

Supplementary file S1: Items for each dimension

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

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.