & Cherukuri, S. (2023). Modeling Perceptions About Destination Images and Intention to Re-Visit: A Mediating-Moderated Model of Tourists' Behavior. *International Journal of Hospitality & Tourism Administration*, 1-27.

Gao, B., Li, X., Liu, S., & Fang, D. (2018). How power distance affects online hotel ratings: The positive moderating roles of hotel chain and reviewers' travel experience. *Tourism Management*, 65, 176-186.

Gao, Y. L., Mattila, A. S., & Lee, S. (2016). A meta-analysis of behavioral intentions for environment-friendly initiatives in hospitality research. *International Journal of Hospitality Management*, 54, 107-115.

George, A. (2019). Study abroad homestay versus dormitory: Extralinguistic factors and regional features. *Spanish in Context*, 16(1), 77-103.

Giango, M., Hintapan, R., Suson, M., Batican, I., Quiño, L., Capuyan, L., . . . Maturan, F. (2022). Local Support on Sports Tourism Development: An Integration of Emotional Solidarity and Social Exchange Theory. *Sustainability*, 14(19), 12898.  
<https://doi.org/10.3390/su141912898>

Giao, H. N. K., Vuong, B. N., Duy Tung, D., & Quan, T. N. (2020). A model of factors influencing behavioral intention to use internet banking and the moderating role of anxiety: Evidence from Vietnam. *WSEAS Transactions on Business and Economics*, 17, 551-561.

Gonzalez, M. E. A., Comesáñ, L. R., & Brea, J. A. F. (2007). Assessing tourist behavioral intentions through perceived service quality and customer satisfaction. *Journal of Business Research*, 60(2), 153-160.

Gountas, S., Gountas, J., & Mavondo, F. T. (2014). Exploring the associations between standards for service delivery (organisational culture), co-worker support, self-efficacy, job satisfaction and customer orientation in the real estate industry. *Australian Journal of Management*, 39(1), 107-126.

Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: foundations and developments. *Electronic markets*, 25, 179-188.

Guerola-Navarro, V., Oltra-Badenes, R., Gil-Gomez, H., & Gil-Gomez, J.-A. (2020). Customer relationship management (CRM): a bibliometric analysis. *International Journal of Services Operations and Informatics*, 10(3), 242-268.

Gupta, V., Sajnani, M., Dixit, S. K., Mishra, A., & Gani, M. O. (2023). Are consumers influenced by the use of green practices in five-star hotels: an assessment of guest's revisit intentions, inclusive ratings and hotel performance. *International Journal of Tourism Cities*, 9(1), 159-181.

Guttentag, D. (2015). Airbnb: disruptive innovation and the rise of an informal tourism accommodation sector. *Current issues in Tourism*, 18(12), 1192-1217.

Guttentag, D., Smith, S., Potwarka, L., & Havitz, M. (2018). Why tourists choose Airbnb: A motivation-based segmentation study. *Journal of Travel Research*, 57(3), 342-359.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.

Han, H., Hsu, L.-T. J., Lee, J.-S., & Sheu, C. (2011). Are lodging customers ready to go green? An examination of attitudes, demographics, and eco-friendly intentions. *International Journal of Hospitality Management*, 30(2), 345-355.

Han, H., Hsu, L.-T. J., & Sheu, C. (2010). Application of the theory of planned behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325-334.

Hapsari, R., Clemes, M., & Dean, D. (2016). The mediating role of perceived value on the relationship between service quality and customer satisfaction: Evidence from Indonesian airline passengers. *Procedia Economics and Finance*, 35, 388-395.

He, X., Su, L., & Swanson, S. R. (2020). The service quality to subjective well-being of Chinese tourists connection: A model with replications. *Current issues in Tourism*, 23(16), 2076-2092.

Hoo, W. C., Ng, A. H. H., Ho, R. C., Ling, Z., & Prompanyo, M. (2024). Determinants of eco-homestay among young adults in Malaysia. *Environment and Social Psychology*, 9(8). <https://doi.10.59429/esp.v9i8.2882>

Hussain, S., Guangju, W., Jafar, R. M. S., Ilyas, Z., Mustafa, G., & Jianzhou, Y. (2018). Consumers' online information adoption behavior: Motives and antecedents of electronic word of mouth communications. *Computers in Human Behavior*, 80, 22-32.

Hwang, J., & Choi, J. K. (2017). An investigation of passengers' psychological benefits from green brands in an environmentally friendly airline context: The moderating role of gender. *Sustainability*, 10(1), 80. <https://doi.org/10.3390/su10010080>

Hyun, S. S., Kim, W., & Lee, M. J. (2011). The impact of advertising on patrons' emotional responses, perceived value, and behavioral intentions in the chain restaurant industry: The moderating role of advertising-induced arousal. *International Journal of Hospitality Management*, 30(3), 689-700.

Ismail, M. N. I., Hanafiah, M. H., Aminuddin, N., & Mustafa, N. (2016). Community-based homestay service quality, visitor satisfaction, and behavioral intention. *Procedia-Social and Behavioral Sciences*, 222, 398-405.

Jeon, M. M., Lee, S., & Jeong, M. (2018). e-Social influence and customers' behavioral intentions on a bed and breakfast website. *Journal of Hospitality Marketing & Management*, 27(3), 366-385.

Jeong, M., & Choi, J. (2013). Effects of picture presentations on customers' behavioral intentions on the web. In *Handbook of Consumer Behavior, Tourism, and the Internet* (pp. 193-204): Routledge.

Jiang, Z., & Tu, H. (2023). Does sincere social interaction stimulate tourist immersion? A conservation of resources perspective. *Journal of Travel Research*, 62(2), 469-487.

John, O. P., Naumann, L. P., & Soto, C. J. (2008). Paradigm shift to the integrative big five trait taxonomy. *Handbook of personality: Theory and research*, 3(2), 114-158.

Jun, S.-H. (2020). The effects of perceived risk, brand credibility and past experience on purchase intention in the Airbnb context. *Sustainability*, 12(12), 5212. <https://doi.org/10.3390/su12125212>

Karaosmanolu, E., Banu Elmada Ba, A., & Zhang, J. (2011). The role of other customer effect in corporate marketing: Its impact on corporate image and consumer-company identification. *European Journal of Marketing*, 45(9/10), 1416-1445.

Kashif, M., Zarkada, A., & Ramayah, T. (2018). The impact of attitude, subjective norms, and perceived behavioural control on managers' intentions to behave ethically. *Total Quality Management & Business Excellence*, 29(5-6), 481-501.

Kasuma, J., Esmado, M. I., Yacob, Y., Kanyan, A., & Nahar, H. (2016). Tourist perception towards homestay businesses: Sabah experience. *Journal of Scientific Research and Development*, 3(2), 7-12.

Kautish, P. (2010). Empirical study on influence of extraversion on consumer passion and brand evangelism with word-of-mouth communication. *Review of Economic and Business Studies (REBS)*, 6, 187-198.

Keiningham, T. L., He, Z., Hillebrand, B., Jang, J., Suess, C., & Wu, L. (2019). Creating innovation that drives authenticity. *Journal of Service Management*, 30(3), 369-391.

Khaokhrueamuang, A. (2014). Sustainability of rural land use based on an integrated tourism model in Mae Kampong village, Chiang Mai Province, Thailand. *Geographical review of Japan series B*, 86(2), 157-173.

Koc, E., & Boz, H. (2014). Psychoneurobiochemistry of tourism marketing. *Tourism Management*, 44, 140-148. <https://doi.org/10.1016/j.tourman.2014.03.002>

Kocabulut, O., & Albayrak, T. (2019). The effects of mood and personality type on service quality perception and customer satisfaction. *International Journal of Culture, Tourism and Hospitality Research, 13*(1), 98-112.

Kock, F., Josiassen, A., & Assaf, A. G. (2016). Advancing destination image: The destination content model. *Annals of tourism research, 61*, 28-44. Kdoi:10.1016/j.annals.2016.07.003

Li, X. N. (2019). *A study on the destination image of Donghe Village and tourist behavioral intentions* (Master's thesis, Central South University of Forestry and Technology).

Liu, J. Y., & Jing, J. J. (2015). The impact of religious tourism experience on tourist behavioral intentions: The mediating role of tourist mood. *Tourism Science, 29*(3), 36-48.

Liu, R., Lu, S., & Deng, H. (2018). A study on the relationship between tourists' perceived image and behavioral intentions in suburban rural tourism: A case study of Daxu Town, Hefei. *China Agricultural Resources and Regional Planning, 39*(3), 220-230.

Liu, R. (2019). *A study on the relationship between perceived value and behavioral intentions of homestay tourists from the perspective of place attachment* (Master's thesis, Shandong Normal University).

Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioural intentions: A study in the hotel industry. *Managing Service Quality: An International Journal, 19*(3), 308-331.

Lai, I. K. W. (2019). Hotel image and reputation on building customer loyalty: An empirical study in Macau. *Journal of Hospitality and Tourism Management, 38*, 111-121.

Lakmali, S., & Kajendra, K. (2021). The role of personality traits in promoting customer citizenship behaviour: special reference to the homestay tourism context in Sri Lanka. *South Asian Journal of Marketing, 2*(2), 148-167.

Lee, M., Lee, S. A., Jeong, M., & Oh, H. (2020). Quality of virtual reality and its impacts on behavioral intention. *International Journal of Hospitality Management, 90*, 102595. <https://doi.org/10.1016/j.ijhm.2020.102595>

Leung, D., Tuan Phong, L., Fong, L. H. N., & Zhang, C. X. (2021). The influence of consumers' implicit self-theories on homestay accommodation selection. *International journal of tourism research, 23*(6), 1059-1072.

Lim, W. M., & Endean, M. (2009). Elucidating the aesthetic and operational characteristics of UK boutique hotels. *International Journal of Contemporary Hospitality Management, 21*(1), 38-51.

Lin, P. M. C. (2018). Is Airbnb a Good Choice for Family Travel? *Journal of China Tourism Research, 16*(1), 140-157.  
<https://doi.org/10.1080/19388160.2018.1551167>

Lin, W. B. (2009). A study of relations among service quality differences, post-purchase behavior intentions with personality traits, and service recovery strategy as intervening variables. *International Journal of Commerce and Management, 19*(2), 137-157.

Lippke, S., Pomp, S., & Fleig, L. (2018). Rehabilitants' conscientiousness as a moderator of the intention–planning–behavior chain. *Rehabilitation Psychology, 63*(3), 460–467. <https://doi.org/10.1037/rep0000210>

Liu, C.-H. S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management, 52*, 42-54.

Liu, S., Wang, X., Wang, L., & Pang, Z. (2022). Influence of non-standard tourist accommodation's environmental stimuli on customer loyalty: the mediating effect of emotional experience and the moderating effect of personality traits. *International journal of environmental research and public health, 19*(15), 9671. <https://doi.org/10.3390/ijerph19159671>

Liu, S. Q., & Mattila, A. S. (2017). Airbnb: Online targeted advertising, sense of power, and consumer decisions. *International Journal of Hospitality Management, 60*, 33-41.

Liu, X., Li, J., & Kim, W. G. (2017). The role of travel experience in the structural relationships among tourists' perceived image, satisfaction, and behavioral intentions. *Tourism and Hospitality Research, 17*(2), 135-146.

Loureiro, S. M. C., Stylos, N., & Bellou, V. (2021). Destination atmospheric cues as key influencers of tourists' word-of-mouth communication: Tourist visitation at two Mediterranean capital cities. *Tourism Recreation Research*, *46*(1), 85-108.

Luo, J. M., & Lam, C. F. (2020). Travel anxiety, risk attitude and travel intentions towards "travel bubble" destinations in Hong Kong: Effect of the fear of COVID-19. *International Journal of Environmental Research and Public Health*, *17*(21), 7859. <https://doi.org/10.3390/ijerph17217859>

Ma, H., Huang, S., Wang, M., Chan, C., & Lin, X. (2022). Evaluating tourist experience of rural homestays in coastal areas by importance–performance analysis: A case study of homestay in Dapeng new district, Shenzhen, China. *Sustainability*, *14*(11), 6447. <https://doi.org/10.3390/su14116447>

Matzler, K., Faullant, R., Renzl, B., & Leiter, V. (2005). The relationship between personality traits (extraversion and neuroticism), emotions and customer self-satisfaction. *Innovative Marketing*, *1*(2), 32-39.

McCrae, R. R., & Costa, P. T. (1987). Validation of the five-factor model of personality across instruments and observers. *Journal of personality and social psychology*, *52*(1), 81-90.

Mittal, V., Kamakura, W. A., & Govind, R. (2004). Geographic patterns in customer service and satisfaction: An empirical investigation. *Journal of Marketing*, *68*(3), 48-62.

Molz, J. G. (2013). Social networking technologies and the moral economy of alternative tourism: The case of couchsurfing. org. *Annals of tourism research*, *43*, 210-230.

Muangmee, C. (2020). Relationship marketing and perception service quality model of business operator of homestays in Samut Sakhon Province of Thailand. *Revista Argentina de Clínica Psicológica*, *29*(5), 966-976.

Munar, A. M., & Jacobsen, J. K. S. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, *43*, 46-54.

Naveed, K., Watanabe, C., & Neittaanmäki, P. (2017). Co-evolution between streaming and live music leads a way to the sustainable growth of music industry—Lessons from the US experiences. *Technology in Society*, *50*, 1-19.

Nimri, R., Patiar, A., & Jin, X. (2020). The determinants of consumers' intention of purchasing green hotel accommodation: Extending the theory of planned behaviour. *Journal of Hospitality and Tourism Management*, 45, 535-543.

Oentoro, W., & Popaitoon, P. (2017). The role of conscientiousness on commitment to service quality and service recovery performance. *International Journal of Crime, Law and Social Issues*, 4(2), 151-169.

Okumus, F., Köseoglu, M. A., Chan, E., Hon, A., & Avci, U. (2019). How do hotel employees' environmental attitudes and intentions to implement green practices relate to their ecological behavior? *Journal of Hospitality and Tourism Management*, 39, 193-200. <https://doi.org/10.1016/j.jhtm.2019.04.008>

Oliveira, C., Eusébio, C., & Brandão, F. (2021). Heterogeneity in Peer-to-peer Accommodation Users: Motivations, Personality Traits, Satisfaction, and Behavioral Intentions. *International Journal of Hospitality & Tourism Administration*, 24(1), 65-97.

Orel, F. D., & Kara, A. (2014). Supermarket self-checkout service quality, customer satisfaction, and loyalty: Empirical evidence from an emerging market. *Journal of Retailing and Consumer Services*, 21(2), 118-129.

Palazzo, M., Foroudi, P., & Ferri, M. A. (2021). Examining antecedents and consequences of perceived service quality in the hotel industry: a comparison between London and New York. *The TQM Journal*, 33(7), 193-221.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.

Pasanchay, K., & Schott, C. (2021). Community-based tourism homestays' capacity to advance the Sustainable Development Goals: A holistic sustainable livelihood perspective. *Tourism Management Perspectives*, 37, 100784. doi:10.1016/j.tmp.2020.100784. <https://doi.org/10.1016/j.tmp.2020.100784>

Pizam, A., & Fleischer, A. (2005). The relationship between cultural characteristics and preference for active vs. passive tourist activities. *Journal of Hospitality & Leisure Marketing*, 12(4), 5-25. [https://doi.org/10.1300/J150v12n04\\_02](https://doi.org/10.1300/J150v12n04_02)

Pourabedin, Z., & Migin, M. W. (2015). Hotel experience and positive electronic word of mouth (e-WOM). *International Business Management*, 9(4), 596-600.

Pradana, A. F. P., Hasan, S., Putra, A. H. P. K., & Kalla, R. (2021). Moderating of SERVQUAL on E-WOM, product quality, and brand image on and E-commerce purchase intention. *Golden Ratio of Mapping Idea and Literature Format*, 2(1), 36-51.

Pujiastuti, E. E., Nimran, U., Suharyono, S., & Kusumawati, A. (2017). The antecedents of behavioral intention regarding rural tourism destination. *Asia Pacific Journal of Tourism Research*, 22(11), 1169-1181.

Qian, X. Y., & Lin, Y. Y. (2016). Perception of destination image and behavioral intentions of potential tourists: An empirical study based on residents of Hong Kong and Macao. *Tourism Science*, 30(4), 73-85.

Qalati, S. A., Vela, E. G., Li, W., Dakhan, S. A., Hong Thuy, T. T., & Merani, S. H. (2021). Effects of perceived service quality, website quality, and reputation on purchase intention: The mediating and moderating roles of trust and perceived risk in online shopping. *Cogent Business & Management*, 8(1), 1869363.  
<https://doi.org/10.1080/23311975.2020.1869363>

Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model. *The TQM Journal*, 32(6), 1443-1466.

Reinartz, W., Krafft, M., & Hoyer, W. D. (2004). The customer relationship management process: Its measurement and impact on performance. *Journal of Marketing Research*, 41(3), 293-305. <https://doi.org/10.1509/jmkr.41.3.293.35991>

Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223.  
doi:10.1108/09596111211206141

Sun, F. Z., Liu, R., Ouyang, C. S., & Jia, Y. J. (2020). A study on the relationship between perceived value and behavioral intentions of tourists: A perspective from homestay tourists. *Shandong Social Sciences*, 1, 126-133.

Sachdeva, G. (2020). Tools and Techniques Used for Customer Relationship Management: Review and Case Studies. *In Strategies and Tools for Managing Connected Consumers* (pp. 232-251): IGI Global.

Saunders, B., Kitzinger, J., & Kitzinger, C. (2015). Anonymising interview data: Challenges and compromise in practice. *Qualitative research*, **15**(5), 616-632.

Saunders, M. N., & Bezzina, F. (2015). Reflections on conceptions of research methodology among management academics. *European Management Journal*, **33**(5), 297-304.

Schlereth, C., Skiera, B., & Wolk, A. (2011). Measuring consumers' preferences for metered pricing of services. *Journal of Service Research*, **14**(4), 443-459.

Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, **38**(2), 225-243.

Senf, J. H., Campos-Outcalt, D., & Kutob, R. (2003). Factors related to the choice of family medicine: a reassessment and literature review. *The Journal of the American Board of Family Practice*, **16**(6), 502-512.

Shahid Iqbal, M., Ul Hassan, M., & Habibah, U. (2018). Impact of self-service technology (SST) service quality on customer loyalty and behavioral intention: The mediating role of customer satisfaction. *Cogent Business & Management*, **5**(1), 1. <https://doi.org/10.1080/23311975.2018.1423770>

Sharma, J., & Kumar, N. (2019). Service quality, satisfaction and behavioural intention: Mediation and interaction analysis in electronic food ordering services. *Academy of Marketing Studies Journal*, **23**(3), 1-15.

Shemshaki, M., Ghasemi, Y., Homayouni, S., Salvati, Z., Dinarvand, M., & Kaviani, S. (2024). Examining Factors Affecting Consumer Behavior by Considering the Role of Personality and Behavioral Characteristics. *Power System Technology*, **48**(2), 1714-1734.

Shonk, D. J., & Chelladurai, P. (2008). Service quality, satisfaction, and intent to return in event sport tourism. *Journal of sport management*, **22**(5), 587-602.

Smith, R. E., & Swinyard, W. R. (1983). Attitude-behavior consistency: The impact of product trial versus advertising. *Journal of Marketing Research*, **20**(3), 257-267.

Smith, V. L. (2012). *Hosts and guests: The anthropology of tourism*: University of Pennsylvania Press.

Sota, S., Chaudhry, H., & Srivastava, M. K. (2020). Customer relationship management research in hospitality industry: a review and classification. *Journal of Hospitality Marketing & Management*, 29(1), 39-64.

Srivastava, S., & Ketter, T. A. (2010). The link between bipolar disorders and creativity: evidence from personality and temperament studies. *Current psychiatry reports*, 12, 522-530.

Stewart, O. T., Vernez Moudon, A., Saelens, B. E., 2, Lee, C., Kang, B., & Doescher, M. P. (2016). Comparing Associations Between the Built Environment and Walking in Rural Small Towns and a Large Metropolitan Area. *Environment and Behavior*, 1, 13-36.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203-220.

Tang, Y., & Feng, X. B. (2019). A study on the online evaluation of homestay service quality based on content analysis: A case study of Zhenmeili Ge Guesthouse, Lugu Lake. *Journal of Leshan Normal University*, 34(9), 51-56.

Tavitiyaman, P., Qu, H., Tsang, W.-s. L., & Lam, C.-w. R. (2021). The influence of smart tourism applications on perceived destination image and behavioral intention: The moderating role of information search behavior. *Journal of Hospitality and Tourism Management*, 46, 476-487.

Teng, C.-I., Huang, K.-W., & Tsai, I.-L. (2007). Effects of personality on service quality in business transactions. *The Service Industries Journal*, 27(7), 849-863.

Tsai, K.-T., Lin, T.-P., Hwang, R.-L., & Huang, Y.-J. (2014). Carbon dioxide emissions generated by energy consumption of hotels and homestay facilities in Taiwan. *Tourism Management*, 42, 13-21.

Tussyadiah, I. P., & Pesonen, J. (2016). Impacts of peer-to-peer accommodation use on travel patterns. *Journal of Travel Research*, 55(8), 1022-1040.

Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122-146.

VO, N. T., Chovancova, M., & Tri, H. T. (2020). The impact of E-service quality on the customer satisfaction and consumer engagement behaviors toward luxury hotels. *Journal of Quality Assurance in Hospitality & Tourism, 21*(5), 499-523.

Wang, X. (2021). *A study on the impact of experiential marketing strategies on marketing performance from the perspective of homestay operators in Hainan*. (Master's thesis, Hainan University). Available from CNKI.

Wei, P. (2020). *A study on travelers' attitudes towards hotel green management and their willingness for pro-environmental behavior*. (Master's thesis, Central South University of Forestry and Technology). Available from CNKI.

Wahid, S. N. S., Dangi, M. R. M., Jabar, F., Muhamed, M., & Paino, H. (2017). Effect of tangibility and reliability service quality towards homestay customer satisfaction. *Journal of Tourism, Hospitality and Environment Management, 2*(5), 44-53.

Wahid, S. N. S., Dangi, M. R. M., Jabar, F., Muhamed, M., & Paino, H. (2017). Effect of tangibility and reliability service quality towards homestay customer satisfaction. *J Tour Hosp Env Manag, 2*, 44-53.

Wai Lai, I. K. (2019). Hotel image and reputation on building customer loyalty: An empirical study in Macau. *Journal of Hospitality and Tourism Management, 38*, 111-121.

Wang, W., Ying, S., Lyu, J., & Qi, X. (2019). Perceived image study with online data from social media: the case of boutique hotels in China. *Industrial management & data systems, 119*(5), 950-967.

Weathington, B. L., Cunningham, C. J., & Pittenger, D. J. (2012). Understanding business research: *John Wiley & Sons*.

Wethington, E., & McDarby, M. L. (2015). Interview methods (structured, semistructured, unstructured). *The encyclopedia of adulthood and aging*, 1-5.

Williams, S. L., & Moffitt, M. A. (1997). Corporate image as an impression formation process: Prioritizing personal, organizational, and environmental audience factors. *Journal of Public Relations Research, 9*(4), 237-258.

Xie, T., & Liu, A. L. (2016). A study on the relationship between corporate image of green hotels and consumer behavioral intentions. *Enterprise Economy, 2*, 10-16.

Xie, K. L., Zhang, Z., & Zhang, Z. (2014). The business value of online consumer reviews and management response to hotel performance. *International Journal of Hospitality Management*, 43, 1-12.

Yang, Y., Mao, Z., & Tang, J. (2018). Understanding guest satisfaction with urban hotel location. *Journal of Travel Research*, 57(2), 243-259.

Ye, Q., Li, H., Wang, Z., & Law, R. (2014). The influence of hotel price on perceived service quality and value in e-tourism: An empirical investigation based on online traveler reviews. *Journal of Hospitality & Tourism Research*, 38(1), 23-39.

Yang, J. X. (2022). *A study on the impact of perceived image of urban homestays in Chengdu on consumer behavioral intentions* (Master's thesis, Sichuan Agricultural University). Available from CNKI.

Yang, Y., & Deng, W. (2018). A study on the mechanism of homestay tourism experience on tourist behavioral intentions: A case study of Guilin. *China Real Estate*, 27, 53-61.

Yi, Y., & Gong, T. (2013). Customer value co-creation behavior: Scale development and validation. *Journal of Business Research*, 66(9), 1279-1284.

Yu, H., & Fang, W. (2009). Relative impacts from product quality, service quality, and experience quality on customer perceived value and intention to shop for the coffee shop market. *Total Quality Management*, 20(11), 1273-1285.

Yuan, D., Lin, Z., Filieri, R., Liu, R., & Zheng, M. (2020). Managing the product-harm crisis in the digital era: The role of consumer online brand community engagement. *Journal of Business Research*, 115, 38-47.

Zhou, W. R., Shi, H., Liao, H., & Ren, C. Y. (2021). A study on tourist satisfaction based on IPA analysis: A case study of Baise-Yisuhai Scenic Homestay. *Hebei Enterprise*.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.

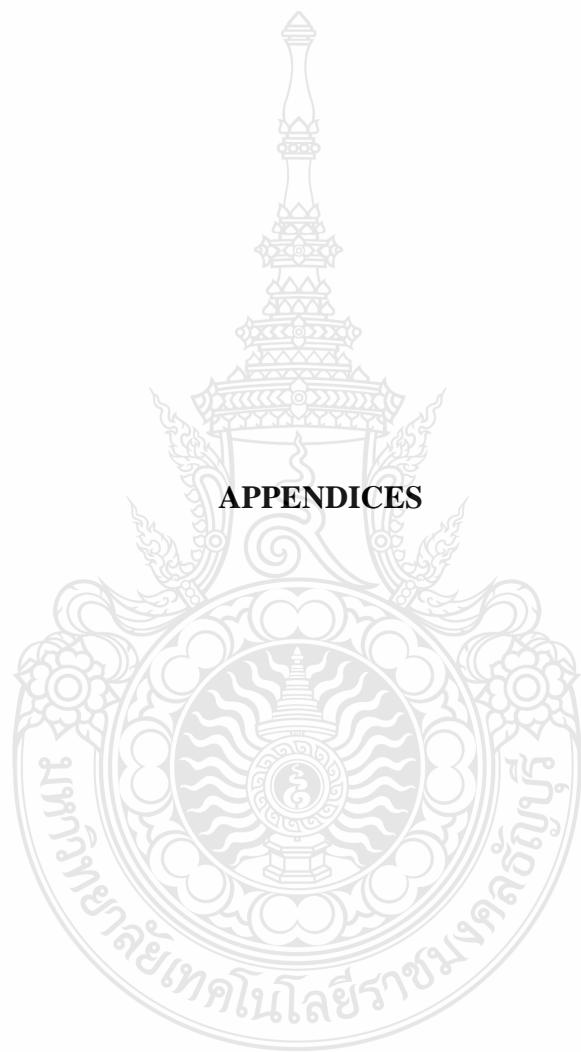
Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31-46.

Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism A review. *Tourism Management Perspectives*, 10, 27-36.

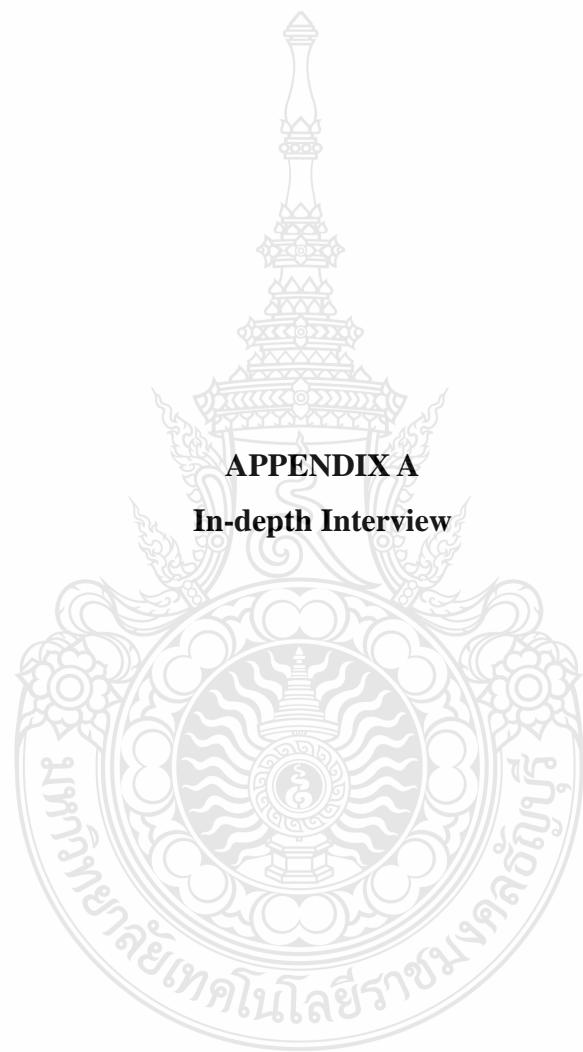
Zhang, K., Jia, N., Zheng, L., & Liu, Z. (2019). A novel generative adversarial network for estimation of trip travel time distribution with trajectory data. *Transportation Research Part C: Emerging Technologies*, 108, 223-244.

Zhang, X., & Tang, J. (2021). A study of emotional solidarity in the homestay industry between hosts and tourists in the post-pandemic era. *Sustainability*, 13(13), 7458. <https://doi.org/10.3390/su13137458>





## APPENDICES



## APPENDIX A

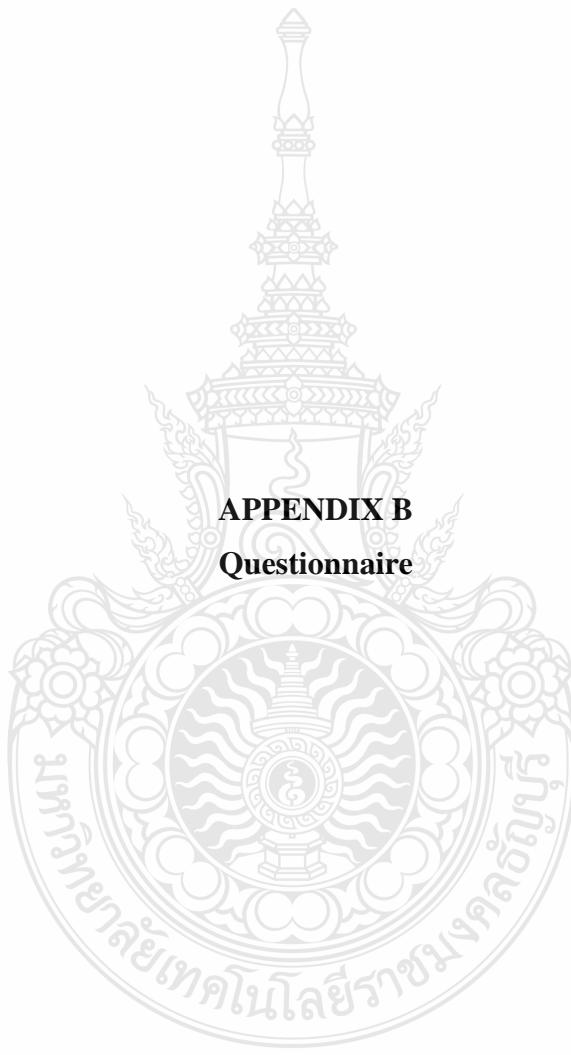
### In-depth Interview

Dear Madam/Sir.

Greetings! Thank you very much for taking time out of your busy schedule to participate in academic study. The findings and recommendations will be shared in time for the completion of the research work.

The interview will take approximately 20-30 minutes. The content of your conversation will only be used by the researchers for academic analyses, and will not be used for any commercial purposes, nor will it be disclosed to any non-researchers, so you do not need to have any concerns. In addition, your opinion is very important to us and will determine the success or failure of this study, so please be truthful. For the smooth running of the study, the interviews will be audio-recorded, do you agree to this?

1. How important do you consider the homestay determinations (such as architectural style, green practices) in your decision to choose a homestay? Please briefly explain the reasons.
2. What are your perceptions of the service quality of this homestay?
3. How do you think your personality traits (such as extraversion, openness to experience) influences your choice of homestay?
4. Do you tend to choose homestays that align with your personal tastes and preferences? Please explain why.
5. Are you willing to stay at this homestay again? Why or why not?
6. Would you recommend this homestay to your friends or family for future stays? Why?
7. Will you review the property on the electronic platform and recommend the homestay to others? Why?



**APPENDIX B**  
**Questionnaire**

Dear interviewee:

Hello! Thank you for choosing to participate in this survey about homestay experience. This questionnaire will be used for academic research only and your answers will have an important impact on our research. Please fill in truthfully and objectively.

### **Part 1: Personal Information**

Please select only one answer that most relevant to you.

1. Gender:

Male       Female

2. Age:

Under 18 years old  
 19-25 years old  
 26-35 years old  
 36-45 years old  
 Over 46 years old

3. Education level

Primary school and below  
 Junior high school  
 High school  
 University and above

4. Monthly income

3,000 yuan and below  
 3,001-7,000 yuan  
 7,001-10,000 yuan  
 More than 10,000 won

5. Do you have homestay experience in Hunan Province?

Yes       No

## Part 2 : Questionnaire Contents

Please check all the boxes that apply to you. We appreciate your thoughtful and honest responses. Thank you for your participation.

1 = strongly disagree 2 = disagree 3 = Moderate 4 = agree 5 = strongly agree

| <b>Homestay Determinations</b>   |                   |   |   |   |   |
|--|-------------------|---|---|---|---|
| <b>Customer Relationship Management</b>  | Disagree to Agree |   |   |   |   |
|  | 1                 | 2 | 3 | 4 | 5 |
| 1.I have a high level of trust in the homestay   |                   |   |   |   |   |
| 2.I pay close attention to the updates from this homestay                                    |                   |   |   |   |   |
| 3.The home understands consumer preferences and needs  |                   |   |   |   |   |
| 4.The staff at the homestay frequently engage in communication with consumers                |                   |   |   |   |   |
| <b>Green Practices</b>   | Disagree to Agree |   |   |   |   |
|  | 1                 | 2 | 3 | 4 | 5 |
| 5.The homestay provides thoughtful reminders for energy conservation and emissions reduction |                   |   |   |   |   |
| 6.The homestay carries out green management promotion activities                             |                   |   |   |   |   |
| 7.The homestay utilizes eco-friendly air conditioning  |                   |   |   |   |   |
| 8.The homestay has complete waste recycling facilities                                       |                   |   |   |   |   |
| <b>Featured Experiences</b>  | Disagree to Agree |   |   |   |   |
|  | 1                 | 2 | 3 | 4 | 5 |
| 9.The homestay staff exhibit a warm and enthusiastic service attitude                        |                   |   |   |   |   |
| 10.The interaction with the staff at the homestay is pleasant                                |                   |   |   |   |   |
| 11.The staff at the homestay are proactive in providing services                             |                   |   |   |   |   |
| 12. The host recommended local cuisine and Tours   |                   |   |   |   |   |
| <b>Digitalization</b>  | Disagree to Agree |   |   |   |   |
|  | 1                 | 2 | 3 | 4 | 5 |
| 13.I can access information about the homestay through digital platforms                     |                   |   |   |   |   |
| 14. The homestay enhances my immersive living experience through digital means               |                   |   |   |   |   |
| 15. The host family aided me in addressing unforeseen issues through digital solutions       |                   |   |   |   |   |
| 16. The homestay amplifies my sense of gain through digital measures                         |                   |   |   |   |   |

| <b>Homestay Image</b>  | Disagree to Agree |   |   |   |   |
|--|-------------------|---|---|---|---|
|  | 1                 | 2 | 3 | 4 | 5 |
| 17. The homestay is innovative and pioneering  |                   |   |   |   |   |
| 18. The homestay is successful and confident   |                   |   |   |   |   |
| 19. The homestay is convincing and smart   |                   |   |   |   |   |
| 20. The homestay does business in an ethical manner  |                   |   |   |   |   |
| 21. The homestay is open and consumer sensitive  |                   |   |   |   |   |
| <b>Geographical Location</b>   | Disagree to Agree |   |   |   |   |
|  | 1                 | 2 | 3 | 4 | 5 |
| 22. The location of the homestay is convenient for transportation and highly accessible                |                   |   |   |   |   |
| 23. The environment of the homestay is beautiful   |                   |   |   |   |   |
| 24. The homestay offers easy access to local attractions   |                   |   |   |   |   |
| 25. Near the homestay, one can taste the local delicacies  |                   |   |   |   |   |
| <b>Architectural Styles</b>  | Disagree to Agree |   |   |   |   |
|  | 1                 | 2 | 3 | 4 | 5 |
| 26. The architectural style of the homestay is aesthetically pleasing and unique                       |                   |   |   |   |   |
| 27. The architectural style of the homestay creates a distinct and delightful accommodation experience |                   |   |   |   |   |
| 28. The architectural style of the homestay reflects the local culture and environment                 |                   |   |   |   |   |
| <b>Perceived Service Quality</b>   |                   |   |   |   |   |
| <b>Tangibility</b>   | Disagree to Agree |   |   |   |   |
|  | 1                 | 2 | 3 | 4 | 5 |
| 1. The homestay boasts modern and high-quality facilities and amenities                                |                   |   |   |   |   |
| 2. The homestay features an attractive exterior design and interior decoration                         |                   |   |   |   |   |
| 3. The staff at the homestay are neatly dressed and clean  |                   |   |   |   |   |
| 4. The facilities of the homestay harmonize with the surrounding environment                           |                   |   |   |   |   |
| <b>Reliability</b>   | Disagree to Agree |   |   |   |   |
|  | 1                 | 2 | 3 | 4 | 5 |
| 5. The staff at the homestay can provide excellent service   |                   |   |   |   |   |
| 6. The homestay staff cares about and assists consumers  |                   |   |   |   |   |
| 7. The facilities provided by the homestay ensure safety   |                   |   |   |   |   |
| 8. The staff diligently document the services to ensure their completion                               |                   |   |   |   |   |

|                           |  | Disagree to Agree |   |   |   |   |
|---------------------------|--|-------------------|---|---|---|---|
|                           |  | 1                 | 2 | 3 | 4 | 5 |
| <b>Responsiveness</b>     | 9. Tourists can clearly know the correct service time  |                   |   |   |   |   |
|                           | 10. The service needs of tourists can be met in a timely manner  |                   |   |   |   |   |
|                           | 11. The staff at the homestay are always willing to warmly extend a helping hand to tourists               |                   |   |   |   |   |
|                           | 12. The staff at the homestay will not neglect the demands of tourists because they are doing other things |                   |   |   |   |   |
| <b>Security</b>           |  | Disagree to Agree |   |   |   |   |
|                           |  | 1                 | 2 | 3 | 4 | 5 |
|                           |  |                   |   |   |   |   |
|                           |  |                   |   |   |   |   |
|                           |  |                   |   |   |   |   |
| <b>Empathy</b>            |  | Disagree to Agree |   |   |   |   |
|                           |  | 1                 | 2 | 3 | 4 | 5 |
|                           |  |                   |   |   |   |   |
|                           |  |                   |   |   |   |   |
|                           |  |                   |   |   |   |   |
| <b>Personality Traits</b> |  |                   |   |   |   |   |
| <b>Agreeableness</b>      |  | Disagree to Agree |   |   |   |   |
|                           |  | 1                 | 2 | 3 | 4 | 5 |
|                           |  |                   |   |   |   |   |
|                           |  |                   |   |   |   |   |
|                           |  |                   |   |   |   |   |
| <b>Conscientiousness</b>  |  | Disagree to Agree |   |   |   |   |
|                           |  | 1                 | 2 | 3 | 4 | 5 |
|                           |  |                   |   |   |   |   |
|                           |  |                   |   |   |   |   |
|                           |  |                   |   |   |   |   |

|   |  | Disagree to Agree |   |   |   |   |
|---|--|-------------------|---|---|---|---|
|   |  | 1                 | 2 | 3 | 4 | 5 |
| <b>Extraversion</b>                             | 10. I am very good at talking to people  |                   |   |   |   |   |
|   | 11. I love making new friends  |                   |   |   |   |   |
|   | 12. I like to stay in places where there are activities  |                   |   |   |   |   |
|   | 13. I am a proactive and positive person   |                   |   |   |   |   |
|   | 14. I am a person full of energy   |                   |   |   |   |   |
| <b>Nervousness</b>                              | 15. I am easily worrying for nothing   |                   |   |   |   |   |
|   | 16. I often feel nervous   |                   |   |   |   |   |
|   | 17. I am a person with poor emotional control  |                   |   |   |   |   |
|   | 18. I let others' emotions affect my mood  |                   |   |   |   |   |
| <b>Openness to experience</b>                   | 19. I have a strong curiosity  |                   |   |   |   |   |
|   | 20. I like to try new things   |                   |   |   |   |   |
|   | 21. I often have many fantasies  |                   |   |   |   |   |
|   | 22. I am a person with innovative ability  |                   |   |   |   |   |
| <b>Behavioral Intentions in the Digital era</b> |  |                   |   |   |   |   |
| <b>Electronic Word of Mouth</b>                 | 1. I will actively recommend this hostel to others on the digital platform   |                   |   |   |   |   |
|   | 2. If someone on a digital platform is looking for a homestay, I would suggest he/she stay at the homestay I've stayed at before |                   |   |   |   |   |
|   | 3. I will leave a positive review for the homestay I stayed at on travel websites  |                   |   |   |   |   |
| <b>Intentions to Tevisit</b>                    | 4. Given the chance, I will book and experience local homestays again in the future  |                   |   |   |   |   |
|   | 5. I will stay at the homestay again when travelling   |                   |   |   |   |   |
|   | 6. I intend to experience the local homestay again   |                   |   |   |   |   |

## Biography

|                         |  |
|-------------------------|--|
| <b>Name – Surname</b>   | Mrs.Tianshu Fu   |
| <b>Date of Birth</b>    | November 21, 1990  |
| <b>Address</b>          | Room 906, Building 10, Zhongjian Xinhe City, Zhengtangpo Road, Changsha City, Hunan Province, China                                    |
| <b>Education</b>        | Master of Tourism Management, Xiangtan University, China, in 2017<br>Bachelor of Psychology, Kyushu Women's University, Japan, in 2014 |
| <b>Experiences Work</b> | Hunan Women's University as a teacher, China (2014-present)  |
| <b>Telephone Number</b> | +8615274926171   |
| <b>Email Address</b>    | 350378647@qq.com; Ftians1120@gmail.com   |