

**ANALISA *PERCEIVED AUTHENTICITY*, *EWoM*, DAN, *PRICE SENSITIVITY*
TERHADAP *REPURCHASE INTENTION* PADA KONSUMEN GENERASI Y
AIRBNB DI INDONESIA**

Serli Wijaya, Sharen Marcella, Theresia S. Khumarga,

Program Manajemen Perhotelan Program Studi Manajemen Fakultas Ekonomi
Universitas Kristen Petra

Jl. Siwalankerto 121–131, Surabaya

serliw@petra.ac.id ; marcellasharen@hotmail.com ; theresiasantika33@gmail.com

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 signifikan terhadap penurunan PV dan RI, sedangkan PV berpengaruh signifikan terhadap peningkatan RI. Selain itu PA, dan PS berpengaruh signifikan terhadap peningkatan 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) and *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*

DAFTAR REFERENSI

- Abdillah, W., & Hartono, J. (2015). Partial least square (PLS): *Alternatif structural equation modelling (SEM) dalam penelitian bisnis*. Yogyakarta, Indonesia: Andi.
- Airbnb. (2018). *Fast facts*. Retrieved from <https://press.atairbnb.com/fast-facts/>
- Agarwal, S., & Teas, R. K. (2001). Perceived Value: *Mediating role of perceived risk*. *Journal of Marketing Theory and Practice*, 9(4), 1-14.
- Belk, R. W. (2013). *Extended self in a digital world*. *Journal of Consumer Research*, 40(3), 477-500.
- Bonn, H.K.M.A (2016). Authenticity: *Do tourist perceptions of inery Experiences affect behavioral intentions?* *International Journal of Contemporary Hospitality Management*, 28 (4), 839-859.
- Botsman, R., & Rogers, R. (2010). *What's Mine is Yours: The Rise of Collaborative Consumption*, New York: Harper-Collins.
- Cheung, C. M. K., Chan, G. W. W., & Limayem, M. (2005). A critical review of online consumer behavior: *Empirical research*. *Journal of Electronic Commerce in Organizations*, 3(4), 1–19. <https://doi.org/10.4018/jeco.2005100101>
- Chiu, C. M., Wang, E. T., Fang, Y. H., & Huang, H. Y. (2014). Understanding customers' repeat purchase intentions in B2C E-commerce: *The roles of utilitarian value, hedonic value and perceived risk*. *Information Systems Journal*, 24(1), 85-114.
- Choi, K.-H., Jung, J., & Yoon, S.-M. (2015). The relationship between Airbnb and the hotel revenue : *In The Case of Korea*. *Indian Journal of Science and Technology*, 8 (26), 1-8.
- Cova, B., & Cova, V. (2002). Tribal marketing: *The tribalisation of society and its impact on the conduct of marketing*. *European Journal of Marketing*, 36(5-6), 595-620.
- Cox, C., Burgess, S., Sellitto, C., & Buultjens, J. (2009). *The role of user-generated content in tourists' travel planning behaviour*. *Journal of Hospitality Marketing & Management*, 18(8), 743-764.
- Erdem, T., Swait, J., & Louviere, J. (2002). The impact of brand credibility on consumer price sensitivity. *International Journal of Research in Marketing*, 19(1), 1-19.
- Forsythe, S., Liu, C., Shannon, D. & Gardner, L.C. (2006) *Development of a scale to measure the perceived benefits and risks of online shopping*. *Journal of Interactive Marketing*, 20, 55–75.
- Garrett-Price, K. (2014). *Friends I made using Airbnb*. Retrieved from <https://medium.com/culture-club/friends-i-made-using-airbnb-2f770d85e7c6>
- Goldsmith, R. E., & Newell, S. J. (1997). Innovativeness and price sensitivity: *Managerial, theoretical and methodological issues*. *Journal of Product & Brand Management*, 6(3), 163–174. [//doi.org/10.1108/10610429710175682](https://doi.org/10.1108/10610429710175682)
- Gutman, J. (1982). *A means-end chain model based on consumer categorization processes*. *The Journal of Marketing*, 46(2), 60-72.
- Gruen, T. W., Osmonbekov, T., & Czapslewski, A. J. (2006). EWOM: *The impact of customer-to-customer online know-how exchange on customer value and loyalty*. *Journal of Business Research*, 59(4), 449-456.
- Guttentag, D. (2015). Airbnb: *Disruptive innovation and the rise of an informal tourism accommodation sector*. *Current Issues in Tourism*, 18(12), 1192–1217. [//doi.org/10.1080/13683500.2013.827159](https://doi.org/10.1080/13683500.2013.827159)
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). *Customer repurchase intention*. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Hofstede, G. (2011). Dimensionalizing Culture: *The hofstede model in context*. *Online readings in psychology and culture*, 2(1).
- Hofstede, G., Hofstede, G.J., and Minkov, M. (2005). *Cultures and organizations. Intercultural cooperation and its importance for survival*. United States: McGraw Hill.

- Irani, N. & Hanzaee, K. H. 2011. The Effects of Variety-Seeking Buying Tendency and Price Sensitivity on Utilitarian and Hedonic Value in Apparel Shopping Satisfaction. *International Journal of Marketing Studies*. 3(3): 89-103.
- Jalilvand, M.R. & Samiei, N. (2012). The effect of electronic word-of-mouth on brand image and purchase intention. *Journal of Marketing Intelligence & Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kahneman, D., & Tversky, A. (1979). Prospect theory: *An analysis of decision under risk*. *Journal of the Econometric Society*, 47(2), 263-291.
- Kashyap, R., & Bojanic, D. C. (2000). *A structural analysis of value, quality, and price perceptions of business and leisure travelers*. *Journal of Travel Research*, 39(1), 45–51. [//doi.org/10.1177/004728750003900106](https://doi.org/10.1177/004728750003900106)
- Keaveney, S. M., & Parthasarathy, M. (2001). Customer switching behavior in online services: *An exploratory study of the role of selected attitudinal, behavioral, and demographic factors*. *Journal of the Academy of Marketing Science*, 29(4), 374-390.
- Kemp, S. (2018). Digital in 2018: *World's internet users pass the 4 billion mark*. Retrieved from <https://wearesocial.com/blog/2018/01/global-digital-report-2018>
- Khan, N. (2011). Airbnb: *Grown-up couch-surfing*. Retrieved from <http://www.theguardian.com/travel/2011/oct/07/airbnb-grown-up-couch-surfing>
- Kovács, B., Carroll, G. R., & Lehman, D. W. (2013). Authenticity and consumer value ratings: *Empirical tests from the restaurant domain*. *Journal of Organization Science*, 25(2), 458-478.
- Kressmann, J. (2016). *Portrait of the millennial traveler 2016: A Study in contradictions*. Retrieved from <https://trends.skift.com/trend/portrait-millennial-traveler-2016-study-contradictions/>
- Liang, L. J. (2015). Understanding repurchase intention of Airbnb consumers: *Perceived authenticity, electronic word-of-mouth, and price sensitivity* *Journal of Travel & Tourism Marketing*, 35(1), 73-89.
- Maisero, L. & Nicolau, J.L. (2012) Tourism Market Segmentation Based on Price Sensitivity: *Finding Similar Price Preferences on Tourism Activities*. *Journal of Travel Research*, 51(4), 426-435.
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: *Mediating roles of trust and perceived usefulness*. *Online Information Review*, 40(7), 1090-1110. doi:10.1108/oir-11-2015-0373
- Mauri, A. G., & Minazzi, R. (2013). Web reviews influence on expectations and purchasing intentions of hotel potential customers. *International Journal of Hospitality Management*, 34, 99-107.
- Metcalf, R. (2006), Spending habits; raised in consumerism: *Generation Y is an appealing market for financial institutions*. *Albuquerque Journal*, 29, C1.
- Nurhayati, & Murti, W. W. (2012). *Analisis faktor-faktor yang mempengaruhi minat beli ulang masyarakat terhadap produk handphone*. *Jurnal Unimus.Ac.Id*, 8(2), 47–62.
- Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality value loyalty chain: *A research agenda*. *Journal of the Academy of Marketing Science*, 28(1), 168–174. [//doi.org/10.1177/0092070300281015](https://doi.org/10.1177/0092070300281015)
- Paul, N. (2013). Tips for using Airbnb as a traveller: *A user's experience*. Retrieved from <http://www.travelstart.co.za/blog/tips-for-using-airbnb-as-a-traveller-a-users-experience/>
- Pendergast, D. (2010). *Tourism and generation Y: Getting to know the Y generation*. Oxfordshire, UK: CAB International.
- Petrick, J. F. (2011). Segmenting cruise passengers with perceived reputation. *Journal of Hospitality and Tourism Management*, 18(1), 48–53. <https://doi.org/10.1375/jhtm.18.1.48>
- Ramkissoon, H., & Uysal, M. S. (2011). *The effects of perceived authenticity*,

- information search behaviour, motivation and destination imagery on cultural behavioural intentions of tourists. Current Issues in Tourism*, 14(6), 37-562.
- Santoso, S. (2014). *Konsep dasar dan aplikasi SEM dengan AMOS 22*. Jakarta:PT Elex Media Komputindo.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behaviour 10th edition*. Pearson education.
- Swenney, J. C., Soutar, G. N., & Johnson, L. W. (1999). The role of perceived risk in the quality-value relationship: A study in a retail environment. *Journal of Retailing*, 75(1), 77-105.
- Swenney, J. C., & Soutar, G. N. (2001). Consumer perceived value : The development of a multiple item ccale. *Problems and Perspectives in Management*, 5(3), 252–268. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- The Economist. (2013). *The rise of the sharing economy*. Retrieved from <http://www.economist.com/news/leaders/21573104-internet-everything-hire-rise-sharing-economy>
- Tussyadiah, I. P., & Pesonen, J. (2016). Impacts of peer-to-peer accommodation use on travel patterns. *Journal of Travel Research*, 55(8), 1022–1040. <https://doi.org/10.1177/0047287515608505>
- Wang, N. (1999). *Rethinking authenticity in tourism experience. Annals of Tourism Research*, 26(2), 349-370.
- Wirtz, B. W., Schilke, O., & Ullrich, S. (2010). Strategic development of business models: *Implications of the web 2.0 for creating value on the internet. Long Range Planning*, 43(2–3), 272–290. [//doi.org/10.1016/j.lrp.2010.01.005](https://doi.org/10.1016/j.lrp.2010.01.005)
- Zeithaml. (1988). Consumer perceptions a means-end value : *Quality , and model synthesis of evidence. Journal of Marketing*, 52(July), 2-22