Abstrak: Perkembangan teknologi dan komunikasi yang pesat membuat perubahan yang signifikan pada cara berbisnis. Salah satu cara berbisnis yang berkembang adalah tren sharing economy, dimana tren ini menjadikan masyarakat lebih mudah untuk mengakses apapun, dimanapun, dan kapanpun. Hal ini menjadikan Airbnb sebagai wadah yang tepat untuk mencari akomodasi terluas yang dapat dijangkau di seluruh dunia khususnya bagi generasi Y yang selalu mencari pengalaman baru dan menarik ketika berwisata. Tujuan dari penelitian ini adalah untuk menganalisa hubungan antara perceived authenticity (PA), EWoM, dan price sensitivity (PS) yang mempengaruhi perceived value (PV) dan perceived risk (PR) terhadap repurchase intention (RI) konsumen Gen Y di Indonesia. Survei telah dilakukan kepada 233 responden. Data yang didapat diolah menggunakan metode SEM-PLS. Hasil penelitian menunjukkan bahwa PR berpengaruh negatif terhadap PV dan RI, sedangkan PV berpengaruh positif terhadap RI. Selain itu, PA, dan PS berpengaruh positif terhadap RI, sedangkan EWoM tidak.

Kata kunci: Sharing economy, Airbnb, perceived authenticity, EWoM, price sensitivity, perceived value, perceived risk, repurchase intention

Abstract: The rapid development of technology, and communication make a significant change in the way people do business. One of the most growing trend is sharing economy, which makes the people easier to access anything, anywhere, and anytime. This makes Airbnb a place to find the widest accommodation that can be reach across the world especially for the generation Y who always looking for new and exciting experience whenever they travel. The purpose of this research is to analyze the relationship between perceived authenticity (PA), EWoM, and price sensitivity (PS) effecting perceived value (PV) ans perceived risk (PR) towards repurchase intention (RI) on Airbnb Gen Y consumer in Indonesia. Surveys were conducted to 233 respondents. The data obtained was processed by using SEM-PLS method. The results showed that PR negatively influenced Airbnb consumers’ PV and RI while PV positively enhanced the RI. Furthermore, PA and PS positively affected RI, but not for EWoM.

Keywords: Sharing economy, Airbnb, perceived authenticity, EWoM, price sensitivity, perceived value, perceived risk, repurchase intention
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