

CONFIANZA DE LOS USUARIOS ESPAÑÓLES EN AIRBNB Y SUS EFECTOS EN EL APEGO Y LA POSESIÓN PSICOLÓGICA

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RESUMEN

La economía colaborativa ha modificado el comportamiento del turista al surgir plataformas que permiten intercambiar información y/o servicios. Entre ellas destaca Airbnb, empresa que permite a sus anfitriones ofrecer su domicilio como alojamiento turístico. En este contexto, la falta de confianza es el gran obstáculo para atraer más clientes. Así, el objetivo de esta investigación es conocer cómo se genera confianza tanto en la plataforma como en el anfitrión. Para ello, se estudian distintos antecedentes relativos a la plataforma (seguridad, calidad y características de la web) y al anfitrión (reputación, interacción y familiaridad). Además, se analizan los efectos de ambas confianzas sobre el apego del turista hacia Airbnb y anfitrión, el cual genera una propiedad psicológica clave en la involucración y éxito de la empresa. Para el estudio del modelo teórico se realizó una encuesta a una muestra de 201 usuarios españoles de Airbnb, cuyos datos fueron analizados mediante PLS.

Palabras clave:

Airbnb, Economía Colaborativa, Confianza, Apego, Propiedad Psicológica.

ABSTRACT

The collaborative economy has modified the behavior of tourists as new online platforms allow the exchange of information and/or service among them. Airbnb stands out, a company that allows its users to offer their domicile as tourist

accommodation. In this context, lack of trust is the great obstacle to attract more customers. Thus, the objective of this investigation is to know how trust is generated both on the platform and on the host. For this, different antecedents variables related to the platform (security, quality and characteristics of the web) and the host (reputation, interaction and familiarity) are studied. In addition, the effects of both trusts on the tourist's attachment to Airbnb and host are analyzed, which generates a key psychological ownership in the involvement and success of the company. For the study of the theoretical model, a survey of a sample of 201 Airbnb Spanish users was conducted, whose data were analyzed using PLS.

Keywords:

Airbnb, Sharing Economy, Trust, Attachment, Psychological Ownership.

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