SERVICE FAILURE IN PEER-TO-PEER ACCOMMODATION: MINING EVIDENCE OF NEGATIVE EXPERIENCE

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Introduction
Advances in technology have brought back the concept of home sharing and transformed it into a global phenomenon that is peer-to-peer (P2P) accommodation. Yet, the vast growth of P2P accommodation also pairs with increasing customers’ dissatisfaction. There is an increasing evidence of guests experiencing service failures during their stay with P2P accommodation, resulting from various service encounters, such as guest-host relations, technological challenges, customer service interactions, etc. Though the concept of service failure has received considerable attention in the past, most studies have been limited to investigating its patterns and impacts from a dyadic customer – provider relationship perspective, where the provider is solely responsible for service failure. Through P2P platforms, how service is delivered and experienced is fundamentally changed as more entities are involved in service system. In P2P accommodation system, service is delivered through different service encounters within the triadic relationship: customer – service provider encounter and customer – platform provider encounter. This new form of service delivery has been neglected in current service failure research. Therefore, in order to fill the research gap and provide managerial implications, this study explores the major forms of service failure in P2P accommodation and provides effective recovery strategies accordingly.

Methods
This study employed text mining technique facilitated by KH Coder program to analyze 1,021 descriptions of negative experiences in P2P accommodation, extracted in 2017 from www.Airbnbhell.com. Automated term recognition (ATR) technique was performed on pre-processed text corpus to obtain important terms related to service failures in P2P accommodation. Then, in order to reveal different themes representing types of service failure, co-occurrence networks of high frequency keywords were developed.

Results/Discussion/Implication
While service failures in conventional accommodation are dominated by issues around core products and interaction between customer and frontline employees, service failures in P2P accommodation are multi-dimensional, resulting from consumer-peer provider (i.e., host) encounters and those from consumer-platform provider (e.g., Airbnb) encounters. Customer support and technical issues, which often exist in an online context, also become much more predominant in negative P2P accommodation experiences. These results benefit both researchers and practitioners in hospitality and tourism field to elucidate the concept of service failure in a triadic exchange system and to identify effective recovery strategies to mitigate failures in P2P accommodation system. As an implication, P2P accommodation providers can anticipate potential failures and incorporate them into their business strategies.