Analisis repurchase intention pada peer to peer accommodation di Indonesia = Analysis of repurchase intention in peer to peer accommodation in Indonesia

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Abstrak

Beberapa tahun ini di Indonesia semakin banyak perusahaan yang menganut sistem sharing economy atau juga dapat disebut dengan peer to peer economy. Prinsip tersebut juga digunakan oleh industri akomodasi. Terdapat empat perusahaan yang menawarkan peer to peer accommodation yang sedang bersaing di pasar Indonesia yaitu Airy, AirBnb, Reddoorz, dan OYO. Dengan ketatnya persaingan antara perusahaan-perusahaan ini, penyedia jasa harus mengerti faktor faktor apakah yang dapat meningkatkan consumer repurchase intention. Dengan menggunakan teori Mean-end Chain dan prospect theory, peneliti meneliti pengaruh perceived value dan perceived risk terhadap repurchase intention dengan variabel antacedent yaitu perceived authenticity, electronic word-of-mouth, dan price sensitivity. Didalam penelitian ini, berhasil didapat responden sebanyak 144 responden dan dianilisis dengan menggunakan pemodelan Covariance Based-Structural Equation Modeling (CB-SEM).

Hasil dari penelitian ini ditemukan bahwa perceived value dapat mendorong repurchase intention, sedangkan perceived risk ditemukan tidak berpengaruh signifikan terhadap repurchase intention. Perceived authenticity dan electronic word-of-mouth ditemukan dapat meningkatkan perceived value dan menurunkan perceived risk. Sedangkan price sensitivity diemukan tidak berpengaruh signifikan terhadap perceive value dan perceived risk.Studi ini melihat repurchase intention dari sudut pandang dua teori yaitu prospect theory dan means-end chain theory yang berbeda dari studi-studi sebelumnya yang dilakukan di Indonesia

......In recent years, in Indonesia more and more companies have adopted a sharing economy system, or can also be called a peer to peer economy. This principle is also used by the accommodation industry. There are four companies that offer peer to peer accommodation that are competing in the Indonesian market, namely Airy, AirBnb, Reddoorz, and OYO. With intense competition between these companies, service providers must understand what factors can increase consumer repurchase intention. By using the Mean-end Chain theory and prospect theory, the researcher examines the effect of perceived value and perceived risk on repurchase intention with antacedent variables, namely perceived authenticity, electronic word-of-mouth, and price sensitivity. In this study, 144 respondents were obtained and analyzed by using Covariance Based Structural Equation Modeling (CB-SEM) modeling.

The results of this study found that perceived value can encourage repurchase intention, whereas perceived risk was found to have no significant effect on repurchase intention. Perceived authenticity and electronic word-of-mouth were found to increase perceived value and decrease perceived risk. While price sensitivity was found not to have a significant effect on perceive value and perceived risk. The study looked at repurchase intention from the perspective of two theories, namely prospect theory and means-end chain theory which differed from previous studies conducted in Indonesia.