

Implikasi Authentic Consumption Experiences pada Perusahaan Penginapan Hotel dan Airbnb = The Implications of Authentic Consumption Experiences in Hotels and Airbnb

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Abstrak

Di Indonesia, popularitas Airbnb telah turut mempengaruhi performa industri perhotelan konvensional secara signifikan. Salah satu konsep yang ditawarkan Airbnb adalah konsep mengenai authenticity, akan tetapi masih sedikit literatur pariwisata yang mengulas mengenai komponen apa yang merupakan bagian dari pengalaman authentic consumption dalam industri penginapan dan bagaimana dampaknya terhadap brand loyalty. Penelitian ini mengidentifikasi dua jalur berbeda yang dilalui dalam pengalaman authentic consumption menuju brand loyalty, dan bagaimana perusahaan hotel konvensional dan Airbnb memanfaatkan jalur ini secara berbeda untuk mendapatkan loyalitas pelanggan yang lebih baik. Survei terhadap 900 responden dilakukan melalui kuesioner daring, dan data dianalisis menggunakan Structural Equation Modelling (SEM). Hasil penelitian menunjukkan bahwa brand authenticity mempengaruhi brand love dan brand loyalty, sementara existential authenticity dan intrapersonal authenticity memiliki pengaruh pada memorability, well-being, dan selanjutnya terhadap brand loyalty pada perusahaan penginapan baik hotel maupun Airbnb. Penelitian ini juga menunjukkan bahwa terdapat perbedaan keefektifan pathway menuju brand loyalty, dimana brand pathway akan lebih efektif bagi perusahaan penginapan hotel, sementara experience pathway akan lebih efektif bagi perusahaan penginapan Airbnb.

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The popularity of Airbnb in Indonesia has significantly influenced the performance of the conventional hotel industry. One of the concepts offered and highlighted by Airbnb is the concept of authenticity, meanwhile not many literature reviews what components are part of the authentic consumption experience in the lodging industry and how it impacts on brand loyalty. This research aims to identify two different pathways through which authentic consumption experience influence brand loyalty, and how conventional hotel companies and Airbnb use this path differently to get higher customer loyalty. A survey of 900 respondents was conducted through an online questionnaire, and data were analyzed using Structural Equation Modeling (SEM). The results showed that brand authenticity influence brand love and brand loyalty, while existential authenticity and intrapersonal authenticity influence memorability and well-being; and subsequently to brand loyalty in both hotel companies and Airbnb. This study also aims to identify the difference in effectiveness of the pathway to brand loyalty, where the brand pathway will be more effective for hotel companies, and the experience pathway will be more effective for Airbnb.</i>