

ABSTRACT

The increasing use of Airbnb from year to year indicates that Airbnb has a great opportunity and potential in the future to further expand as an e-commerce company and is considered capable of competing with similar competitors.

Based on this phenomenon, this research is aimed to know the effect of perceived usefulness and perceived ease of use toward behavioral intention on Airbnb site user.

This research is a quantitative research with descriptive and causal data analysis. Respondents studied in this study amounted to 407 users of Airbnb site obtained by purposive sampling technique. Data collected from 9 questionnaire questions then processed with Path Analysis data analysis techniques.

The results showed that there was a significant influence between Perceived Ease of Use against Perceived Usefulness, Perceived Usefulness to Behavioral Intention, Perceived Ease of Use to Behavioral Intention, and Perceived Usefulness and Perceived Ease of Use to Behavioral Intention.

For improvement Airbnb should maintain and prioritize the benefits of Airbnb for its users as it has the highest influence on one's interest in using Airbnb and enhancing the ease with adding other features that Airbnb has not provided.