

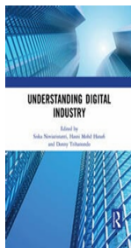


UNDERSTANDING DIGITAL INDUSTRY

Edited by

Siska Noviaristanti, Hasni Mohd Hanafi
and Donny Trihanondo





Book

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User's continuance intention towards hospitality service application

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ABSTRACT: Airbnb is one of the biggest online market place in most of the countries, including Indonesia, which registers and rent hospitality services to tourists. This study attempted to measure factors influencing user's Continuance Intention (CI) of Airbnb application in Indonesia by using Modified Unified Theory of Acceptance and Use of Technology (UTAUT) 2 Model by surveying 400 valid respondents. The result revealed that five factors out of the eight influences user's Continuance Intention, namely, Habit (H), Trust (T), Hedonic Motivation (HM), Price Saving Orientation (PSO) and Facilitating Conditions (FC). It was also found that only Gender moderates the influence of FC and HM to CI. This model can be used by Airbnb management to improve their services to increase the customer base in the coming years.

1 INTRODUCTION

In 2018, Indonesia ranked as the sixth largest in the world in terms of Internet users with an estimated 103 million users and expected to increase to 123 million people (Botsvadze, 2018, Milward, 2018) as a result of various mobile applications available in the area of e-commerce to make customers decision making process so convenient and easy, especially in the field of hospitality. Airbnb is one such hospitality service provider with the biggest online marketplace for registering and renting accommodation around the world to the tourists to have a different travel experience (Knowledge, 2018). The development of Airbnb globally became successful and now placed in the first rank (EMarkerChart, 2018) and Airbnb expanded its operations in Indonesia also (Jakarta Post, 2018) as the customers are happy with the services provided (Rentivo, 2018). The growth of Airbnb in Indonesia in 2017 reached 72% compared to the previous year (Wicaksono, 2018) and also the number of orders is increased up to 3 million orders (Jamaludin, 2018). Present paper is trying to identify what factors are responsible for influencing the Continuance Intention of customers towards using Airbnb application in Indonesia and also tried to test if there are significant differences of behavior among the users in terms of age and gender.

2 THEORATICAL FRAMEWORK AND METHODOLOGY

Unified Theory of Acceptance and Use of Technology (UTAUT) 2 Model is the latest theory in acceptance model of technology in the consumer context developed by Venkatesh et al (2003) is used in the present study, which are being used in previous studies already (Indrawati and Marhaeni, 2015; Escobar-Rodriguez and Carvajal-Trujillo, 2014). Four modifications were carried out on UTAUT2 Model. *Firstly*, replaced 'Price Value' variable to 'Price Saving' variable (Escobar-Rodriguez and Carvajal-Trujillo, 2014) because users may be able to save money using Airbnb application while booking hotel room. *Secondly*, a new variable 'Trust' was added to the UTAUT2 Model as 'trust' influences the users (Escobar-Rodriguez and Carvajal-Trujillo, 2014)