

## **ABSTRACT**

*The business model development of sharing economy cannot be separated from the advancement of information communication technology, it requires the support of mutually beneficial collaboration between service providers and service users. Airbnb Indonesia as a global accommodation and hospitality provider platform that fully supports and fulfills accommodation all countries, including in Indonesia. Pro and Contra of the Airbnb platform does not reduce the interest of service providers to continue providing services on this platform. The potential of high income and the wide range of Airbnb users that are borderless of nation and state increase the confidence of service providers to continue to register their idle resources. In Indonesia, regulations related to the regulation on the use of Airbnb are still being designed and continue to be a hot topic, especially related to security issues, amenities standards, and taxes imposed on service transactions.*

*Based on the characteristics of the business model of sharing economy and the preliminary study which is conducted, this research is systematically and structurally believes that the intentions of providers can be modeled using the theory of planned behavior (TPB) model. So far, the TPB model has been widely used by researchers to predict and explain human behavior. This research will explore information related to provider intentions through hypothesis testing based on the developed model and used to determine the intentions of service providers. In order to test hypotheses, analyze, and see the characteristics of the objects of this study, an appropriate statistical analysis is need and the method is structural equation modelling.*

*This research measures the relationship between attitude toward behavior, subject norm, and perceived behavior control variables on the behavioral intention dimension, potential benefit and potential loss variables on the potential condition dimension and providing behavior variable on the actual behavior dimension. Based on research, it was found that all variables in the behavioral intention dimension affect all variables in the potential condition dimension. The dimension of providing behavior as an objective function in this research also proved to be influenced by all variables in the potential condition dimension. Based on the results of calculations and analysis, it can be concluded that the final model of this research is the path coefficient model of the Perceived Behavioral Control variable to the Providing Behavior through the Potential Benefit variable.*

*Keywords: Sharing Economy, Behavior Intention, Theory of Planned Behavior, Benefit Loss Model, Structural Equation Modelling, Airbnb Indonesia.*