

Faktor penentu repurchase intention dan switching intention: analisis pada online travel agent, peer-to-peer accommodation, dan virtual hotel operator = Determinants of repurchase intention and switching intention: analysis on online travel agent, peer-to-peer accommodation and virtual hotel operator / Andrianto Prasetya Nugroho

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Abstrak

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Tujuan dari penelitian ini adalah untuk menganalisis hubungan satisfaction, trust, repurchase intention, dan switching intention pada situs reservasi hotel secara online. Adapun situs reservasi hotel online dibagi menjadi tiga kategori, yaitu: Online Travel Agency, Peer-to-Peer Accommodation, dan Virtual Hotel Operator. Satisfaction dibagi menjadi dua yaitu transaction-based satisfaction dan experience-based satisfaction. Trust juga dibagi menjadi dua, yaitu institution-based trust dan disposition to trust. Penelitian ini melibatkan 600 responden yang sudah pernah melakukan reservasi dan menggunakan jasa penginapan mulai dari awal hingga akhir transaksi. Metode pengambilan sampel menggunakan teknik purposive sampling dan analisis data dilakukan menggunakan metode SEM dengan perangkat lunak LISREL. Hasil analisis menunjukkan bahwa hubungan positif antar variabel yang signifikan pada ketiga jenis platform terdapat pada variabel experience-based satisfaction dengan disposition to trust, experience-based satisfaction dengan institution-based trust, transaction-based satisfaction dengan experience-based satisfaction, transaction-based satisfaction dengan institution-based trust, transaction-based satisfaction dengan repurchase intention, dan institution-based trust dengan disposition to trust.

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**ABSTRACT**

The purpose of this research is to analyze the relationship between satisfaction, trust, repurchase intention, and switching intention in online-booking hotel platforms. The online-booking hotel platforms divided into three types: Online Travel Agency, Peer-to-Peer Accommodation, and Virtual Hotel Operator. Satisfaction divided into transaction-based satisfaction and experience-based satisfaction. Trust divided into institution-based trust and disposition to trust. The object of this research was 600 respondents who have ever used the service of online-booking hotel platform in all transaction process (from the start until the end of service). The sampling method using purposive sampling and the data analysis were conducted using SEM (LISREL). Results show there are similarities in positive relationship between variables in the three types of platform, those are experience-based satisfaction and disposition to trust, experience-based satisfaction and institution-based trust, transaction-based satisfaction and experience-based satisfaction, transaction-based satisfaction and institution-based trust, transaction-based satisfaction and repurchase intention, the last is institution-based trust and disposition to trust.