Table 1. Demographic characteristics

Variable	n	%	Variable	n	%
Gender			Information source used		
Male	140	48.3	Internet	156	53.6
Female	150	51.7	Newspaper, magazine	3	1.0
Age			TV	5	1.7
20 years old and below	64	22.0	Friends and relatives	150	51.5
21 – 30 years old	200	68.7	Other	4	1.4
31 – 40 years old	17	5.9	Occupation		
Over 41 years old	9	3.1	Student	233	80.1
Trip Purpose			Official or teacher	6	2.1
Business	1	0.3	Labor	6	2.1
Leisure	273	93.8	Business	7	2.4
Social activities	12	4.1	Service worker	19	6.5
Others	4	1.4	Retired	3	1.0
Days of stay			Housewife	2	0.7
2 days	253	86.9	Other	13	4.5
3 days	32	11.0	Marital status		
4 days and more	3	1.0	Single	271	93.1
People in travel party			Married	19	6.5
1 – 3	42	14.4	Other	1	0.3
4 – 6	68	23.4	Educational level		
7 – 9	89	30.6	High school and below	13	4.5
10 – 15	72	24.7	University or college	227	78.0
15 and more	18	6.2	Graduate school	48	16.5

Table 1. *continued*

Variable	n	%	Variable	n	%
Accommodation price (US$)			Monthly income (US$)		
50 or less	72	24.7	Less than 700	230	79.0
50 – 70	153	52.6	701 – 1000	28	9.6
70 or more	64	22.0	1001 – 1300	18	6.2
			More than 1301	12	4.1

Table 2. Mean and SD, factor loadings, AVE, and CR of the measurement model

Variable	Mean	SD	SD factor loadings	AVE	CR
Physical environment (PE)	5.41	1.21			
distinctive interior design	4.90	1.48	.79	.77	.94
comfortable room layout	5.52	1.31	.89		
comfortable indoor temperature	5.59	1.29	.86		
room ambience reflects the style of the B&B	5.54	1.35	.93		
appropriate color tone of the room	5.49	1.30	.92		
Personal interaction (PI)	5.65	1.28			
respond to my request quickly	5.59	1.44	.87	.79	.95
solve my problems enthusiastically	5.79	1.34	.93		
have a positive interaction with me	5.52	1.46	.87		
shows a good service attitude	5.75	1.37	.92		
provide professional service	5.58	1.42	.86		
Satisfaction (SA)	5.73	1.29			
satisfaction with the physical environment	5.70	1.31	.90	.86	.95
satisfaction with the personal interactions	5.70	1.41	.94		
satisfaction with staying at the B&B	5.79	1.34	.94		
Revisit intention (RI)	5.44	1.58			
stay in the same B&B in the future	5.47	1.61	.95	.87	.95
recommend the B&B to friends and family	5.63	1.58	.97		
stay in the same B&B even if other B&Bs offer a better price	5.22	1.79	.87		

Table 3. Construct intercorrelations

Variable	Mean	PI	PE	SA	RI
Physical environment (PE)	5.41	.88*			
Personal interaction (PI)	5.66	.72	.89*		
Satisfaction (SA)	5.73	.86	.77	.93*	
Revisit intention (RI)	5.44	.80	.72	.83	.93*

Table 4. Hypothesis Tests

Path	Estimate	t-value	Hypothesis test
H1: Physical environment → satisfaction	.28	5.78**	Supported
H2: Personal interaction → satisfaction	.69	12.80**	Supported
H3: Physical environment → revisit intention	.10	1.73	Not supported
H4: Personal interaction → revisit intention	.17	1.93	Not supported
H5: Satisfaction → revisit intention	.65	6.46**	Supported

**p < .05*