



ΕΛΛΗΝΙΚΟ ΜΕΣΟΓΕΙΑΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ

ΣΧΟΛΗ ΜΗΧΑΝΙΚΩΝ

ΤΜΗΜΑ ΗΛΕΚΤΡΟΛΟΓΩΝ ΜΗΧΑΝΙΚΩΝ ΚΑΙ ΜΗΧΑΝΙΚΩΝ ΥΠΟΛΟΓΙΣΤΩΝ

ΠΡΟΣΚΛΗΣΗ ΣΕ ΔΗΜΟΣΙΑ ΠΑΡΟΥΣΙΑΣΗ

ΜΕΤΑΠΤΥΧΙΑΚΗΣ ΔΙΠΛΩΜΑΤΙΚΗΣ ΕΡΓΑΣΙΑΣ

Τίτλος

" Airbnb Reviews Sentiment and Regression Analysis"

του **Πηρουνάκη Γεώργιου**, μεταπτυχιακού φοιτητή του

Προγράμματος Μεταπτυχιακών Σπουδών «Μηχανικών Πληροφορικής»

Επιβλέπων Καθηγητής: Παπαδάκης Νικόλαος

Η παρουσίαση θα πραγματοποιηθεί την Πέμπτη 24/10/2024 στις 09:00

Σύνδεσμος εξ αποστάσεως παρακολούθησης: <https://meet.google.com/sqz-ucjo-fqx>Examiners

ΠΕΡΙΛΗΨΗ ΤΗΣ ΕΡΓΑΣΙΑΣ

The sharing economy represents a contemporary socio-economic model wherein individuals lease out their personal possessions, such as private cars or rooms in their homes, for short durations. This research endeavors to examine the factors influencing customer satisfaction in the utilization of proprietary rental websites within the sharing economy. Extensive datasets from Airbnb, comprising online reviews and listings in Crete, were subjected to analysis employing sentiment analysis, ordinal logistic regression, and visualization techniques. The results uncover that the sentiment of Airbnb guest reviews in Crete is significantly influenced by various factors, including hosts cleanliness, host communication, property type, host's response rate and the host's superhost and identity verified status. Furthermore, positive expressions of satisfaction among Airbnb guests in Crete primarily revolved around the property's type and host interaction, followed by the amenities surrounding the property, cleanliness, and room quality. Conversely, negative online



reviews were predominantly associated with also property's type/location followed by challenges related to insufficient host interaction, location, and room quality. The findings underscore the importance for Airbnb hosts to provide transparent and seamless information and room quality services, emphasizing effective communication channels with guests to enhance their experience and elevate satisfaction levels. Future studies should explore the generalizability of these findings to other urban contexts.