

Pengaruh Faktor-faktor Penentu Sikap Konsumen dan Niat Perilaku Penggunaan Layanan Akomodasi Peer-To-Peer Menggunakan Theory of Planned Behavior = The Effect of Determinant Factors Toward Consumers' Attitude and Behavioral Intention to Use Peer-to-Peer Accommodation Service Using The Theory of Planned Behavior.

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Abstrak

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh enjoyment, social benefits, economic benefits, sustainability, amenities, locational benefits, subjective norms, perceived behavioral control, eWOM, familiarity terhadap attitude serta behavioral intention pada penggunaan layanan akomodasi peer-to-peer Airbnb. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan data primer melalui pembagian kuesioner dan diolah dengan teknik statistik SEM dengan metode LISREL. Unit analisisnya adalah konsumen layanan akomodasi online. Hasil temuan penelitian ini menunjukkan bahwa attitude untuk menggunakan akomodasi via Airbnb secara positif dipengaruhi oleh perceived enjoyment, social benefits, economic benefits, amenities, locational benefits, serta subjective norms. Hasil temuan lainnya, subjective norms secara positif dipengaruhi oleh eWOM sedangkan perceived behavioral control secara positif dipengaruhi oleh familiarity. Temuan penting lainnya adalah niat perilaku (behavioral intention) untuk menggunakan layanan akomodasi via Airbnb dipengaruhi oleh economic benefits dan familiarity. Penelitian ini menunjukkan behavioral intention dapat dipengaruhi oleh faktor-faktor determinan serta terdapat masukan manajerial untuk pengembangan pemasaran layanan akomodasi yang meningkatkan behavioral intention konsumen dalam menggunakan layanan akomodasi peer-to-peer.

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ABSTRACT

The purpose of this study is to analyze the influence of enjoyment, social benefits, economic benefits, sustainability, amenities, locational benefits, subjective norms, perceived behavioral control, eWOM, familiarity toward attitude and behavioral intention to use Airbnb peer-to-peer accommodation services. This study is a quantitative research, using primary data through the distribution of questionnaires and processed by SEM with LISREL method. The unit of analysis is online accommodation marketplace consumers. The findings indicate that attitude positively affected by perceived enjoyment, social benefits, economic benefits, amenities, locational benefits, and subjective norms. Other findings, subjective norms positively affected by eWOM while perceived behavioral control were positively influenced by familiarity. Another important finding is that behavioral intention to use Airbnb peer-to-peer accommodation services positively affected by economic benefits and familiarity. This indicates several determinant factors as a contributing source to behavioral intention. This study provides managerial input to develop better online accommodation services to improve consumers' behavioral intention to use peer-to-peer accommodation services.