Abstract

In order to better understand the usage of peer-to-peer accommodation, the thesis examines factors of satisfaction with and repeated use of this accommodation option. An additional research purpose of this thesis is to explore, what factors are affecting the attitude of users of peer-to-peer accommodation to the sharing economy. Research sample (N = 129) is constituted of users of Couchsurfing who were specified into next stratified systematic selection on the basis of their availability through search engine of hosts, their residence in Prague, Czech language and activity on their user profile within the last six months. On the basis of the relevant theoretical framework a questionnaire and research model were created. Consequent analysis of data from a quantitative online survey was conducted using regression analysis. The results reveal that the perceived environmental frugality contributes most to the probability of the re-use of peer-to-peer accommodation, and it is also influential in context of attitude. The findings also refer to the environmental frugality, joy of helping others, and economic savings as factors positively influencing users’ satisfaction with peer-to-peer accommodation.