ABSTRAK

Della Adheninda, 2019: Investigasi Niat Konsumen untuk Menggunakan Aplikasi Airbnb: Bagaimana Peran *Service Quality*, *Trust*, *Perceived Quality* dan *Perceived Value*. Skripis, Jakarta: Progam Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta. Tim Pembimbing: Dr. Mohamad Rizan SE, MM & Usep Suhud M.Si, Ph.D.

Tujuan penelitian ini adalah: 1) Untuk mengetahui *Service Quality* berpengaruh secara signifikan terhadap *Perceived Value*, 2) Untuk mengetahui *Trust* berpengaruh secara signifikan terhadap *Perceived Value*, 3) Untuk mengetahui *Perceived Quality* berpengaruh secara signifikan terhadap *Perceived Value*, 4) Untuk mengetahui *Perceived Value* berpengaruh secara signifikan terhadap berhavioral intention 5) Untuk mengetahui *Service Quality* berpengaruh secara signifikan terhadap *Behavioral Intention*, 6) Untuk mengetahui *Trust* berpengaruh secara signifikan terhadap *Behavioral Intention*, 7) Untuk mengetahui *Perceived Quality* berpengaruh secara signifikan terhadap *Behavioral Intention*, 8) Untuk mengetahui apakah *Service Quality* berpengaruh secara signifikan terhadap *Behavioral Intention* melalui *Perceived Value* sebagai *Intervening* di aplikasi Airbnb, 9) Untuk mengetahui apakah *Trust* berpengaruh secara signifikan terhadap *Behavioral Intention* melalui *Perceived Value* sebagai *Intervening* di aplikasi Airbnb, 10) Untuk mengetahui apakah *Perceived Quality* berpengaruh secara signifikan terhadap *Behavioral Intention* melalui *Perceived Value* *Intervening* di aplikasi Airbnb.

Metode pengumpulan data menggunakan metode survei dengan instrumen berupa kuesioner. Objek penelitian ini adalah 250 responden yang telah menggunakan aplikasi Airbnb dan mempunyai kartu kredit. Analisis data menggunakan SPSS versi 22 dan SEM (*Structural Equation Model*) dari *software* LISREL versi 9.3 untuk mengolah dan menganalisa data hasil penelitian.

Kata Kunci: *Service Quality*, *Trust*, *Perceived Quality*, *Perceived Value*, *Behavioral Intention*, Aplikasi Airbnb, SEM.

ABSTRACT

Della Adheninda, 2019: *Investigating Consumer Intention to Use Airbnb Applications: How the Role of Service Quality, Trust, Perceived Quality and Perceived Value. Thesis, Jakarta: Study Program Of S1 Management, Faculty of Economics, Jakarta State University. Advisory Team*: **Dr. Mohamad Rizan SE, MM & Usep Suhud M.Sc., Ph.D.**

The purpose of this research are: 1) To determine Service Quality has a significant effect on Perceived Value, 2) To determine Trust has a significant effect on Perceived Value, 3) To determine Perceived Quality has a significant effect on Perceived Value, 4) To determine Perceived Value has a significant effect on berhavioral intention 5) To determine Service Quality has a significant effect on Behavioral Intention, 6) To determine Trust has a significant effect on Behavioral Intention, 7) To determine Perceived Quality has a significant effect on Behavioral Intention, 8) To determine whether Service Quality significant effect on Behavioral Intention through Perceived Value as Intervening in Airbnb applications, 9) To determine whether Trust has a significant effect on Behavioral Intention through Perceived Value as Intervening in Airbnb applications, 10) To determine whether Perceived Quality significantly influences Behavioral Intention through Perceived Value as Intervening in Airbnb applications.

Methods of collecting data using survey methods with instruments in the form of questionnaires. The object of this study were 250 respondents who had used Airbnb applications and had credit cards. Data analysis using SPSS version 22 and SEM (Structural Equation Model) from LISREL software version 9.3 to process and analyze research data.

Keywords: *Service Quality, Trust, Perceived Quality, Perceived Value, Behavioral Intention, Airbnb Application, SEM.*