**1.Frequency Analysis**

|  |  |  |
| --- | --- | --- |
| Region | Frequency | Percent |
| Central China | 62 | 16.62 |
| East China | 60 | 16.09 |
| North China | 62 | 16.62 |
| Northeast China | 45 | 12.06 |
| Northwest China | 48 | 12.87 |
| Southwest China | 57 | 15.28 |
| West China | 39 | 10.46 |
| Total | 373 | 100 |

|  |  |  |  |
| --- | --- | --- | --- |
| variable | value | Frequency | Percent |
| gender | male | 214 | 57.4 |
| female | 159 | 42.6 |
| region | Central China | 62 | 16.6 |
| East China | 60 | 16.1 |
| North China | 62 | 16.6 |
| Northeast China | 45 | 12.1 |
| Northwest China | 48 | 12.9 |
| Southwest China | 57 | 15.3 |
| West China | 39 | 10.5 |
| income | below 2000 | 76 | 20.4 |
| 2000-2999 | 191 | 51.2 |
| above 3000 | 106 | 28.4 |
| Total | 373 | 100.0 |

**2.Descriptive Analysis**

|  |  |  |  |
| --- | --- | --- | --- |
| Satisfaction | N | Mean | Std. Deviation |
|  scenery | 373 | 4.35 | 0.745 |
|  hotel | 373 | 3.74 | 1.072 |
|  food | 373 | 3.68 | 1.191 |
|  transportation | 373 | 4.21 | 0.911 |
|  travel agency | 373 | 4.10 | 0.787 |
|  shopping | 373 | 3.89 | 1.044 |
|  overall | 373 | 3.99 | 0.425 |

|  |  |  |  |
| --- | --- | --- | --- |
|   | Types of hotel | chi-square | sig. |
| budget hotel | luxury hotel | bed andbreakfast | apartment hotel |
| gender | male | 88 | 22 | 76 | 28 | 3.330 | 0.344 |
| female | 75 | 13 | 45 | 26 |
| income range | below 2000 | 34 | 9 | 21 | 12 | 3.457 | 0.750 |
| 2000-2999 | 82 | 16 | 69 | 24 |
| above 3000 | 47 | 10 | 31 | 18 |
| region | Central China | 29 | 6 | 17 | 10 | 14.770 | 0.687 |
| East China | 24 | 2 | 23 | 11 |
| North China | 27 | 7 | 19 | 9 |
| Northeast China | 17 | 4 | 18 | 6 |
| Northwest China | 17 | 5 | 15 | 11 |
| Southwest China | 29 | 6 | 17 | 5 |
| West China | 20 | 5 | 12 | 2 |

**3.** **Independent sample t-test**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | gender | N | Mean | Std. Deviation | T | Sig. |
| scenery | male | 214 | 4.24 | 0.755 | -3.212 | 0.001 |
| female | 159 | 4.49 | 0.710 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Satisfaction |  Gender | N | Mean | Std. Deviation |  t |  Sig. |
| scenery  | male | 214 | 4.24 | 0.755 | -3.212 | 0.001\*\*\* |
| female | 159 | 4.49 | 0.710 |
| hotel  | male | 214 | 3.65 | 1.127 | -1.892 | 0.059 |
| female | 159 | 3.86 | 0.984 |
| food  | male | 214 | 3.50 | 1.236 | -3.412 | 0.001\*\*\* |
| female | 159 | 3.91 | 1.087 |
| transportation  | male | 214 | 4.03 | 0.983 | -4.914 | 0.000\*\*\* |
| female | 159 | 4.47 | 0.736 |
| travel agency  | male | 214 | 4.05 | 0.774 | -1.419 | 0.157 |
| female | 159 | 4.16 | 0.802 |
| shopping  | male | 214 | 3.82 | 1.099 | -1.424 | 0.155 |
| female | 159 | 3.97 | 0.961 |
| satisfaction  | male | 214 | 3.88 | 0.442 | -6.390 | 0.000\*\*\* |
| female | 159 | 4.14 | 0.350 |

0.05\0.01\0.001

|  |  |  |  |
| --- | --- | --- | --- |
| Satisfaction | gender | t | Sig. |
| male | female |
| scenery | 4.24(0.755) | 4.49(0.710) | -3.212 | 0.001\*\*\* |
| hotel | 3.65(1.127) | 3.86(0.984) | -1.892 | 0.059 |
| food | 3.50(1.236) | 3.91(1.087) | -3.412 | 0.001\*\*\* |
| transportation | 4.03(0.983) | 4.47(0.736) | -4.914 | 0.000\*\*\* |
| travel agency | 4.05(0.774) | 4.16(0.802) | -1.419 | 0.157 |
| shopping | 3.82(1.099) | 3.97(0.961) | -1.424 | 0.155 |
| satisfaction | 3.88(0.442) | 4.14(0.350) | -6.390 | 0.000\*\*\* |

**4.ANOVA**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| satisfaction | income | N | Mean | Std. Deviation | F | Sig. |
| scenery | below 2000 | 76 | 4.26 | 0.681 | 0.646 | 0.525 |
| 2000-2999 | 191 | 4.38 | 0.750 |
| above 3000 | 106 | 4.36 | 0.783 |
| hotel | below 2000 | 76 | 3.86 | 1.080 | 2.040 | 0.131 |
| 2000-2999 | 191 | 3.63 | 1.091 |
| above 3000 | 106 | 3.86 | 1.018 |
| food | below 2000 | 76 | 3.74 | 1.075 | 0.252 | 0.777 |
| 2000-2999 | 191 | 3.69 | 1.154 |
| above 3000 | 106 | 3.61 | 1.335 |
| transportation | below 2000 | 76 | 4.16 | 0.880 | 0.787 | 0.456 |
| 2000-2999 | 191 | 4.27 | 0.882 |
| above 3000 | 106 | 4.15 | 0.984 |
| travel agency | below 2000 | 76 | 4.16 | 0.817 | 1.133 | 0.323 |
| 2000-2999 | 191 | 4.04 | 0.757 |
| above 3000 | 106 | 4.16 | 0.818 |
| hopping | below 2000 | 76 | 3.86 | 1.104 | 1.552 | 0.213 |
| 2000-2999 | 191 | 3.97 | 1.048 |
| above 3000 | 106 | 3.75 | 0.984 |
| overall | below 2000 | 76 | 4.00 | 0.401 | 0.063 | 0.939 |
| 2000-2999 | 191 | 4.00 | 0.439 |
| above 3000 | 106 | 3.98 | 0.422 |

|  |  |  |  |
| --- | --- | --- | --- |
| satisfaction | income | F | Sig. |
| below 2000 | 2000-2999 | above 3000 |
| scenery | 4.26(0.681) | 4.38(0.750) | 4.36(0.783) | 0.646 | 0.525 |
| hotel | 3.86(1.080) | 3.63(1.091) | 3.86(1.018) | 2.040 | 0.131 |
| food | 3.74(1.075) | 3.69(1.154) | 3.61(1.335) | 0.252 | 0.777 |
| transportation | 4.16(0.880) | 4.27(0.882) | 4.15(0.984) | 0.787 | 0.456 |
| travel agency | 4.16(0.817) | 4.04(0.757) | 4.16(0.818) | 1.133 | 0.323 |
| hopping | 3.86(1.104) | 3.97(1.048) | 3.75(0.984) | 1.552 | 0.213 |
| overall | 4.00(0.401) | 4.00(0.439) | 3.98(0.422) | 0.063 | 0.939 |

**5.** **correlation**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | thrill | indulgence | enjoyment | excitement | liberty | freedom | refreshment | revitalization |
| Zh1 | -0.083 | -0.071 | -0.067 | -0.048 | -0.055 | -0.093 | -0.005 | 0.002 |
| Zh2 | -0.102\* | -0.124\* | -0.143\*\* | -0.143\*\* | -0.054 | -0.096 | -0.101 | -0.076 |
| Zh3 | -0.179\*\* | -0.191\*\* | -0.141\*\* | -0.170\*\* | -0.100 | -0.138\*\* | -0.117\* | -0.112\* |
| Zh4 | -0.122\* | -0.150\*\* | -0.131\* | -0.154\*\* | -0.023 | -0.076 | -0.038 | -0.005 |
| Zh5 | -0.064 | -0.132\* | -0.174\*\* | -0.168\*\* | -0.041 | -0.080 | -0.046 | -0.100 |
| Zh6 | -0.139\*\* | -0.149\*\* | -0.217\*\* | -0.229\*\* | -0.061 | -0.117\* | -0.081 | -0.115\* |
| Zh7 | -0.070 | -0.140\*\* | -0.159\*\* | -0.163\*\* | -0.104\* | -0.139\*\* | -0.030 | -0.121\* |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Attributes of Hotel Online Reviews | importance | performance | difference | t | Sig. (2-tailed) |
| amount | 4.35 | 4.32 | 0.035 | **2.620** | 0.009\*\* |
| publishing date | 4.49 | 4.51 | -0.024 | -1.407 | 0.160 |
| relevance | 4.50 | 4.38 | 0.115 | **5.284** | 0.000\*\*\* |
| positive | 4.71 | 4.72 | -0.013 | -1.388 | 0.166 |
| credibility | 4.73 | 4.64 | 0.083 | **4.544** | 0.000\*\*\* |

**6.** **reliability analysis**

|  |  |  |  |
| --- | --- | --- | --- |
| dimension | item | Cronbach's Alpha | N of Items |
| dimension1 of TE | thrill | 0.827 | 4 |
| indulgence |
| enjoyment |
| excitement |
| dimension2 of TE | liberaty | 0.895 | 4 |
| freedom |
| refreshment |
| revitalization |
| dimension1 of Otaku | uncomfortable when there are many people | 0.909 | 4 |
| I dislike interpersonal communication |
| I’m not good at interpersonal communication |
| I try to avoid face-to-face communication |
| dimension2 of Otaku | Going out is a tiring thing for me | 0.885 | 3 |
| I try to avoid going out |
| It’s troublesome for me to go out |