

Reputasi, Kepercayaan, Kesadaran Harga, dan Nilai yang Dirasakan terhadap Guest Booking Intention: Studi pada Pengguna Co-Living di JABODETABEK = Reputation, Trust, Price Consciousness, and Perceived Value on Guest Booking Intention: Study of Co-Living Consumers in JABODETABEK

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Abstrak

Pertumbuhan industri akomodasi home-sharing dalam beberapa tahun terakhir mengalami peningkatan yang signifikan. Co-living salah satu industri home-sharing menjadi tren yang menarik dalam real estate perkotaan karena menawarkan fleksibilitas dan adanya akomodasi bersama (share accommodation). Niat untuk memesan akomodasi co-living menjadi faktor penting dalam keberhasilan bisnis home-sharing khususnya pada layanan co-living. Penelitian ini bertujuan menganalisis faktor-faktor yang memengaruhi guest booking intention dengan menggunakan teori atribusi yang terdiri dari variabel reputation, trust, price consciousness, dan perceived value. Penelitian ini menggunakan jenis penelitian eksplanatif dengan pendekatan kuantitatif melalui penyebaran kuesioner secara online kepada 155 masyarakat di JABODETABEK yang pernah menggunakan co-living. Analisis data penelitian menggunakan regresi linear sederhana dan uji sobel dengan hasil terdapat pengaruh positif dan signifikan antar variabel reputation, trust, price consciousness, dan perceived value terhadap guest booking intention. Selanjutnya, penelitian juga menemukan bahwa reputation memiliki pengaruh positif terhadap guest booking intention yang dimediasi oleh trust. Selain itu, price consciousness berpengaruh positif terhadap guest booking intention yang dimediasi oleh perceived value.

.....The growth of the home-sharing accommodation industry in recent years has increased significantly. Co-living, one of the home-sharing industries, has become an attractive trend in urban real estate because it offers flexibility and shared accommodation. The intention to book co-living accommodation is an important factor in the success of the home-sharing business, especially in co-living services. This study aims to analyze the factors that influence guest booking intention using attribution theory, which consists of reputation, trust, price consciousness, and perceived value variables. This research uses an explanatory type of research with a quantitative approach by distributing online questionnaires to 155 people in JABODETABEK area who have used co-living. Research data analysis using simple linear regression and the Sobel test shows a positive and significant influence between reputation, trust, price consciousness, and perceived value variables on guest booking intention. Moreover, the study also found that reputation has a positive influence on guest booking intention mediated by trust. Additionally, price consciousness has a positive effect on guest booking intention which is mediated by perceived value.