

Purchase intention pada produk sharing economy dengan pendekatan theory of planned behavior dan prospect theory - Studi kasus: airy rooms = Purchase intention of sharing economy product through the theory of planned behavior and prospect theory - Case study: airy rooms

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Abstrak

Saat ini, konsep sharing economy telah semakin berkembang di masyarakat karena kemampuannya untuk menghasilkan efisiensi biaya dan partisipasi komunitas yang tinggi. Tujuan dari penelitian ini adalah untuk menganalisis faktor-faktor motivasional yang membentuk intensi konsumsi terhadap layanan Airy Rooms sebagai salah satu produk sharing economy yang bergerak dalam industri pariwisata di Indonesia. Adapun faktor-faktor yang dimaksud adalah attitude, subjective norms, perceived behavior control, perceived value, perceived risk, unique experience expectation, dan electronic word-of-mouth eWOM. Penelitian ini meneliti sebanyak 371 pengguna internet di atas 18 tahun yang mengetahui Airy Rooms, tetapi belum pernah menggunakan jasa penginapan Airy Rooms sebelumnya. Hasil dari penelitian ini membuktikan pengaruh yang signifikan dari variabel attitude, subjective norms, perceived value, dan unique experience expectation terhadap purchase intention serta pengaruh dari subjective norms, perceived value, dan unique experience expectation terhadap attitude. Penelitian ini tidak menemukan adanya pengaruh signifikan dari perceived risk terhadap attitude maupun purchase intention. Namun, penelitian ini menemukan adanya peran variabel attitude dan subjective norms sebagai variabel mediasi.

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The rise of sharing economy in Indonesia has demonstrated its power of cost efficiency and community participation. This study would like to shed light on the insight between motivational factors of purchase intention on Airy Rooms as sharing economy product in the tourism industry in Indonesia. These shaping factors are attitude, subjective norms, perceived behavior control, perceived value, perceived risk, unique experience expectation, and electronic word of mouth eWOM. Respondents of this study are 371 internet users above 18 years old knowing Airy Rooms without ever purchasing it. The result of this study indicates the significant influence of attitude, subjective norms, perceived value, and unique experience expectation towards purchase intention. Moreover, this study also proves the significant impact of subjective norms, perceived value, and unique experience expectation towards attitude. This study does not find the significant effect of perceived risk to attitude and purchase intention, but obtain the mediation role of attitude and subjective norms.