

Supplementary file S1: Items for each dimension

Dimension	Cronbach's α	Items
e-Service Quality (ESQ)	0.76	<p>ESQ1: If Hotel GU's online customer service promises something, it delivers.</p> <p>ESQ2: If a customer wants to make a complaint, Hotel GU's online customer service responds quickly.</p> <p>ESQ3: Hotel GU's online customer service offers a first-time solution.</p> <p>ESQ4: Hotel GU offers personalized online customer service.</p>
Security (SC)	0.88	<p>SC1: I believe the [...] service protects my personal data.</p> <p>SC2: In my opinion, the data will be processed confidentially.</p> <p>SC3: I believe the [...] service has security systems in place.</p> <p>SC4: I believe that my personal information is used appropriately by the [...] service.</p>
Empathy (E)	0.93	<p>E1: The treatment I received from the [...] service has been good.</p> <p>E2: Contact with the [...] service has been satisfactory.</p> <p>E3: The [...] service dealt with my complaints in a friendly manner.</p> <p>E4: In general, the service was attentive.</p>
Reliability (R)	0.92	<p>R1: The [...] service is accurate in its response.</p> <p>R2: The [...] service fulfilled my request.</p> <p>R3: The [...] service meets my expectations.</p> <p>R4: The [...] service is always accessible.</p>
Competence (C)	0.77	<p>C1: The [...] service allows me to modify my booking at any time.</p> <p>C2: The [...] service addresses any problems that arise during the process.</p> <p>C3: The [...] service has the necessary resources to answer my questions.</p> <p>C4: The [...] service fulfills my requests.</p>
Responsiveness (RS)	0.73	<p>RS1: The [...] service responds quickly.</p> <p>RS2: I received immediate answers to my questions.</p> <p>RS3: The [...] service solves my problems quickly.</p> <p>RS4: The [...] service provides me with the required information in a very short time.</p>

Information Quality (InQ)	0.84	InQ1: The [...] service offers up-to-date information. InQ2: The information provided by the [...] service is relevant. InQ3: The information offered by the [...] service is adequate. InQ4: I was able to easily understand the information provided by the [...] service.