Articles and essays

Hospitality and Repurchase Intention in Sharing Economy: a study of structural equations in alternative lodging

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Abstact

Collaborative consumption, also called sharing economy, contributes to the rupture of traditional forms of transaction services, especially in the case of lodging. This new perspective can be placed under the optics of hospitality studies by their focus on the relationship between host and guest. The goal of this research is to answer the following question: what is the impact among alternative lodging accommodations based on the pre-experience with website of services, hospitality, enjoyment and perceived economic benefits in the context of sharing economy, on repurchase intention? The methodology of the cross-sectional study was quantitative, through a questionnaire, based on sample of users of alternative lodging. The questionnaire was hosted by Survey Monkey. The analysis was made by structural equation modeling (SEM), using the SmartPLS software. All the hypotheses proposed influenced the repurchase intention and were able to make an impact in alternative lodging. The instrument assessed what it had proposed, and the results achieved answered the problem of the research. Among them, we can highlight that collaborative consumption motivates new experiences. It seems fair to say that companies that exploit the private rented sector were able to innovate and add value to a sector hitherto dominated by hotel groups and countless independent hotels around the world.
Keywords: Hospitality; Repurchase intention; Sharing economy.

Resumo

Hospitalidade e Intenção de Recompra na Economia Compartilhada: um estudo com equações estruturais em meios de hospedagem alternativos

O consumo colaborativo, também chamado de economia compartilhada, contribui para a ruptura das formas tradicionais de transação dos serviços, principalmente no caso dos meios de hospedagem. Essa nova perspectiva pode ser colocada sob a ótica dos estudos da hospitalidade pelo foco na relação entre anfitrião e hóspede. O objetivo desta pesquisa é responder à seguinte questão: qual o impacto entre meios de hospedagem alternativos, com base na pré-experiência com o site de serviços, hospitalidade, prazer e benefícios econômicos percebidos no contexto da economia compartilhada, na intenção de recompra? A metodologia foi quantitativa, por meio de questionário, com corte transversal, baseada em amostra de usuários de meios de hospedagem alternativos. O questionário ficou hospedado no Survey Monkey. A análise foi feita pela modelagem

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de equações estruturais (SEM, do inglês *structural equation modeling*), utilizando *software* SmartPLS. Todas as hipóteses propostas se confirmaram como influenciadoras na intenção de recompra e, portanto, capazes de gerar impacto entre os meios de hospedagem alternativos. O instrumento provou ser capaz de medir o que propôs e os resultados alcançados puderam responder ao problema da pesquisa. Entre eles, pode-se destacar que o consumo colaborativo é motivador de novas experiências. Parece correto afirmar que as empresas que exploram o setor de locação de propriedades privadas foram capazes de inovar e gerar valor em um setor até então dominado por grupos hoteleiros e incontáveis hotéis independentes em todo mundo.

Palavras-chave: Hospitalidade; Intenção de recompra; Economia compartilhada.

Resumen

Hospitalidad e Intención de Recompra en la Economía Compartida: un estudio con ecuaciones estructurales en medios de hospedaje alternativos

La economía colaborativa, también llamada economía compartida, contribuye para la ruptura de las formas tradicionales de servicios de transacción, especialmente en el caso de los medios de hospedaje. A esa nueva perspectiva se puede colocar bajo la mirada de los estudios de hostelería, centrándose en la relación entre anfitrión e invitado. El objetivo de esta investigación es responder a la siguiente pregunta: ¿cuál es el impacto entre los medios alternativos de hospedaje, basado en la experiencia previa con los sitios de servicio, hospitalidad, disfrute y beneficios económicos percibidos en el contexto de la economía compartida, en la intención de recompra? La metodología utilizada fue la cuantitativa, por medio de una encuesta, en sección transversal, basada en una muestra de usuarios de medios alternativos de hospedaje. El cuestionario fue alojado en el sitio Survey Monkey. El análisis se realizó mediante modelos de ecuaciones estructurales (SEM, del inglés *structural equation modeling*), utilizando el *software* SmartPLS. Todas las hipótesis se confirmaron como factores de influencia en la intención de recompra y, por lo tanto, capaces de causar impacto entre los medios de hospedaje alternativos. El instrumento demostró ser capaz de medir lo que ha propuesto y los resultados obtenidos podrían responder al problema de la investigación. Entre ellos, cabe señalar que la economía colaborativa está motivando el intercambio de nuevas experiencias. Parece correcto decir que las empresas que explotan el sector de alquiler de propiedades privadas fueron capaces de innovar y crear valor en un sector hasta ahora dominado por los grupos hosteleros y un sinnúmero de hoteles independientes en todo el mundo.

Palabras clave: Hospitalidad; Intención de recompra; Economía compartida.

INTRODUCTION

The greatest value added to the consumption experience has changed the way of marketing products and services. Collaborative consumption, often called sharing economy, contributes to the rupture of traditional forms of transaction of lodging services and, through technological platforms, it promotes new forms of business transactions and organization of human relations (Molz, 2014). Henceforth, the term will be identified as "alternative lodging," in this research.

The encounter between host and guest in hospitality studies can be transposed to the field of services, in which the perception of what is received by the costumer is compared with what was promised (Lugosi, 2009; Zeithaml & Bitner, 2003). The bond of human relations by the bias of hospitality is evidenced through

better knowledge and relationship with the customer (Moretti, 2015), as online review systems can only create a virtual reputation, enabling hospitality even among strangers. In addition, digital interactivity allows the contact between guests and hosts at any time and in any place.

Two cases of success inspired the theme of this research, the first is related to the exponential growth of global hosting company Airbnb: the number of Brazilian users increased 400% only in 2013 (Costa, 2014) and, in only eight years of existence, the company is valued at 25 billion dollars. The second case of success is attributed to a national sharing economy company in the same sector, focusing on the long-stay corporate market, named Sampa Housing.

Based on the concepts of service and hospitality, we evaluated the repurchase intention of alternative lodging users and we intend to contribute to the study on the theme in Brazil, little contemplated so far. We expose the problem of the research: what is the impact among alternative lodging accommodations based on the pre-experience with website of service, hospitality, enjoyment and perceived economic benefits in the context of sharing economy, on repurchase intention?

The article is structured to present the literature review, the methods used in the research, the main results and discussion, and the concluding remarks.

HOSPITALITY AND SERVICES

To better understand hospitality, Lashley (2008) proposed a model based on three areas – private, social (or public) and commercial – that are juxtaposed in the daily life of an individual. However, there is still no consensus on this definition, since there is a line of research that seeks to preserve the commercial character of hospitality, such as Gotman (2009), who sees an antinomy between gift, which inhabits the interior of hospitality, and trade, since money would exempt both guest and host from any obligation and personal relationship.

Regardless of this conceptual clash, hospitality, as it is known, refers to the hotel and tourist sector, with juxtaposition between the name given to an economic sector and the act symbolized by the reception and retribution. In the perspective adopted by this article, the notion of hospitality is aligned with the thought of Telfer (2004) and Lashley (2008), for whom there is always reason to provide a hospitable environment, "these appropriate motives might include a desire for the company of other people, the pleasure of entertaining, the desire to please other people; ulterior motives might be concerned with trying to win favor with others, or seduce them, or, in commercial contexts, with winning greater exchange value" (Telfer, 2004, p. 101).

In a recent survey, Blain and Lashley (2014) consider hospitality a distinct concept and linked to the individual, regardless of the company or of the culture in which it is inserted, for which the authors seek to identify traces of hospitality in people considering three constructs: 1) desire to put guests before yourself; 2) desire to make guests happy; and 3) desire to make guests feel special.

Camargo (2015) agrees with this idea because he recognizes that hospitality also means a value, and the word "host" comprises not only the experience, but the stimulating experience of the human bond. In the same line, Moretti (2015) proposes that the orientation of the company should be seen as a macro

level, responsible for guidelines, norms and values that make up the so-called organizational culture. This stimulates the way one acts according to shared values, including hospitality. Thus, the macro level relates to the service of the company, considered as micro level. When culture in the hospitality industry becomes a value to the organization, the employees understand their importance to the success of the company.

Human relations as protagonists represent several challenges for the quality control in the service area. Hospitality, applied to the factors that most influence the perception of quality, adds value and consolidates the competitiveness of a business, especially in the service sector. The costumers judge the quality from the expectations created by the promise that is made by the provider, but they only get a chance to see it when they experience what was promised, which is considered the "moment of truth" (Berry, 1980; Carlzon, 1989; Lovelock, 1983).

This is the most difficult issue to be harmonized, the "quality of the service can only be considered satisfactory if the service performed and perceived by the costumer is of exceptional quality, exceeding the user's expectations" (Moysés Filho, Moretti & Feio, 2011, p. 164), since there are many and diverse consumer reactions.

For Zeithaml and Bitner (2003), as well as for Wada and Moretti (2014), the activities must be integrated to aim the best service in line with the promise. Verhoef, Lemon, Parasuraman and Roggeveen (2009) went further and pointed out that the "total experience" of customers includes the phases of information search, purchase, consumption and post-purchase. As services are intangible, customers look for evidence on them in every interaction they make with the organization and bring with them several expectations of the moments of services contact, defined by Zeithaml and Bitner (2003, p. 102).

Verhoef et al. (2009) warn that we need to consider the elements that companies have, to avoid trying to assess what is personal and not transferable. Service providers need to offer an environment that evokes feelings and affective memory, through customer touchpoints, and efficient processes, through tech points, as predicted by Zomerdijk and Voss (2010).

However, the consumption experience is present in all customer touchpoints (pre- and post-execution) and not only at the real-time experience. Knutson and Beck (2003) reinforce post-experience by adding the creation of value that is formed predominantly after the moment of the experience, that is, after the execution of the service. Moretti's (2015) model of experience and relationship in hospitality shows the phases of the experience construction process as: 1) pre-experience; 2) experience and 3) post-experience. All form a set of positive experiences, especially if fed by hospitality.

The Brazilian scale by Carneiro and Freitas (2015) was an important discovery for meeting what has been proposed so far. The scale sought to identify the factors that influence the purchase intention of users of online travel tools. The constructs were assessed as follows: "ease of use," "perceived usefulness," "security," and "privacy" form the two precedents, "satisfaction" and "trust," two constructs determined by the authors, based on the literature, are important for the purchase intention. Both models were the basis for the formulation of the proposal of the first hypothesis of this research:

- Hypothesis 1: the pre-experience with the alternative lodging website influences the repurchase intention.

To assess hospitality, we used the same scale recently tested, successful in the hospitality context, by Silva (2016), who outlined a relationship with hospitality, operating as independent variable, and service, as dependent variable. The same scale was tested with hospitality serving as independent variable on repurchase intention. Thus, the second hypothesis is proposed:

- Hypothesis 2: hospitality influences the repurchase intention in alternative lodging.

ALTERNATIVE LODGING: SHARING ECONOMY

Alternative lodging are commercial establishments that offer accommodation other than hotels, such as: pension, hostel, holiday camp, tourist camping, rented property, second home, single beds with host family, and accommodation for rural tourism (Beni, 2003; Montejano, 2001). It must be added to the extra-hospitality relation the serviced apartments – or private apartments intended for work stay, since the companies are focused on cutting costs. With that, the modality serviced apartments is beginning to develop (Harris & Vos, 2014).

The expansion in demand, including a group of lower purchasing power and young adults, encouraged the use of the internet, which, as Otto (2011) observed, allows multiple searches, to see and comment online, to get information about the destination and compare fees.

By using the internet and alternative lodging, a new business model emerges from the mid-1990s. According to Schor (2014), sharing economy originated with the foundation of eBay and Craiglist, two e-commerce websites, and soon it became a global phenomenon. However, its evolution occurred in 2008 with the creation of Airbnb, the first website that allowed to rent, temporarily, a house, a room or a bed anywhere in the world.

In the United States, this type of service tripled in five years, according to the Phocuswright research (2015). According to this research, Brazil and China are the markets where most people use shared web hosting service and, according to the consulting company, 18% of consumers in each country have opted for this type of accommodation in 2014.

Sharing economy is also known as collaborative economy, collaborative consumption or peer-to-peer consumption, according to Dredge and Gyimóthy (2015). Li and Bernoff (2011) exemplify the same phenomenon adding MySpace (founded in 2003) and BitTorrent (file sharing network founded in 2011), indicating that people connecting with each other and depending on one another had been a reality since the early 2000s. The authors call this movement "groundswell."

Einav, Farronato and Levin (2015), in a report to the Stanford Institute for Economic Policy Research, discussed the functions, business models and the market position of various types of shared activities, offering a list of examples that will be useful for the framework we want for this study. Decentralized markets tend to facilitate individual (common) choices. In peer-to-peer markets, the main

obstacles are the information processes managing a multitude of sources and separating the useful from the disposable, as big data techniques are doing today.

The websites of companies offering accommodations in private homes should consider the factors that corroborate with the hospitality relation that occurs between a company and its customers, since travels and accommodations are two of the main products more purchased through e-commerce. Molz (2014), when investigating the phenomenon of online hospitality exchange, indicates a change in social skills, based on mobility and network relations, which facilitates the encounter with strangers.

Rifkin (2014) argued that the integration of the internet is hurtling to engage even more individuals in the "internet of things," which connects devices of all kinds, making its remote use easier. This concept of "internet of things" was developed in 1999 in the laboratories at the Massachusetts Institute of Technology (MIT), United States, and became a standard term, with the purpose of connecting all things to the internet, so that the objects can communicate among themselves and among users and consumers, generating information for many different purposes (Cunha, 2010).

One of the most relevant studies for the formulation of hypotheses three and four of this research originates in the thought that online relationships and peer-to-peer activities are fed by enjoyment, economic incentive, reputation and self-accomplishment, as proposed by Hamari, Sjöklint and Ukkonen (2015). For the authors, such a situation resembles social e-commerce and is related somehow to the ideology, sustainability and to the extrinsic and intrinsic relationships among people.

A scale that reinforces the previous one was found in Kim, Yoon and Zo (2015), who studied the "trust" and "perceived risk" in sharing economy, as well as the degree of "relative advantage" the user perceives. Although it is an interesting model, it moves away from the goals of this research and will not be used, except for the constructs "economic benefit" and "participation intention," already resolved with the scale presented by Hamari et al. (2015).

The same occurs with the scale by Liang (2015), who developed a model aiming to assess the perceived value as antecedent of repurchase. For the author, users assess the risk that can affect their purchase decisions. They are also influenced by the provider's authenticity, by word of mouth on the web and price as antecedents of the perceived risk until the time of the repurchase.

The exhibition of the previous scales, in short, has reinforced the research model with the following constructs: 1) enjoyment: a fundamental dimension of intrinsic motivation is the autotelic nature of the activity or the enjoyment derived from the activity itself (Hamari et al., 2015); 2) economic benefits: participating in sharing can also be an utility maximizing behavior wherein the consumer replaces exclusive ownership of goods with sharing-related services (Hamari et al., 2015); and 3) repurchase intention: it is a consequence of the model; it indicates the user's trend to assess, on a continuum, positively or negatively, his/her consumer experience (Carneiro & Freitas, 2015).

Thus, based on the studies mentioned, the following hypotheses are proposed:

- Hypothesis 3: the perception of the guest's enjoyment to participate in the collaborative consumption of alternative lodging influences his/her repurchase intention.

- Hypothesis 4: the perception of economic benefits by the guest when participating in the collaborative consumption of alternative lodging influences his/her repurchase intention.

The model to be tested is shown in Figure 1.

Figure 1 – Proposed model
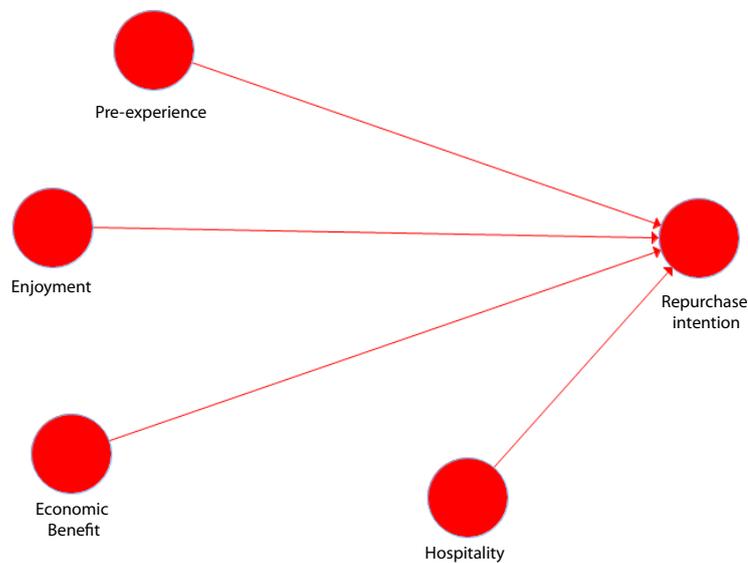
Source – Prepared by the authors.

RESEARCH METHODOLOGY

The methodological procedures conciliated qualitative and quantitative approaches. The qualitative approach consisted in two English language specialists for the wording of the questionnaire and, in the context of the phenomenon investigated, for the validation of scales (Cooper & Schindler, 2011; Malhotra, 2001), in addition to consultation with specialists in the lodging and sharing economy fields for the validation of scales.

The validation of scale followed the recommendation of Pasquali (2004) and DeVellis (2012) during the four steps of its development: 1) identification of scales already tested, through review of the literature; 2) face validity; 3) semantic validity; and 4) statistical validation. Silva's (2016) recommendation was also adopted for he had tested the hospitality scale before. On that occasion we concluded that many of the scales were excluded because they were not in accordance with the Portuguese language and Brazilian culture. Following this recommendation, extra care was taken so the scales would be in agreement.

The variables that make up the research model were selected in the literature analyzed. The instrument has been tested to verify the functionality of the model and the possibility of reducing the research tool to facilitate its handling by the respondents.

Data for both the pre- and final tests were collected through a cross-sectional questionnaire, applied to a sample of users of alternative lodging. Both tests were carried out by posting on social networks – such as Facebook, WhatsApp and LinkedIn – an explanation about the test and access to Survey Monkey, platform that hosted the questionnaire.

The pre-test obtained 48 respondents, sufficient for this purpose. The collection period occurred in February 2016. The final sample was expanded to include the mailing of students, alumni and professors of Anhembi Morumbi University. The collection period occurred in May 2016, and of the universe of approximately 1,214 contacts, a sample of 122 respondents was obtained.

According to Ringle, Silva and Bido (2014), the best method to assess the consistency of the model proposed by the research is through the structural equation modeling (SEM) by the partial least square (PLS). Its advantage is being a multivariate statistical procedure that assesses the relations among multiple constructs at the same time. For this analysis there is a software called SmartPLS 3 that allows the analysis of non-standard data, which is the case of this research (Ringle, Wende & Will, 2005). The software provides precision already tested by some research in various fields of study (Byrne, 1998; Hair Junior, Black, Babin, Anderson & Tathan, 2009; Hair Junior, Sarstedt, Hopkins & Kuppelwieses, 2014). All tests were analyzed with 5% (0.05) significance level (α) and two steps of analysis were adopted.

In the first step, the measurement models were identified, mainly through the average variance extracted (AVE), which verifies the convergent validity as it analyzes one construct along with others, to verify if they converge to the objective proposed. Other indicators, such as Cronbach's alpha (CA) and composite reliability (CR) were also used. In the second step, we analyzed the structural model. Firstly, the Pearson's coefficients of determination (R2) were assessed, showing the alternation of the endogenous variables and indicating the quality of the adjusted model. SmartPLS offers the values of the t-test and p-values.

To finalize the analytical procedures, Chart 1 provides a glossary of terms used in the data analysis based on Ringle et al. (2014) and Silva (2016). The consultation will facilitate the monitoring of the analysis to be presented in the next section.

Chart 1 – Glossary of the main indicators of the structural equation model analysis

Indicator	Meaning
Average extracted variances (AVE)	Convergent validity; indication of variance of each construct. According to the Fornell-Larcker (1981) criterion, it must present a value > 0.50.
Cross-loading	Discriminant validity among variables; makes it possible to notice variables that identify with the ones from other constructs, in addition to the original.

(continues...)

Chart 1 – Continuation

Indicator	Meaning
Composite reliability (CR)	Internal consistency measurement, which, in exploratory research, must be > 0.70.
Cronbach's alpha (CA)	Indicator calculated from the variance of individual items and from the variance of the sum of the items of each respondent in the same questionnaire. It must be > 0.70.
Student's t-test	Assess the significance of correlations and regressions.
R squared or R²	It is the coefficient of determination. Indicates the quality of the adjusted model. R^2 varies between 0 and 1 and the higher the model, the more explanatory it is.
Q2 – Redundancy	Also called relevance. Assesses how the model approaches its original goal.
f2 – Commonality	It is obtained through inclusion and exclusion of the constructs in the model.
Path coefficient	Interpretation of the values of links, represented by the arrows in the model.

Source – Ringle et al. (2014) and Silva (2016).

ANALYSIS AND DISCUSSION OF THE RESULTS

The final instrument had twenty-nine questions, twenty-five were conceptual and four were demographic, as shown in Chart 2, with the new numbering and the authors who inspired them.

Chart 2 – Questionnaire used in final test

1	Pre_01	The website used to purchase the hosting service offered efficient support (online contact and doubt clearance).	Carneiro and Freitas (2015)
2	Pre_02	The organization of the information on the website facilitated the purchase process, without jargon and foreign or technical terms.	Carneiro and Freitas (2015)
3	Pre_03	The visual presentation of the website regarding colors, images and size of letters influenced my purchase decision.	Carneiro and Freitas (2015)
4	Pre_04	The technical information on the reservation(s) and stay(s) were clear and objective.	Carneiro and Freitas (2015)
5	Pre_05	The property advertised was in accordance with the property offered.	Carneiro and Freitas (2015)
6	Hosp_01	My host recognized me as a person with expectations and needs, as more than a customer.	Silva (2016)
7	Hosp_02	I was received with hospitality by my host.	Silva (2016)
8	Hosp_03	My host offered a customized service.	Silva (2016)
9	Hosp_04	The chosen environment was safe.	Silva (2016)
10	Hosp_05	My host has showed concern for the safety of the guests.	Silva (2016)

(continues...)

Chart 2 – Continuation

11	Hosp_06	My host was concerned with my satisfaction.	Silva (2016)
12	Hosp_07	My host tried to meet my expectations.	Silva (2016)
13	Hosp_08	My host seemed happy to serve guests.	Silva (2016)
14	Hosp_09	My stay took place as agreed.	Silva (2016)
15	Hosp10	My host treated me with empathy and goodwill.	Silva (2016)
16	Enj_01	I think the collaborative consumption of lodging is pleasant.	Hamari et al. (2015)
17	Enj_02	I think the collaborative consumption of alternative lodging motivates new experiences.	Hamari et al. (2015)
18	Enj_03	I think the collaborative consumption of lodging services is fun.	Hamari et al. (2015)
19	Enj_04	I think the collaborative consumption of lodging services is interesting.	Hamari et al. (2015)
20	Eco_01	I can save money by participating in the collaborative consumption of lodging services.	Hamari et al. (2015)
21	Eco_02	I am benefited financially by participating in the collaborative consumption of lodging services.	Hamari et al. (2015)
22	Eco_03	My participation in collaborative consumption of lodging services can make me save time.	Hamari et al. (2015)
23	Rec_01	Taking everything into account, I expect to continue using collaborative consumption of lodging services in the future.	Hamari et al. (2015)
24	Rec_02	I see myself participating more in the collaborative consumption of lodging services in the future.	Hamari et al. (2015)
25	Rec_03	I am very likely to participate in other collaborative consumption communities and services in the future.	Hamari et al. (2015)

Source – Prepared by the authors.

The profile of respondents of the pre-test was composed mostly by women, corresponding to 73% of the respondents. Significant part of the sample, comprised of 73% of participants, is aged between 31 and 50 years. Regarding income, 63% of respondents have household income above R$ 8,000.00. As for education, the sample revealed a high level of education among the respondents, as 71% had graduate degrees.

Figure 2 shows the resulting model of the final test with the respective factor loading.

The pre-experience construct did not reach the minimum factor loading required (0.299 × 0.50). This indicated the need to eliminate the variables that did not reach the factor loading indicated for this construct, to verify if there was improvement in this initiative. Most of the variables eliminated were from this construct. One of the directions investigated was whether the refusal occurred due to the low efficiency of the website or whether the questions did not contribute to establish a repurchase behavior.

The adjusted model was consistent. Therefore, it was possible to accept the results of the pre-test and start the collection of the final test. Six variables were eliminated from the pre-experience construct with the website (AVE 0.299 × > 0.50) and one from the hospitality construct.

Figure 2 – Model to be tested after the clippings
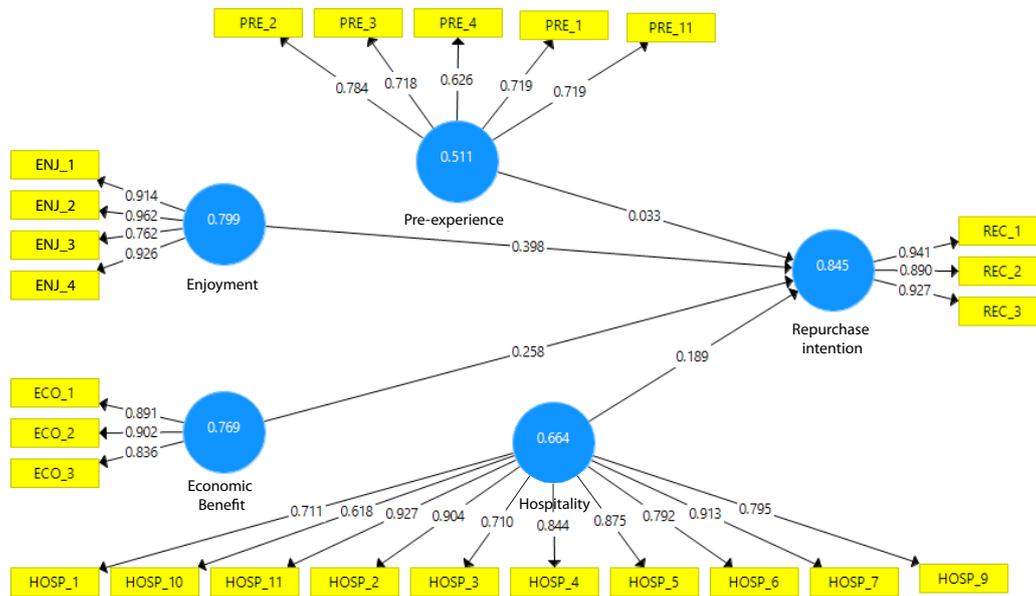
Source – Prepared by the authors.

For the final test, the sample was calculated by the software G*Power 3.1.9.2 (Ringle et al., 2014), quite used in studies of this type, which suggested 111 respondents. The parameters of analysis were for a 95% confidence level and a 5% margin of error.

The demographic data of the respondents reflected a sample similar to the pre-test, being mostly composed of women (68%), with household income above R$ 8,000.00 (65%) and aged between 31 and 50 years (69%). The sample also had a high level of education, as 68% of the respondents had graduate degrees.

Again, the pre-experience construct did not reach the minimum factor loading required (0.482 × 0.50), although it has practically stayed within the lower limit. In line with the desired accuracy for the test, we tried to analyze the variables with low factor loadings to verify the possibility of improving this indicator with its removal.

The relation among the constructs also helps to assess the balance of the model, through the analysis of independence among them — that is, the aim is to verify if the constructs, individually, assess what is proposed, without being mistaken for the others. This measurement is called discriminant validity (comparison between the square-root value of AVE) and the best criterion for this purpose is the one by Fornell-Larcker (Hair et al., 2009), as shown in Table 1.

Table 2 shows the relations among the constructs. It is interesting to note that the factor loading of the hospitality construct is 0.796, and this indicator is higher than its factor loadings when related to the other constructs.

The same result occurs with all the other constructs when related to themselves and with the others. The result indicates that the model is well adjusted in that regard. In fact, the elimination of the PRE_03 variable from the PRE-Experience construct greatly improved the model. With this procedure, the AVE of the construct reached 0.555, a significant increase. Discriminant validity suffered few changes and remained adjusted. Table 2 shows the results for the final quality criterion.

Table 1 – Discriminant Validity of the constructs by Fornell-Larcker criterion

	Economic Benefit	Hospitality	Repurchase Intention	Enjoyment	Pre-experience
Economic Benefit	0.843				
Hospitality	0.438	0.796			
Repurchase Intention	0.596	0.574	0.898		
Enjoyment	0.625	0.666	0.696	0.861	
Pre-experience	0.331	0.605	0.369	0.396	0.694

Source – Prepared by the authors.

Table 2 – Final quality criterion of the model

	AVE	Composite reliability	R2*	Cronbach's alpha
Economic Benefit	0.71	0.88		0.795
Hospitality	0.633	0.945		0.934
Repurchase Intention	0.806	0.926	0.547	0.88
Enjoyment	0.741	0.919		0.884
Pre-experience	0.555	0.833		0.743
Reference values	> 0.50	> 0.70	> 0.26(l)	> 0.70

*In R2, s (small) = 0.02; m (medium) = 0.26; l = large.

Source – Prepared by the authors.

The SmartPLS software allows to assess the relations among the constructs and to test their significance (Ringle et al., 2005). To do this, bootstrapping can be used to measure the values of Student's t-test. For this study, the confidence level was a p-value of > 0.05 or 5%. Therefore, the values in Figure 3 need to be above that number.

The relation between the pre-experience and repurchase intent constructs is more fragile than the others, although it is within the planned limit. Thus, the model can be considered adjusted and in accordance with the results presented in the individual analysis of the questions, since it is expected that the most fragile construct, although within the parameters, present opportunities to improve the next studies.

To maintain the accuracy, we will analyze the results that indicate redundancy (Q2 or predictive validity or relevance) and commonality (f2 or effect size or Cohen indicator) according to what was presented in the glossary of Chart 1. Table 1 shows the redundancy (values > 0, with the ideal close to 1) indicates whether the model is within what was expected, while the commonality (the values in the ranges from 0.02 to 0.15 are small, between 0.15 and 0.35 are medium and values above 0.35 are considered large) assesses the importance of each construct for the model as a whole. Therefore, both indicators seek to show the degree of perfection of the proposed model. For this purpose, SmartPLS offers blindfolding, as presented in Table 3.

Figure 3 – Bootstrapping of the final model
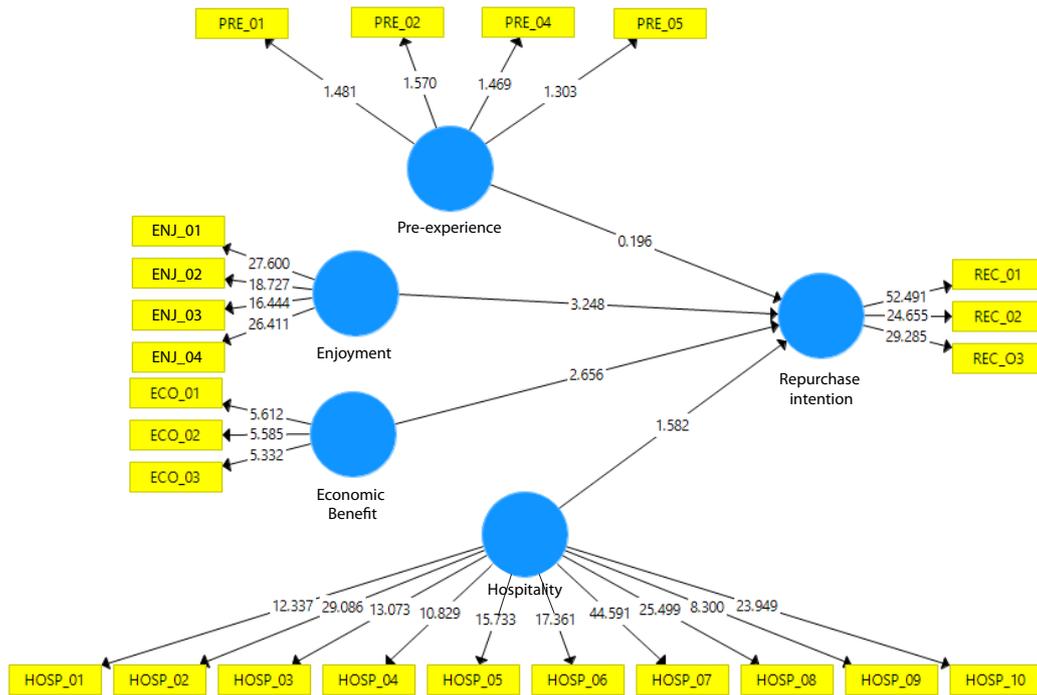
Source – Prepared by the authors.

Table 3 – Quality criteria of full adjustment

	Redundancy or Q2	Commonality or f2
Economic Benefit		0.395
Hospitality		0.551
Repurchase Intention	0.419	0.582
Enjoyment		0.565
Pre-experience		0.221
Reference values	Q2 > 0	f2 > 0.35 (large)

Source – Prepared by the authors.

The model was well adjusted, except for the "pre-experience" construct, which was in the middle range of commonality (f2). As we saw earlier, this construct has opportunities for improvement because it is always shifting to smaller indicators when compared with other constructs of the model.

The indicators of the relations among constructs showed the validity of the hypotheses proposed. In fact, the model appeared robust since the pre-test and, although it deserves improvement, the adjustments made during the final test showed its validity.

For lack of space it was not possible to present all the steps of the analysis, so we decided to verify directly the factor loadings proposed by the relation with the paths of the model. To this end we resorted to the calculation of path coefficients (i.e. β of linear regressions), as well as to the t-value, provided by SmartPLS. Table 4 presents the factor loadings of path coefficients.

Table 4 – Path coefficients of the final model

	Causal relations	Path coefficients (β)	t-value
H1	Pre-experience ⟶ Repurchase intention	0.02	0.196
H2	Hospitality ⟶ Repurchase intention	0.175	1.582
H3	Enjoyment ⟶ Repurchase intention	0.413	3.248
H4	Economic benefit ⟶ Repurchase intention	0.255	0.656
	Reference values	**B > 0.0**	**t > 0.00**

Note 1 – insignificant p-value

Source – Prepared by the authors.

The instrument has proved its capacity of measuring what was proposed, and the results achieved were able to answer the problem of the research: what is the impact among alternative lodging accommodations, based on the pre-experience with websites of services, hospitality, enjoyment and perceived economic benefits on the context of sharing economy?

FINAL CONSIDERATIONS

Based on the concepts of service and hospitality, the authors sought to assess the repurchase intention of users of alternative lodging, which in Brazil was, so far, little contemplated. We tried to answer the following question: what is the impact among alternative lodging accommodations, based on the pre-experience with websites of services, hospitality, enjoyment and perceived economic benefits in the context of sharing economy on the repurchase intention?

The repurchase intention is confirmed in all the hypotheses as an impact factor among alternative lodging accommodations, as demonstrated statistically, and a hypothesis may influence this intention more than another.

The causal relations among the constructs revealed the perception of guests' pleasure to participate in collaborative consumption (H3) as the most influencing factor on their repurchase intention, being statistically classified as the most accepted hypothesis among the others, with about 90% of respondents. Hospitality (H2) presented the highest rates of "completely agree" or "partially agree" (86% to 93%) for standardized aspects, such as security, empathy, good will and compliance with the contractor.

Such aspects are easily recognized as influential on repurchase intention for being present in domestic or private hospitality (physiological and psychological needs), in public or social hospitality (reception of the stranger, status and prestige), and in professional or commercial hospitality (for-profit service delivery), as cited by Lashley (2015).

In the questions that aimed to assess the hospitality in the attitude of the hosts, there was no consensual recognition, that is, the answers were more fragmented among the assertions "completely agree" (40%), "partially agree" (37%) and "I do not agree nor disagree" (14%). This result can be justified by Silva's (2016) finding that the elements of hospitality are not familiar to respondents. Although

the environment is domestic – the host often gives his/her own housing for rent –, we need to consider that it is, above all, a commercial transaction.

The perception of economic benefit by participating in the collaborative consumption (H4) was the third element that influences repurchase intention the most, with 66% of "completely agree" index. This fact reinforces the theory that consumers participating in sharing economy are more concerned with the experience itself. The high income of the sample also reinforces the fact that saving money by staying in alternative lodging accommodations instead of traditional ones is among the factors that lead to the repurchase, although in some situations this can be seen as an advantage.

Finally, the pre-experience with the alternative lodging website (H1) was the one that least influenced the repurchase intention, with 63% index, including the answers "completely agree" and "partially agree." Possibly, this occurred because it precedes the host-guest transaction, in which hospitality is more easily perceived.

It seems fair to say that the success of companies that exploit the private rented sector is reflected in the rapid growth of the sharing economy phenomenon, in a sector hitherto dominated by large hotel groups and countless independent hotels around the world. The global distribution platforms of lodging, named in this research alternative lodging, indicate growth of customers willing to repeat the experiences in this modality.

The survey, however, had limitations, such as restricted and homogeneous sample, and focused exclusively on guests due to the deadline set for the completion of the study. It is recommended more research from the point of view of the hosts and in-depth interviews with professionals, complementing the study with a qualitative approach and with other variables that broaden understanding.

This research is expected to contribute to the better understanding of the impact of alternative lodging, based on the pre-experience with website of services, hospitality, enjoyment and the perceived economic benefits in sharing economy on repurchase intention. We expect this contribution to be useful for the hotel market and for the private rented sector and its distribution platforms, as well as the academia.

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CONTRIBUTIONS

Rita de Cássia Pinotti (single author): Academic research in the bibliography related to the theme, field research in alternative lodging, drawing up of the instrument of research, implementation, verification and quantitative analysis of the results and conclusion.

Sérgio Luiz do Amaral Moretti: Adaptation of the scale used in the study. Orientation of the literature review, results and writing of the final version.