

## ABSTRACT

In Indonesia the number of Internet users has increased since 2013. In the beginning of 2019, Indonesia has the position as the fifth largest in the world in terms of Internet users with the number of 149 million of users. The development of internet users in Indonesia has grown rapidly. It was increased by the amount of 26 million of people from 2018. In 2018, the internet users in Indonesia has been calculated with the number of 123 million people. There are many kinds of business come up by exploiting the development of technology, one of them is the appearing of varied mobile applications in Indonesia either local or foreign products. One of the businesses which based on application in hospitality service is Airbnb. Airbnb is an online market network and peer home accommodation. Airbnb can be called as trusted community marketplace for people to list, discover, and book unique accommodations around the world can be accessed through online or from a mobile phone or tablet. Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb allows people to belong anywhere through unique travel experiences at any price point, in more than 34,000 cities and over 191 countries. Since the success of Airbnb application, it is important to analyze factors influencing continuance Intention of Airbnb application users in adopting Airbnb application in booking to increase the future Airbnb positions.

This research aims to analyze factor influencing continuance Intention of Airbnb application adoption in Indonesia. A research model used in this research is a Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Model with Trust and Perceived Security as a new variable.

The data was gathered through an online survey and earned 400 valid respondent who in the age 17-60 years old and already understand to use Airbnb application. All the data gathered has been fulfilled the validity and reliability criteria. To test the hypothesis, this research uses Structural Equation Modeling (SEM) with SmartPLS 3.2.8 as the statistical software.

The result revealed that there are seven factors in the Modified UTAUT2 Model which significantly influence the continuance Intention of Airbnb application adoption, namely Performance Expectancy, Facilitating Condition, Hedonic Motivation, Habit, Trust, Perceived Security, and Price Value. In terms of moderating factors, Gender and Age are not moderating any influences of factors towards Continuance Intention. The model of this research can strongly predict the Continuance Intention of consumers towards Airbnb application in Indonesia since the  $R^2$  is 74.9%. This model can be used by Airbnb application in making decisions to maintain the Continuance Intention of consumers towards Airbnb application adoption by paying attention to the influenced factors and its indicators.

This research has found that Facilitating Condition is the most significant factor from the Modified UTAUT2 Model that influence the continuance intention of Airbnb application adopting in Indonesia. It implies that Airbnb can utilize the Airbnb community to help users for offering hospitality services in the face of difficulties for using Airbnb application. This modified UTAUT2 Model has a strong explanatory power which is 74.9%, so for further research is expected to do the research in the field of mobility but with the different object.

Keywords— Hospitality Service, Modified UTAUT2, Continuance Intention, Airbnb Application, Indonesia