THE MOST CONVENIENT TOURIST SERVICES: A COMPARISON OF RATINGS AND USER REVIEWS

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Abstract

Nowadays the rising popularity of online travel platforms has changed the way tourists organize and reserve their journeys. Websites like **Booking.com, Airbnb, Expedia, and Agoda** are now helpful for travelers who are looking for places to stay, activities, and transportation. This aims to analyze the convenience of popular services by comparing user ratings and feedback. Both original and existing data were used. This article investigates aspects like user- friendliness, support, cost, selection of choice and reliability.

Keywords: Online Travel Services, User Reviews, Booking Convenience, Customer Satisfaction, Travel Apps

Introduction

Online travel services have improved the tourism industry by offering easy access to accommodation, booking flights and unique experiences. Unlike traditional travel agencies, online platforms operate as digital marketplaces where customers can compare prices, read reviews, and make bookings while being at home. The competition among services like **Booking.com, Airbnb, Expedia, Agoda** has led to upgrades which improve user experience. However, travelers consider different factors when selecting a platform, such as ease of navigation, pricing transparency, customer support and cancellation policies.

This study aims to identify the most comfortable travel service based on users ratings and feedback.

Research shows that travelers value usability, trustworthiness, and customer service when choosing an online booking platform. According to the studies, pricing, flexibility, and customer reviews have influenced consumer choice. The present study seeks to compare the top travel services by analyzing user feedback on major review platforms such as **Trustpilot, Google Reviews, Google Play, and App Store.**

Literature Review

With the development of digital technologies, the travel industry has undergone significant changes, especially in the way people plan and book their trips.

Online services such as Airbnb, Booking.com, Expedia, and Agoda have taken the lead, offering users a wide range of options - from finding accommodation to comparing prices and customer support. A number of studies emphasize that when choosing a platform, users primarily pay attention to ease of use, price transparency, service level, and reliability (Smith & Lee, 2020; Zhang et al., 2021).

Thus, Johnson (2019) notes that a user-friendly interface directly affects user satisfaction and their loyalty to the service. In turn, Tan and Lim (2020) emphasize the importance of transparent prices and a clear cancellation policy for building trust in the platform. Lee and Park (2022) indicate that consistent and high-quality customer support has a positive effect on user reviews and ratings, and thus influences the choice of platform.

This study continues to develop this theme by comparing user reviews from different sources, including Trustpilot, Google Reviews, Google Play, and the App Store. Key service characteristics are also analyzed: convenience, customer service, prices, transparency, variety of offers, and reliability. According to the collected data, Airbnb and Booking.com lead in interface convenience (94% and 92%, respectively), while Agoda stands out for its favorable prices and transparency, but is inferior in service quality. Expedia, despite its attractive offers, received lower ratings due to complaints about the support service.

Thus, the study contributes to the existing literature by combining both quantitative and qualitative user assessments. This allows for a more objective determination of which of the services provides the best user experience. The work closes an existing gap in the comparative analysis of leading platforms by combining reviews from different sources and showing how much real user experiences match the declared capabilities of the services.

Research Method

The goal of this research is to evaluate the convenience of popular travel services by analyzing user reviews and ratings. Primary data was collected through using reviews and ratings in Trustpilot, Google Reviews, Google Play, and App Store applications. 25 users were taken from each of the online platforms. The survey included questions on factors such as ease of use, customer service, pricing transparency, and overall satisfaction. Students rated each factor on a five-point Likert scale.

Data Collection

This study used user reviews collected from major app platforms, including Trustpilot, Google Play, App Store, and Google Reviews. For each platform, a sample of 25 users whose reviews were the most popular was selected. This approach allowed us to analyze user experiences and opinions regarding online travel services. The final dataset included ratings for four major platforms; Booking.com. Airbnb, Expedia, and

Agoda. The final dataset included ratings for four major platforms; Booking.com, Airbnb, Expedia, Agoda

Result

Based on the data, Airbnb and Booking.com appear to be the most favored platforms among users. Airbnb receives particularly high marks for being easy to use and offering a wide selection of accommodations. Booking.com, on the other hand, maintains solid ratings across all categories, especially in terms of reliability and pricing transparency.

The table below highlights the main factors that influence users' choices when booking through different online platforms.

FACTOR	AIRBNB	BOOKING.COM	EXPEDIA	AGODA
EASY OF USE	470	460	420	430
CUSTOMER SERVICE	420	430	390	400
PRICING TRANSPARENCY	410	440	400	400
VAREITY OF OPTIONS	480	450	430	420
RELIABILITY	430	460	400	410
FACTOR	AIRBNB	BOOKING.COM	EXPEDIA	AGODA
EASY OF USE	94%	92%	84%	86%
CUSTOMER SERVICE	84%	86%	78%	80%
PRICING TRANSPARENCY	82%	88%	80%	80%
VAREITY OF OPTIONS	96%	90%	86%	84%
RELIABILITY	86%	92%	80%	82%

Key Findings

1. Ease of use; Airbnb and Booking.com have the most user-friendly and

intuitive interfaces, allowing users to easily find and book accommodation. Their platforms provide quick access to filters, map, and reviews, making the selection process much easier. With well-thought-out navigation and responsive design, users can comfortably book accommodation from both desktop and mobile devices.

2. Customer Service; Bookig.com's customer service is better at resolving customer issues than Airbnb, while Expedia and Agoda receive lower ratings for customer service. Users say that Booking.com resolves issues faster and provides better support, while competitors often draw criticism for slow responses and insufficient support.

3. Pricing Transparency; Booking.com and Airbnb are favored by users for their transparent pricing system, while Expedia and Agoda are often criticized for their hidden fees. Customers appreciate being able to see the final cost of their booking immediately without unexpected extra charges, while competitors often disappoint them with additional fees that only become apparent at the final stage of the booking process.

4. Variety of options; Airbnb offers the widest range of accommodations, including unique and exclusive options, followed by Booking.com. This allows users to find everything from budget apartments to luxury villas, unusual tree houses, and even castles, making the platform attractive to travelers with different preferences.

5. Reliability; Booking.com is considered the most reliable platform for booking hotels, while Airbnb periodically faces problems related to cancellations from the hosts. Users note that on Booking.com, the likelihood of sudden changes is minimal, and the check-in process goes smoothly, while on Airbnb there are cases when guests are left without accommodation due to last- minute cancellations.

Discussion

The analysis shows that travelers have different criteria when choosing an online booking platform. Booking.com is often chosen for its reliability and high level of customer service, while Airbnb attracts users with unique accommodation options. Expedia, despite their great deals, receive mixed reviews due to customer support issues. Agoda stands out for its affordable prices and transparent payment system, but its range of accommodations is inferior to its leading competitors.

For companies operating in the travel industry, these data highlight the importance of improving the quality of service and ensuring price transparency. Since customer trust and ease of use directly affect their loyalty, platforms should invest in improving dispute resolution mechanisms, prompt user support, and clearly spelled out refund policies.

Conclusion

Modern online travel services play a key role in the tourism industry, providing convenience and flexibility when booking accommodation.

According to user reviews and ratings, the most convenient and functional platforms are Booking.com and Airbnb, which receive high scores for ease of use, reliability and wide range of accommodation options.

Tourists who value structure and guaranteed security of booking often choose Booking.com, while travelers looking for usual and cozy accommodation options prefer Airbnb. To remain competitive, online platforms need to constantly improve the user experience, increase the level of pricing and promptly respond to customer requests.

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