Control of Collaborative Service Providers: Effects on Consumer Trust and Loyalty

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Abstract

This exploratory paper addresses a significant gap in the literature by investigating how collaborative service platforms manage service providers using control mechanisms. Employing a mixed-methods approach, the study identifies and classifies seven provider control mechanisms, develops and validates measurement scales, and examines their effects on trust and loyalty within the Airbnb context. The findings highlight the influence of provider control mechanisms on both consumer and provider trust. This research introduces a comprehensive conceptual framework and validated scales as valuable tools for future studies, contributing to the advancement of knowledge on trust and organizational control in collaborative services. Limitations and avenues for further research are also discussed.

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