

Literature Review: Building Trust Sharing Accommodation

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ABSTRACT

Trust is an important element in the success of accommodation sharing platforms like Airbnb. This study aims to identify and analyze factors that can affect the formation of user trust in the platform. The approach used in this study is a literature review, by collecting and analyzing various relevant studies from Scopus indexed journals in the period of 2019 – 2024. The results of the study show that trust is formed through three main phases, namely before, during, and after the stay. Information transparency, social reviews, and security assurance are important factors in the early phases, while direct interaction with hosts and local experiences reinforce trust during a stay. The bilateral review system and the platform's response to user complaints are key in maintaining user loyalty after a stay. However, the study was limited to Europe and North America so it did not fully reflect Asian cultures that were more group-oriented. Future research is suggested to expand geographical coverage, utilize innovative technology, and examine longitudinal changes in beliefs. The findings of this study provide guidance for platforms to improve user trust and business sustainability.

Keywords: Trust, Sharing Accommodation, Airbnb, Reputation

INTRODUCTION

Accommodation sharing platforms, such as Airbnb, have grown rapidly in recent years by offering unique experiences, flexibility, and sustainability that can appeal to all users in the world (Ismail & Rohman, 2019). The data attached in graph 1 shows that after the COVID-19 pandemic, the number of bookings on the Airbnb platform increased to 300 million in 2021. This reflects the recovery of the tourism industry and the widespread adoption of the sharing accommodation model (Ayu Rizaty, 2022). However, there is a significant challenge in the midst of its success, which is to build and maintain user trust in the platform.

Trust is key to the success of sharing accommodation services. Users of such services often rely on reviews and ratings to build a positive perception of the platform, while transparency of information as well as security guarantees are important elements in creating a reliable transaction environment (Zervas *et al.*, 2021). Nonetheless, bad user experiences such as sudden cancellations, inaccurate property descriptions, or unpleasant interactions with hosts can undermine trust and hinder user loyalty (Sthapit & Björk, 2019).

In a broad context, factors such as platform reputation, social interaction, economic value, and perceived benefits and risks can also influence users' level of trust. Past research identifies that these elements are interrelated and play an important role in building long-term relationships between users and service providers. (Li & Wang, 2020; Pumputis, 2024). However, the dynamics of trust formation at various phases of interaction before, during and after a stay still require in-depth exploration.

Platform reputation reflects how the public perceives the quality and reliability of the services provided, while credibility refers to the platform's ability to consistently meet user expectations (Zervas *et al.*, 2021).

On accommodation sharing platforms such as Airbnb, review and rating systems play an important role in building reputation. research by Tiamiyu, (2024) Reputation systems with bilaterals where users and service providers review each other can create incentives to provide the best experience. However, it can also lead to bias in reviews such as fear of negative feedback from the other party (Zervas *et al.*, 2021), Furthermore, the credibility of the platform can be influenced by factors such as identity verification, information transparency, and security mechanisms. Credibility can also be strengthened through authentic local experiences and eco-friendly features offered by the host (Li & Wang, 2020).

Challenges to reputation and credibility can arise when a host's behavior does not match user expectations. Such as Sthapit & Björk, (2019) The research notes that bad experiences, such as abrupt cancellations or inappropriate property descriptions, can damage the reputation of the platform as a whole. This shows the importance of proactively managing reputation by platforms to maintain user trust. In sharing accommodation, reputation and credibility impact the level of user trust and the sustainability of long-term relationships between users and service providers. Therefore, further research is needed to explore strategies that can improve the reputation and credibility of sharing accommodation platforms.

This literature review approach aims to identify and analyze the key factors that can influence trust in using accommodation sharing platforms. Utilizing data from recent studies, this review can provide insights into effective strategies that platforms like Airbnb can implement to overcome challenges and maximize user experience.

METHOD

This research adopts a systematic review approach, focusing on collecting and analyzing various previous studies related to the topic under study. The purpose of this research is to answer the question of the key factors in building sharing accommodation. The researcher conducted a literature search using Scopus data available on the website (<https://www.scopus.com/>). The selected journal articles were in English and published between 2019 and 2024, while other types of publications were excluded. The research findings are then organized into tables that present information on journal categories based on research location, field of study, and key factors that influence users' intention to use shared accommodation.

Figure 1 attached to the article search and selection process identifies relevant articles regarding sharing accommodation, a search was conducted in the scopus database using the keywords, trust and Airbnb for publications in the period 2019 - 2024. The initial search on scopus resulted in 186 articles then filtering was carried out so that 89 articles were selected, and articles categorized as "literature review" were excluded. Filtering continued to ensure all articles were open access, leaving 10 articles for detailed analysis. The method chosen focused on the key factors identified in the study. This approach aims to offer a more in-depth understanding of the elements that influence user participation and engagement in the sharing economy especially in the sharing accommodation sector.

Tabel 1. Inclusion and exclusion criteria

Criteria	Inclusion	Exceptions
Type	Journal index in Scopus	Not a Scopus journal
Keywords	Trust and Airbnb	Not mentioned
Language	UK	Not English
Year	2019 - 2024	Before 2019
Subject	Business, Management, and Accounting	More
Access status	Open access	Closed access

Source: Article Selection Process

Then in table 1, the inclusion and exclusion criteria to ensure the quality of the literature reviewed in this study, a rigorous article selection process was applied based on predetermined screening criteria and restrictions. The articles selected for this study were from Scopus indexed journals with a focus on the keywords trust and Airbnb. This approach ensured that all articles studied had a direct connection to the specific phenomenon under study. In addition, only articles published in English were included to remove language barriers.

The literature review on various journals related to sharing accommodation attached in table 2, shows the distribution of research spread over several related years. Journals that dominate publications in the 2019-2024 timeframe include the international journal of tourism research, British journal of management, Asian journal of business research, and others, with different themes.

Table 2. Summary of Journals by Year

No	Journal	2019	2020	2021	2022	2023	2024	Total
1	International Journal of Tourism Research						√	1
2	British Journal of Management						√	1
3	Asian Journal of Business Research						√	1
4	Current Issues in Tourism						√	1
5	International Journal of Hospitality and Tourism Administration						√	1
6	Industrial Marketing Management					√		1
7	Tourism and Management Studies					√		1
8	Information and Management				√			1
9	Tourism and Hospitality				√			1
10	Tourism Management Perspectives	√						1
11	Marketing Letters			√				1
Total		1	0	1	2	2	5	11

Source: Scopus, Analysis Results

Furthermore, Figure 1 shows that the research was conducted in ten countries. The most accommodation sharing research was conducted in the UK where there were 11 studies, followed by Australia, China, America had 4 studies, Finland had 3 studies, and countries such as Canada, Germany, Italy, Malaysia, South Africa each had 1 study.

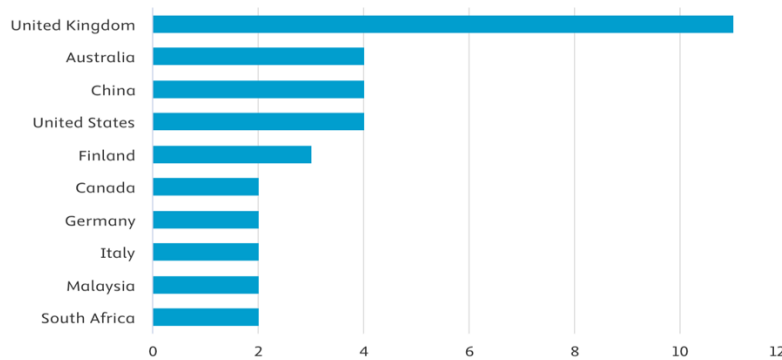


Figure 2. Geographical scope

Source: Scopus

Finally, Figure 3 shows the diversity of subject areas of published sharing accommodation research journals. These research fields are management and accounting (53.4%), social science (20.7%), computer science (20.7%), decision science (5.2%), economics and finance (5.2%), arts and humanities (3.4%), engineering (1.7%), environmental science (1.7%), and psychology (1.7%).

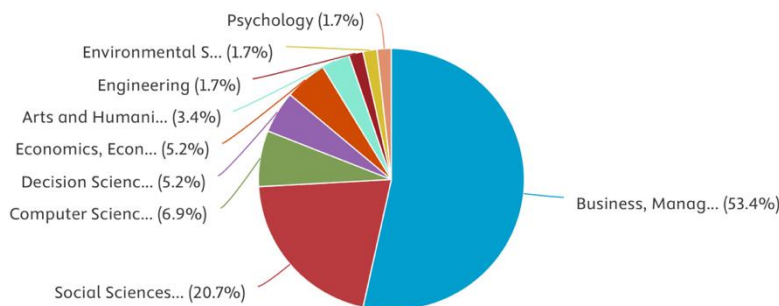


figure 3. Literature by Subject Area

Source: Scopus

RESULTS AND DISCUSSION

Result

Attached table 3 summarizes the factors that can influence user intent based on the selected studies. The first study by Amrollahi *et al*, (2024) explores the dynamics of trust in sharing economy services during the crisis, by comparing Airbnb and Uber. The results show that structural assurance as well as privacy protection can positively influence trust which then impacts user intentions. In addition, social influence was found to be significant on trust in Uber, but not in Airbnb. Perceived risks, including COVID 19 concerns, negatively moderate the relationship between trust and user intentions, and highlight the importance of risk management in platforms.

The second study was conducted by Blut & Wang, (2024) in his research used meta-analysis to be able to analyze the factors that can affect customer participation. The results show that customer factors, such as ecological, hedonic, and utilitarian motivations, have a significant influence on user participation. In addition, platform-

related factors such as service quality and trust in the platform also play an important role. The third study by Chin *et al*, (2024) in his research analyzed the purchasing behavior of generation z through the tourism e-commerce platform. The results show that brand recognition, perceived quality, and trust influence user attitudes and ultimately increase purchase intentions. The fourth study by Pumputis, (2024), in his research used a virtual ethnography approach to explore trust building in accommodation filtering platforms. The results of the study show that direct interaction, digital communication, and mutual reviews between guests and hosts are important in building trust relationships. The fifth study was conducted by Redditt *et al*, (2022) in his research identified that facilities, economic benefits, and trust can affect user satisfaction which then has an impact on eWOM behavior. The sense of community factor in this study is an important mediator.

The seventh study by Sthapit & Björk, (2019) in his research explored the sources of users' distrust of the Airbnb platform. The results of this study show that poor customer service and unpleasant host behavior such as sudden cancellations or inappropriate property descriptions can be the main causes of distrust. The eighth study by Engin & Vetschera, (2022) in his research explored the impact of transaction-specific and partner-specific information on rental prices on the platform. The results of this study show that property information such as location, facilities and property conditions, have a greater influence than information about the host. In addition, host reviews and reputation will still play a role in building user trust in the platform.

Ninth study by Redditt *et al*, (2022) in his research explored that economic benefits, amenities, and trust indirectly influence eWOM behavior through user satisfaction. Factors such as a sense of community strengthen the relationship between eWOM satisfaction, especially in peer-to-peer accommodation types compared to timeshares which are usually managed by companies or organizations that sell usage rights to many people. Such properties are often structured and organized, with hotel-like service facilities. The tenth study by Sthapit & Björk, (2019) in his research explored guests' perspectives on the sources of distrust in Airbnb. The results of this study show that poor customer service such as slow responses and inadequate solutions, as well as unpleasant host behavior such as sudden cancellations or property conditions that do not match the description can be the main causes of distrust.

The eleventh study by Zervas *et al*, (2021) in his research explored the reputation system on the Airbnb platform. The results of this study found that a bilateral reputation system where guests and hosts review each other can create a reciprocal bias that can cause ratings to be higher than expected. In comparison, the TripAdvisor platform, using a unilateral reputation system where only guests provide reviews has a more variable rating distribution. In addition, the distribution of ratings is also influenced by the type of property. Where apartments and shared rooms have higher ratings compared to hotels. Then, to clarify what factors can affect trust in sharing accommodation, it can be seen in the attached table 4 which is a collection of research models based on research findings from journals.

Table 5 Research Theory

Teori	Studi
Collaborative Consumption Theory	(Redditt et al., 2022)
Technology Acceptance Theory	(Amrollahi et al., 2024)(Blut & Wang, 2024)
Theory of Planned Behavior	(Blut & Wang, 2024)
<i>Technology Acceptance Model</i> (TAM)	(Chin et al., 2024)
<i>Theory of Reasoned Action</i> (TRA)	
Organizational Trust Theory	(Pumputis, 2024)
Sociomateriality Theory	
Attribution Theory	(Tiarniyu, 2024)
Psychological Contract Theory	(Culiberg et al., 2023)
Self-Disclosure Theory	(Broeder, 2023)
Theory of Trust	(Broeder, 2023)(Sthapit & Björk, 2019)(Zervas et al., 2021)
Economic Contract Theory	(Engin & Vetschera, 2022)
Grounded Theory Approach	(Sthapit & Björk, 2019)
Online Reputation Theory	(Zervas et al., 2021)

Source: Analysis Results Based on Selected Article

Furthermore, Table 5 shows various theories to understand the factors that can influence trust in sharing accommodation. Trust theory is the main framework in explaining how individuals build trust in the platform and other users. (Broeder, 2023; Sthapit & Björk, 2019; Zervas et al., 2021). In addition, online reputation theory by Zervas *et al*, (2021) provides insight into the role of user reviews and ratings in creating a positive image and increasing trust in the service.

Theory of reasoned action (TRA) by Chin *et al*, (2024) and the theory of planned behavior Blut & Wang, (2024) explains that trust in sharing accommodation can be influenced by users' attitudes towards the platform, subjective norms, and perceived behavioral control. Psychological contract theory by Culiberg *et al*, (2023) and economic contract theory by Engin & Vetschera, (2022) underlines the importance of expectation fulfillment and the reciprocal relationship between platforms, service providers, and users. Collaborative consumption theory by Redditt *et al*, (2022) explains that participation in various resources can influence trust through shared experiences. In addition to this approach *grounded theory* Sthapit & Björk, (2019) It is used to explore the social dynamics underlying the relationships between individuals in sharing accommodation.

This research also includes technology acceptance theory by Amrollahi *et al*, (2024) & Blut & Wang, (2024) & *technology acceptance model* (TAM) by (Chin *et al*, 2024) explains that the perceived usefulness and ease of use of the platform can affect users' behavioral intentions. By combining these theories, this research aims to provide an overall understanding of how to build and maintain trust in the accommodation sharing environment.

Then, previous studies have used various research methods to provide empirical evidence related to consumer behavior and trust in the sharing accommodation sector. According to the research Amrollahi *et al*, (2024), Empirical research methods can be classified as qualitative (netnography and virtual ethnography approaches) if they emphasize the collection of descriptive data and understanding of the research phenomenon. In contrast, quantitative methods (surveys, meta-analysis, and empirical analysis) focus on collecting quantifiable data and analyzing the relationships between factors in a phenomenon under study.

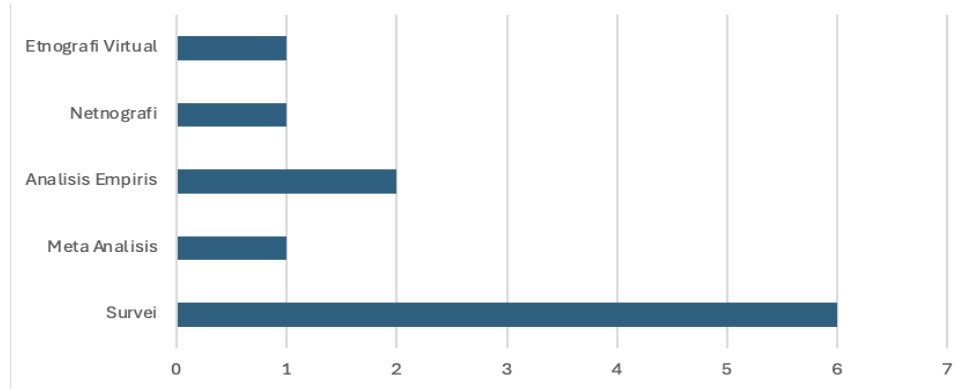


Figure 4: Research methods in the literature
 Source: Article Selection

In Figure 4 attached both qualitative and quantitative methods have been used in the studies that researchers collected. More than 50% of the studies used quantitative survey methods. This shows that survey methods dominate empirical research in studies on trust in the sharing accommodation sector. There are few studies that use qualitative methods such as narrative analysis, netnography, virtual ethnography to gain an explorative understanding of sharing accommodation.

Survey is the most dominant method in sharing accommodation research. It can be seen that there are six journals using this method. Surveys allow researchers to collect broader and more representative data from various populations of sharing accommodation service users. As in the research by Amrollahi *et al*, (2024) & Tiarniyu, (2024) uses surveys to measure how factors such as users' trust and intentions influence their decision to use platforms such as Airbnb and Uber. In addition, surveys are used by Redditt *et al*, (2022) to explore the relationship between user satisfaction and eWOM behavior, as well as Sthapit & Björk, (2019) used a survey to be able to identify sources of distrust towards Airbnb.

The meta-analysis method was used in only one journal by Blut & Wang, (2024), examines factors that may influence user participation in accommodation sharing platforms. This method can provide insights by combining findings from previous studies, allowing researchers to draw more general conclusions regarding the influence of factors such as ecological, hedonic, and utilitarian motivations on user participation.

Another method is empirical analysis used in two journals, namely in research (Redditt *et al*, 2022; Tiarniyu, 2024). The method allows researchers to test their hypotheses using real data and statistical analysis to explore the relationship between factors such as amenities, economic benefits, and user trust in the context of sharing accommodation. Empirical analysis is also used to better understand how these factors influence users' decision to book accommodation. In addition, the netnography method was applied in the research by Pumputis, (2024) to explore the interactions between users and hosts in sharing accommodation platforms. The method focuses

on analyzing interactions in online communities that provide deep insights into user experience and how trust can be built on sharing accommodation platforms.

The last method is virtual ethnography which is used by (Pumputis, 2024). The method provides a more qualitative approach to understanding user behavior. Through observation and participation in the digital space, the researcher was able to explore the user experience in depth, especially in building trust between users and hosts.

The diversity in methodologies reflects the complexity of this phenomenon and the importance of diverse approaches to understand it thoroughly. Online surveys provide advantages in terms of data collection efficiency, while qualitative approaches such as netnography and virtual ethnography allow researchers to gain deep insights into user experiences. The development of research methodologies in the field of sharing accommodation as technology evolves and consumer behavior changes can further enrich the understanding of sharing accommodation.

Discussion

Based on the literature collected, the formation of trust in sharing accommodation such as Airbnb can be divided into three main phases: before the stay, during the stay, and after the stay. Trust in sharing accommodation is influenced by various external factors, such as safety mechanisms, host and platform reputation, and social reviews. These factors can then affect users' internal conditions, such as risk perception, emotions, and their personal experiences while using sharing accommodation.

In the before stay phase, consumers make the decision to book accommodation based on the structural guarantees offered by the platform. Structural guarantees such as secure payment systems, property insurance, and clear cancellation policies. These create a sense of security that is important to consumers (Amrollahi *et al.*, 2024). Furthermore, the psychological contract established through comprehensive property descriptions and reviews from previous guests can help shape consumers' realistic expectations of the experience they will have.

In the research Blut & Wang, (2024) shows that ecological, hedonic, and utilitarian motivations also play a role in the formation of initial trust. While in the research Engin & Vetschera, (2022), highlights that clear property information, such as facilities and location, has a significant impact on consumer trust. For example in research Redditt *et al.*, (2022), Users who see positive reviews from previous guests feel more trust in the host and the platform, as such reviews can provide social proof that the services offered are trustworthy. Furthermore, verification of the host's identity on the host's profile can also reduce the risk perceived by users before booking. (Culiberg *et al.*, 2023).

The during stay phase can be key in strengthening trust. Privacy protection and physical security are key elements in ensuring that consumers feel comfortable. Research by Yang *et al.*, (2019) mentioned that consumers will tend to be more satisfied and trust the platform if they feel safe during their stay. This includes aspects such as the presence of secure door locks, CCTV systems in public areas and also respect for guest privacy.

Interaction with the host also plays an important role in the phases during the stay. Research by Pumputis, (2024) explains that hosts who are responsive, friendly,

and attentive to the specific needs of each guest, such as providing local recommendations or addressing issues quickly, can create an emotional connection that can strengthen trust in the platform. Research by Broeder, (2023) also added that cross-cultural communication between guests and hosts can strengthen trust in shared accommodation services.

Then, in the after-stay phase, the trust formed often determines whether consumers will use the service or platform again or recommend it to others. Research Redditt *et al*, (2022) highlighting the importance of positive reviews from previous guests can have a significant social impact and can help potential users make more confident decisions.

Research by Zervas *et al*, (2017) added that a system with bilateral reputation where guests and hosts can review each other can play an important role in increasing the trust of new users. The process should be run in a transparent and professional manner so as to reinforce a positive perception of the platform. In addition, research by Sthapit & Björk, (2019) also highlighted that the platform's response to user feedback or suggestions is an important indicator in reflecting its commitment to service quality.

Trust formation in sharing accommodation is a complex process that involves interactions between external factors such as reputation, platform, safety assurance, and social reviews as well as users' internal states such as emotions, risk perception, and personal experience. The pre-stay phase focuses on risk reduction through security mechanisms and information transparency. (Amrollahi et al., 2024; Blut & Wang, 2024; Engin & Vetschera, 2022). Then the phase during the stay is influenced by the experience of security and host interaction (Broeder, 2023; Pumputis, 2024; Yang et al., 2019). The final phase, the post-stay phase, is influenced by reviews and reputation systems that increase trust for reuse of the platform (Redditt et al., 2022; Sthapit & Björk, 2019; Zervas et al., 2017).

By understanding how each of these phases affects user trust, accommodation sharing platforms can strengthen their strategies to increase user loyalty and also maintain business sustainability.

CONCLUSION

This study identifies that trust is an important element in the success of accommodation sharing platforms. The main factors in trust formation include platform reputation, social interaction, economic value, and user-perceived benefits and risks. The trust formation process takes place in three main phases: before the stay, during the stay, and after the stay, with external factors such as platform security, information transparency, and social reviews having a major influence. Positive experiences with the host, good communication, as well as clarity of property information greatly influence the guest's level of trust. In addition, the social interactions formed between guests and hosts, as well as the quality of services provided contribute significantly to building long-term relationships that can benefit both parties.

The implication of this study is that it is important for platforms to increase information transparency, strengthen security mechanisms, and provide training to hosts in managing effective communication with guests and paying attention to their needs. platforms need to ensure that reputation and reviews are well managed in order

to continue to build user trust. This research has limitations, such as the dominance of quantitative survey-based studies and limitations to certain geographical areas, especially countries in Asia with very diverse cultures.

Suggestions for future researchers include an in-depth exploration of culture, particularly in countries such as Asia, to understand how trust dynamics play out in different social and cultural contexts. Researchers could also examine the use of innovative technologies to enhance security and transparency. In addition, long-term research could be conducted to monitor changes in trust over time. As such, future research can provide better guidance for platforms in the face of evolving and changing challenges.

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