

# Analisis Keinginan Konsumen Dalam Menggunakan Airbnb Kembali Dilihat Dari Perceived Authenticity, eWoM Dan Price Sensitivity = Analysis Of Consumers' Repurchase Intention Of Aibnb Through Perceived Authenticity, eWoM And Price Sensitivity

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## Abstrak

Penelitian ini bertujuan untuk menganalisis repurchase intention konsumen terhadap Airbnb dilihat dari perceived authenticity, eWoM dan price sensitivity. Dalam penelitian ini peneliti menggunakan metode pengambilan data melalui kuesioner yang disebar secara online dan berhasil memperoleh 150 responden. Responden tersebut merupakan mereka yang pernah melakukan pemesanan akomodasi melalui Airbnb. Dalam penelitian ini menggunakan metode analisis berupa Structural Equation Model (SEM) dengan software LISREL 8.51 untuk menguji hipotesis penelitian. Pada penelitian ini ditemukan bahwa perceived authenticity dan eWoM mempengaruhi perceived value secara positif, sedangkan perceived risk mempengaruhi perceived value secara negatif. Selain itu, dalam penelitian ini terbukti repurchase intention secara positif dipengaruhi oleh perceived value dan eWoM.

.....This research objective is to analyze the repurchase intention of Airbnb consumers' through perceived authenticity, eWoM and price sensitivity. In this research, researcher used online questionnaire to collect respondents' data and managed to get 150 datas. The respondents are those have booked accommodation through Airbnb. They were then analyzed using Sructural Equation Model (SEM) method. This research found that perceived authenticity and eWoM significantly influenced perceived value in positive way, while perceived risk has negative effect to perceived value. Furthermore, this research also found that repurchase intention positively influenced by perceived value and eWoM.