

The Effect of Message 's Trust of Electronic- Word-of-Mouth on B&B Lodging Intention

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ABSTRACT

This research was aimed at exploring the relationships among message 's trust of electronic-word-of-mouth, source credibility of electronic-word-of-mouth and purchase intention. In this study, the research samples were the visitors who have been stayed in a bed and breakfast in Chingjing area of Nantou County. A convenience sampling method was used. 300 questionnaires were distributed and among them 235 completed questionnaires were returned. The quantitative data collected from the questionnaires were then analyzed by descriptive statistics, reliability test, Pearson correlation and stepwise multiple regression. The results of the analysis suggest that message 's trust has significant prediction power on purchase intention. Source credibility has significant prediction power on purchase intention. Source credibility has significant prediction power on message 's trust. And message 's trust and source credibility has significant prediction power on purchase intention. It is hoped that this study would provide some references for the bed and breakfast owners and successive researchers engaged in related topics.

Keywords : electronic-word-of-mouth (e-wom), message 's trust, source credibility, purchase intention

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