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## APPENDIX A: RESEARCH QUESTIONNAIRE

### The Impacts of P2P Accommodations (Airbnb) on Medan's Consumer Preference for Hotels

Age :

Gender : Male / Female

Familiarity with Airbnb

- I have not used Airbnb before, but I know what it is and how it works.
- I have used Airbnb before.

1. When choosing a place to stay over the holidays, Airbnb provides an alternative with less cost compared to hotels.

1	2	3	4	5
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2. Airbnb really helps travelers because instead of having to spend unnecessarily much on hotels, travelers can use the money on other things like trying out local foods or buying admission tickets.

1	2	3	4	5
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3. I believe that Airbnb can support the local economy. Instead of further enriching the already-wealthy investors, Airbnb may help locals earn more.

1	2	3	4	5
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4. I believe that Airbnb brings positive impacts on the locals' well-being.

1	2	3	4	5
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5. Airbnb provides a sense of community and a chance for travelers to connect with the local people.

1	2	3	4	5
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6. Airbnb lets travelers experience the locals' cultures.

1	2	3	4	5
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7. I love staying in hotels because of the strategic locations.

1	2	3	4	5
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8. I prefer hotels because I think staying in hotels is much safer.

1	2	3	4	5
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9. I enjoy staying in hotels because of the facilities (food and beverages, parking, swimming pool, etc.)

1	2	3	4	5
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10. The facilities provided by hotels are better compared to those provided by Airbnb hosts.

1	2	3	4	5
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11. I stay in hotels because I want to avoid unnecessary contact with Airbnb hosts.

1	2	3	4	5
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12. I do not feel the need to blend in with the locals when travelling abroad.

1	2	3	4	5
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Between these two choices (Airbnb and hotels), which one would you choose?

- Airbnb
- Hotels

