

## ABSTRACT

The Economic growth and development in ASEAN has led to urbanization, rising incomes, growing middle class, increases in consumer spending, higher living expectations and changing consumer habits. Better wealth and lifestyles have increased the demand for quality goods, services as well as a more conducive travel accommodation. This trend has also affect Indonesia. This success of globalization in world economy enhanced by the development of technology has spurred the growth of the hospitality industry worldwide. With the total population of about 237 million people and total consumption of about Rp3,600 trillion, Indonesia is a huge potential market growth for travel accommodation business. This is also encouraged by the traveling behavior of the Indonesia population that has begun to shift, from traditional methods to modern online methods in recent years.

The objective of this research is to reveal which factors between Functionality, Usability, Value for Money, Value for Time has the biggest effect on Customer Satisfaction towards Customer Loyalty on the case study of Airbnb.

This study uses a quantitative approach and the SPSS 22.0 software. The questionnaire is distributed to 109 respondents in the sample in which the characteristics of respondents that consists of men and women in the age range 18-65 years, who have purchased from Airbnb's mobile application at least 2 times in the last two years. The sampling method used in this research that is non- probability sampling.

The results showed that Functionality and Customer Satisfaction of Airbnb showed significant positive results with the t-sig value of 0.000 and standardized coefficient beta value of 0.462; Usability and Customer Satisfaction of Airbnb showed insignificant positive results with t-sig value of 0.149 and standardized coefficient beta value of 0.124; Value for Money and Customer Satisfaction of Airbnb showed insignificant positive results with t-sig value of 0.272 and standardized coefficient beta value of 0.094; Value for Time and Customer Satisfaction of Airbnb showed significant positive results with t-sig value of 0.017 and standardized coefficient beta value of 0.191; Customer Satisfaction and Customer Loyalty of Airbnb showed significant positive results with t-sig value of 0.000 and standardized coefficient beta value of 0.503.

**Keywords: Functionality, Usability, Value for Money, Value for Time, Customer Satisfaction, Customer Loyalty, Airbnb**