



The Influence of Website Social Presence, Buyer Social Presence, Seller Social Presence, and Telepresence on Purchase Intention Through Trust and Enjoyment Among Airbnb Customers in Jakarta

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ABSTRACT

The accelerated evolution of internet and mobile technologies has rendered digital interaction fundamental to contemporary daily life, particularly in supporting communication, learning, information access, entertainment, and commercial activities. This study examines the influence of website social presence, buyer social presence, and seller social presence on purchase intention, with trust and enjoyment serving as mediating variables, among Airbnb consumers in Jakarta. Using a sample of 130 respondents, data were analyzed through Structural Equation Modeling (SEM) employing AMOS 20.0. The empirical findings indicate that Social Presence of Website, Social Presence of Buyers, Social Presence of Sellers, Telepresence, Trust, and Enjoyment exert significant effects on purchase intention within the context of Airbnb's peer-to-peer accommodation platform in Jakarta. Keywords: Social presence of website, social presence of buyers, social presence of sellers, trust, enjoyment, purchase intention, peer-to-peer accommodation, Airbnb.

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1. INTRODUCTION

The rapid advancement of the internet and mobile technology is an unavoidable phenomenon in modern society. The internet has become an integral part of daily activities, not only as a means of communication but also as a primary means of obtaining information, knowledge, learning, and entertainment. Recent studies highlight that digital connectivity has fundamentally reshaped consumption patterns and socio-economic structures in emerging economies [1], [2]. The increasing intensity of internet use has led to the reliance of nearly all social and economic activities on digital connectivity. Empirical research confirms that higher internet penetration significantly accelerates digital economic integration and online transactional behavior [3]. According to data from the

Indonesian Internet Service Providers Association (APJII), by 2025, the internet user penetration rate in Indonesia will reach 80.66% of the total population. With Indonesia's population of 284.44 million, internet users are estimated to reach 229.43 million by that year. This indicates that the internet has become a highly strategic new space in shaping people's behavior and digital consumption patterns, particularly within platform-based ecosystems [4].

The growth in the number of internet users in Indonesia has also shown a consistent upward trend from 2018 to 2025. However, the geographical distribution of internet users remains uneven. APJII data from 2024 shows that Java Island has the highest percentage of internet users, accounting for 57.82% of the total national internet users, followed by Sumatra Island at 20.69%, while other regions have relatively lower percentages. Digital inequality remains a structural issue in many developing countries, influencing adoption rates and online participation [5]. This disparity also reflects the significant potential for developing internet penetration outside Java. This internet development also contributes significantly to the national economy. Contemporary research shows that digital infrastructure expansion correlates positively with GDP growth and innovation capacity [6]. A Deloitte Access Economics report noted that the internet's contribution to Indonesia's economic growth reached 1.6%, or approximately IDR 116 trillion, of Gross Domestic Product (GDP) in 2011. This fact confirms the internet's role as a key driver of digital economic transformation in Indonesia, particularly in fostering digital platforms and online marketplaces [7].

This digital economic development has driven the emergence of various platform-based business models that utilize information technology as the main infrastructure. Scholars argue that digital platforms create value through network effects, multisided interactions, and data-driven scalability [4], [8]. Platform business models enable companies to increase business scale and customer value through network effects without requiring significant investment in physical assets. One rapidly growing platform business model is the sharing economy, or peer-to-peer economy, a system of resource exchange that connects individuals directly. The sharing economy has been widely examined as a disruptive model that reallocates underutilized resources through digital intermediation [9]. In this context, the sharing economy facilitates transactions between previously unconnected individuals, transforming unused or underutilized assets into productive resources. This model is widely applied in various sectors, including transportation, accommodation, consumption, and digital financial services. One of the most dominant peer-to-peer accommodation platforms is Airbnb, which has become a central subject in hospitality and digital platform research [10].

Airbnb has emerged as a leading peer-to-peer accommodation platform in the sharing economy ecosystem and has demonstrated significant growth globally. Prior studies indicate that Airbnb's expansion is closely linked to trust-building mechanisms, user reviews, and platform governance structures [11]. Airbnb booking data shows an increase from 52 million bookings in 2016 to 115 million in 2017, then to 140 million in 2018 and a sharp surge to 272 million bookings in 2019. During the COVID-19 pandemic in 2020, the number of bookings decreased to 193 million, but rebounded in 2021 to reach around 300 million. Research during the post-pandemic recovery phase suggests that digital accommodation platforms experienced accelerated demand recovery due to flexibility and localized travel trends [12]. In the first quarter of 2022, Airbnb recorded a record 102 million accommodation and travel activity bookings, with revenue of approximately IDR 23 trillion, an increase of approximately 70% compared to the previous year. In Indonesia, Airbnb has also experienced significant growth, with a 72% increase and total host revenue reaching approximately IDR 1.15 trillion in the past year, reflecting the strengthening role of peer-to-peer accommodation in Southeast Asia's tourism market [13].

Airbnb's success is determined not only by the growth in users and transactions, but also by the quality of the digital experience delivered through its platform. Digital experience quality has been empirically proven to influence user engagement and booking decisions in online hospitality platforms

[14]. The concepts of website social presence, buyer social presence, and seller social presence play a crucial role in creating a sense of social presence, closeness, and interaction that resembles in-person human relationships. Social presence theory suggests that perceived human warmth and interpersonal cues in digital interfaces significantly enhance trust formation [15]. Furthermore, telepresence allows users to experience a virtual presence within the displayed accommodation environment, increasing perceived authenticity and experiential value [12]. These elements contribute to building trust through security systems, identity verification, and information transparency, while also creating enjoyment through a fun and immersive platform experience. Trust and perceived enjoyment have consistently been identified as mediating variables that strengthen purchase intention in digital platform contexts [11], [14]. When user trust and emotional comfort are established, the likelihood of booking or purchase intention increases. Therefore, this study focuses on analyzing the influence of website social presence, buyer social presence, seller social presence, and telepresence on purchase intention through trust and enjoyment of Airbnb customers in Jakarta.

2. METHOD

This research is a quantitative study with a causal approach that aims to analyze the factors that influence the purchase intention of Airbnb customers in Jakarta through the development and testing of a theoretical model based on Structural Equation Modeling (SEM). The research data consists of primary data obtained through the distribution of questionnaires to 130 Airbnb customer respondents in Jakarta selected using a non-probability sampling technique with the snowball sampling method, as well as secondary data in the form of scientific journals and relevant supporting literature. Respondent criteria include men and women aged 18–60 years, domiciled in Jakarta, have made transactions through the Airbnb website at least twice in the last six months, and have interacted with Airbnb hosts. The research instrument uses a five-point Likert scale to measure seven research variables, namely social presence of the website, social presence of buyers, social presence of sellers, telepresence, trust, enjoyment, and purchase intention. Data analysis was carried out simultaneously using SEM with the help of AMOS software to test the causal relationship between variables, including testing the measurement model, structural model, reliability test, validity, and goodness-of-fit evaluation to ensure the feasibility and accuracy of the developed research model.

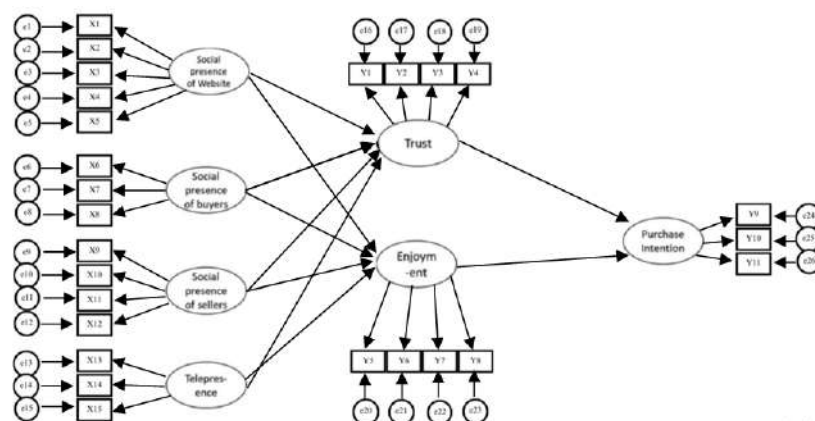


Figure 1. Theoretical Framework Flowchart
 Source: Processed data, 2023

3. RESULTS AND DISCUSSION

This chapter describes the research object, the profile of the research respondents, data presentation, data testing, data analysis, and discussion. The data presented in this chapter are derived from data processing of the research respondents' answers through distributed questionnaires.

3.1. Research Object Description

Airbnb is a digital peer-to-peer (P2P) platform that allows individuals as hosts to rent out accommodations online to travelers on a short-term basis, ranging from private rooms and apartments to unique residences. The company was founded by Brian Chesky and Joe Gebbia in 2007 in San Francisco, starting from limited hotel availability during a major Industrial Design Association event, which prompted the founders to rent out apartments as an alternative accommodation. On August 11, 2008, Airbnb officially launched its first website under the name AirbedAndBreakfast.com, before later changing its name to Airbnb.com in 2009 as its services and business model expanded. This transformation made Airbnb not just a bed provider, but a global accommodation platform with a variety of housing options. Philosophically, the Airbnb logo represents the value of togetherness that combines the elements of people, place, and love that form the brand identity. Through its mission, Airbnb strives to connect travelers with local hosts to create authentic stays, foster cross-cultural social interaction, provide economic opportunities for hosts, and provide flexible, comfortable, and valuable accommodation alternatives for travelers.

3.2. Descriptive Analysis of Respondents

The distribution of respondents' answers shows the number of respondents with each answer option as provided in the questionnaire. Meanwhile, the average score shows the average respondent's answer for each statement in the questionnaire. The explanation of the average score using the assessment categorization consisting of five assessment groups is as follows:

Table 1. Description of Average Value of Visitor Answers

Class of Respondents' Average Score	Interpretation
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree

Source: Processed data (2024)

3.2.1 Descriptive Statistics of Social Presence of Website (SPWb) Variables

The distribution of respondents' answers for the *Social Presence of Website* (SPWb) variable is predominantly in the neutral and agree categories, with an overall mean score of 3.50, which falls into the agree category. The lowest mean value is found in the indicator related to the availability of customer service on the Airbnb website (mean = 3.41), while the highest mean value appears in the indicator stating that the website provides what visitors need (mean = 3.57). Although there are variations in mean scores and standard deviations across indicators, all indicators remain within the agree category. These results indicate that, overall, respondents perceive the Airbnb website as capable of creating a sense of social connectedness and delivering a positive interaction experience, despite the presence of subjective differences in individual perceptions when visiting the platform.

3.2.2 Descriptive Statistics of Social Presence of Buyers (SPBy) Variable

The Social Presence of Buyers (SPBy) variable reflects respondents' perceptions of the presence of other buyers on the Airbnb platform. Overall, respondents' answers are predominantly in the neutral and agree categories, with an overall mean score of 3.64, which falls into the agree category. The lowest

mean value is found in the indicator related to the visibility of previous buyers' reviews (mean = 3.60), while the highest mean value appears in the indicator indicating awareness of other users' interest in booking the offered accommodation (mean = 3.71). Although variations in mean scores and standard deviations exist across indicators, all indicators remain within the agree category. These findings indicate that respondents generally perceive the presence of other buyers on the Airbnb platform, although the degree of awareness varies due to individual sensitivity and subjective experiences when interacting with the platform.

3.2.3 Descriptive Statistics of Social Presence of Sellers (SPSI) Variable

The *Social Presence of Sellers* (SPSI) variable reflects respondents' evaluations of the performance and service quality provided by sellers on the Airbnb platform. Overall, respondents' answers are predominantly in the agree category, followed by neutral responses, with an overall mean score of 3.75, which falls into the agree category. The lowest mean value is found in the indicator related to sellers providing detailed explanations (mean = 3.71), while the highest mean value appears in the indicator stating that sellers on the Airbnb platform are friendly (mean = 3.82). Although variations in mean scores and standard deviations exist across indicators, all indicators remain within the agree category. These findings indicate that respondents generally perceive Airbnb sellers as responsive, approachable, and friendly, although differences in individual sensitivity and interaction experiences contribute to variability in respondents' evaluations.

3.2.4 Descriptive Statistics of Telepresence Variables

The telepresence variable describes the extent to which respondents felt a virtual presence when visiting the Airbnb platform. Based on the results of the descriptive analysis, the average value of the telepresence indicator ranged from 3.30 to 3.50 with a standard deviation of 0.57 to 0.71, indicating variations in perceptions among respondents. The indicator with the highest average value was the statement regarding respondents' ability to experience virtual travel when accessing the Airbnb platform, while the lowest value was found in the indicator of the feeling of returning to the "real world" after leaving the platform. The overall average value of the telepresence variable was 3.40, which is included in the agree category, indicating that respondents generally considered Airbnb capable of creating a fairly strong and immersive virtual world experience, although the level of imaginative power felt varies from individual to individual.

3.2.5 Descriptive Statistics of Trust Variable

The trust variable describes respondents' level of confidence in the reliability, security, and suitability of the services offered by the Airbnb platform. The analysis shows that the average value for each indicator ranges from 3.45 to 3.52 with a standard deviation of 0.64 to 0.76, indicating variations in the level of trust among respondents. The indicator with the lowest average value is the statement regarding trust in the information presented and trust in conducting transactions through the platform, while the highest average value is found in the statement that Airbnb offers products that match the information listed on the website. The overall average value for the trust variable is 3.47, which is included in the agree category, indicating that respondents generally have a positive level of trust in Airbnb, although there are still differences in individual perceptions regarding aspects of perceived trust.

3.2.6 Descriptive Statistics of Enjoyment Variable

The enjoyment variable reflects the level of pleasure and entertainment experienced by respondents when using the Airbnb platform. The results of the descriptive analysis show that the average value of each indicator ranges from 3.20 to 3.34 with a standard deviation value between 0.64 and 0.68, and the distribution of answers is dominated by the neutral category. The indicator with the

lowest average value is the statement regarding the pleasure of using the Airbnb website, while the highest value is found in the indicator stating that the Airbnb website has functional features. The overall average value of the enjoyment variable is 3.30, which is included in the neutral category, indicating that in general respondents did not fully experience strong pleasure or entertainment when visiting the Airbnb platform, although there is variation in perceptions between respondents regarding the experience of using the platform.

3.2.7 Descriptive Statistics of Purchase Intention Variable

The purchase intention variable describes the level of respondents' intention to use and recommend services offered through the Airbnb platform. The analysis results show that the average value of each indicator ranges from 3.47 to 3.61 with a standard deviation of 0.57 to 0.63, and the distribution of responses is dominated by the agree and neutral categories. The indicator with the highest average value is the statement regarding the intention to use the Airbnb website in the future, while the lowest value is the indicator of willingness to recommend Airbnb to close friends. The overall average value of the purchase intention variable is 3.53, included in the agree category with a standard deviation of 0.61, which indicates that respondents generally have a positive intention to use Airbnb services, although there are differences in the level of intention strength between respondents.

3.3. Instrument Test

Data quality testing is conducted to ensure that the data provides accurate information. Research data quality testing involves a series of data tests, including: data normality, data validity, and data reliability.

3.3.1 Data Normality Test

The data requirements for further processing using statistics are normally distributed data. Data normality is measured using data distribution and assessed based on the multivariate critical ratio (c.r). Based on the data processing output (attached) using the AMOS program, the multivariate c.r. value is 0.794. The test requirements are that the data is declared normally distributed if the value is between -2.58 and 2.58. Based on these requirements, the data normality test is fulfilled, meaning that the research data is declared normally distributed so that the data can be further processed using research statistics.

3.3.2 Validity Test and Reliability Test

Data validity was tested using a variance extracted test based on standardized loading values. Research variables were declared valid if the variance extracted test yielded a value of ≥ 0.50 . Reliability testing used a construct reliability test, also based on standardized loading values. A summary of the variance extracted and construct reliability calculations for all research variables is as follows:

Table 2. Summary of Validity and Reliability Tests

Research Variable	Variance Extracted			Construct reliability		
	Score	Cut off	Result	Score	Cut off	Result
<i>SPWb</i>	0,626	$\geq 0,50$	Valid	0,892	$\geq 0,60$	Reliable
<i>SPBy</i>	0,530	$\geq 0,50$	Valid	0,765	$\geq 0,60$	Reliable
<i>SPSl</i>	0,512	$\geq 0,50$	Valid	0,807	$\geq 0,60$	Reliable
<i>Telepresence</i>	0,521	$\geq 0,50$	Valid	0,765	$\geq 0,60$	Reliable
<i>Trust</i>	0,697	$\geq 0,50$	Valid	0,902	$\geq 0,60$	Reliable
<i>Enjoyment</i>	0,612	$\geq 0,50$	Valid	0,863	$\geq 0,60$	Reliable
<i>Purchase intention</i>	0,515	$\geq 0,50$	Valid	0,760	$\geq 0,60$	Reliable

Source: Research Data, processed (2024).

The summary results of the two tests above indicate that each variable is valid and reliable. This data indicates that the statements in each research variable are considered to have the ability to measure what they are intended to measure (valid), and the statements in each research variable cause respondents to answer consistently (reliable).

3.4. Research Model Analysis

In the research model analysis, two analyses were carried out, namely analysis of the confirmatory model and analysis of the full structural equation model.

3.4.1 Confirmatory Factor Analysis

Confirmatory analysis explains the ability of each indicator to explain its respective variable. A higher loading value for each indicator indicates its greater ability to explain the variable. The path diagram of the confirmatory model is shown in the following figure:

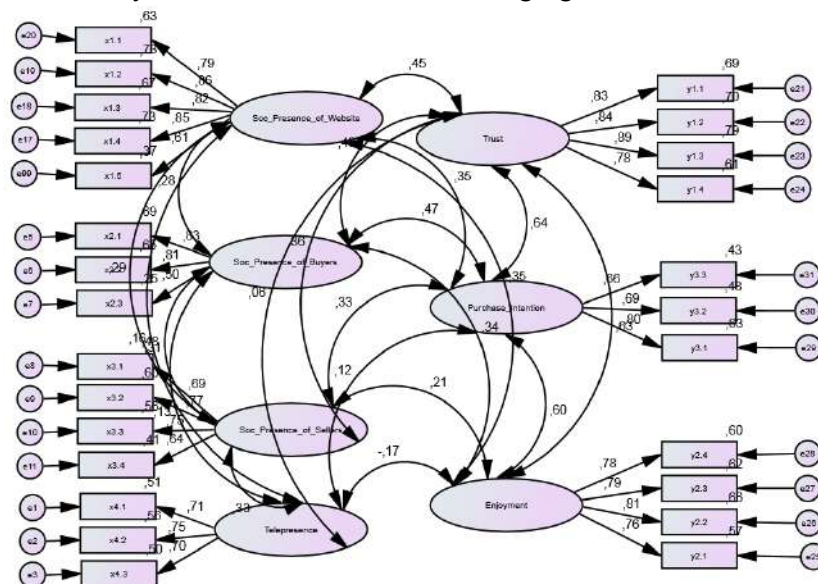


Figure 2. Confirmatory Model Path Diagram
 Source: Processed data (2024)

The confirmatory model explains the ability of each indicator to explain its respective variable. Based on the model, it can be determined which indicators explain each variable. The loading value for each indicator indicates its ability to represent the variable. A higher value indicates a greater ability to explain the variable.

By comparing the loading values for each variable, it is determined which indicator has the best ability to explain each variable. Different loading values for each indicator indicate that each indicator has a different ability to explain each variable. The success or failure of each research variable is largely determined by the indicator with the highest loading. The indicator with the highest loading value is prioritized over other indicators in improving the variable's assessment.

The indicator with the highest loading value for the SPWb variable is "I feel Airbnb is sensitive to visitors' desires," meaning that the Airbnb platform's sensitivity to visitors' desires is the most important factor in determining the success or failure of the SPWb. Airbnb platform management should also better understand visitors' desires and needs, as represented in all website displays and menus, to improve the SPWb's performance.

The SPBy variable, explained by three indicators, had the highest loading value for the statement "I know other buyers have stayed there before," indicating that the information available on the Airbnb

platform regarding other customers who have used the service is worthy of attention. Having other buyers who have used the service through the platform will likely improve the SPBy rating.

The SPSI variable was best explained by the statement "I feel sellers on the Airbnb platform are actively responsive," indicating that a quick response leads to a better respondent rating of SPSI. Airbnb platform management should improve its responsiveness to customer requests. The platform's technology can also be continuously improved to automatically respond to customer requests, thereby encouraging sellers to be more proactive in responding to customers. The telepresence variable is explained by the statement "When I leave the Airbnb platform, I feel like I'm back in the 'real world'," which is the indicator with the highest ability to explain telepresence. Therefore, the realistic virtual design on the platform can be continuously improved to create a realistic "life" impression on the Airbnb platform. The assessment of this indicator significantly determines the level of telepresence.

The indicator with the highest loading on the trust variable is "I trust making transactions through the Airbnb website," meaning that trust in conducting transactions through this platform is the most effective way to explain trust. Therefore, consumer confidence in transaction security is absolutely essential to increase customer trust. The level of trust in conducting transactions through this platform significantly determines the assessment of trust.

The enjoyment variable is explained by four indicators, and of the four, the statement "I feel the appearance of the Airbnb website makes it easy for customers" is the most effective in explaining enjoyment. Therefore, various forms of convenience are experienced by customers on the Airbnb platform. These various conveniences can indeed make customers enjoy the service because the orientation of visitors to this platform is to fulfill their needs, so the convenience they receive is considered enjoyable.

The purchase intention variable is explained by the three indicators with the highest loading values, namely the statement "I will use the Airbnb website." "Willingness to use this platform is the most effective way to explain purchase intention compared to other indicators. A willingness to use this platform indicates a stronger likelihood that customers will purchase services through the Airbnb platform.

3.4.2 Full Structural Equation Model Analysis

This analysis (full structural equation model) is presented in the form of a path diagram that explains the overall relationship between the research variables. The following figure shows the path diagram in its entirety:

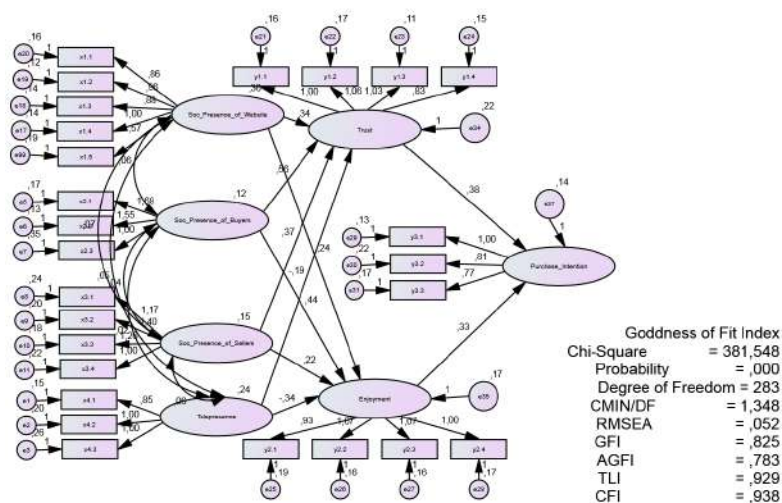


Figure 3. Overall Path Diagram
 Source: Processed data (2024)

The relationship between variables according to the research hypothesis is seen in the path diagram model above. The loading value of each variable on the other variables is positive, meaning that the influence of each variable on the other variables according to the path above is positive. The overall path diagram above needs to be tested, namely the model fit test, to ensure that the model in the study is stated as fit or correct. Overall, the indicators for measuring model fit show that most measurements state that the research model is good. Based on these results, it can be explained that the overall research model is stated as fit (correct), meaning that the model in this study is supported by the answers from all research respondents.

3.5. Hypothesis Testing

Hypothesis testing was conducted using the critical ratio (c/r) and p-value based on the data processing results using AMOS. Hypothesis testing was conducted to determine the significance of the causal relationship between the variations in the research model. The results of the hypothesis testing are explained individually as follows:

H1: Social Presence of Website has a positive and significant effect on Trust.

H2: Social Presence of Buyers has a positive and significant effect on Trust.

H3: Social Presence of Sellers has a positive and significant effect on Trust.

H4: Telepresence has a positive but not significant effect on Trust.

H5: Social Presence of Website has a positive and significant effect on Enjoyment.

H6: Social Presence of Buyers has a positive and significant effect on Enjoyment.

H7: Social Presence of Sellers has a positive but not significant effect on Enjoyment.

H8: Telepresence has a positive and significant effect on Enjoyment.

H9: Trust has a positive and significant effect on Purchase Intention.

H10: Enjoyment has a positive and significant effect on Purchase Intention.

3.6. Discussion of Research Results

3.6.1 Discussion of Overall Results

Hypothesis 1 (H1), which states that website social presence has a significant effect on trust, is supported by the results of the research data analysis. The influence of website social presence on trust is based on indicators of social presence. The indicators "I feel connected to others when visiting the Airbnb website" and "I feel friendly interactions with Airbnb customers" indicate that when website visitors perceive a genuine connection through the website, it can strengthen trust. Similarly, the friendliness experienced by visitors when visiting the website also strengthens trust. Similarly, the indicators "I feel Airbnb is sensitive to visitors' desires," "I feel the Airbnb website has excellent customer service," and "I feel the Airbnb website provides what I need" indicate that the Airbnb website is perceived as sensitive in understanding visitors' needs and able to provide products and services according to visitors' desires, which also strengthens visitors' trust in the website.

The second hypothesis (H2), which states that buyer social presence has a significant effect on trust, is also supported by the results of the research data analysis. Buyers' social presence consists of three indicators, and these three indicators contribute to strengthening trust in Airbnb visitors. These indicators are: "I know other buyers have stayed before," "I can see reviews from previous buyers," and "I know other users are interested in purchasing the accommodation offered." These three indicators share a common perspective: the presence of other buyers with positive testimonials, which further strengthens consumer trust in Airbnb. According to Toader et al. (2020); Lu et al. (2016); and Zhu et al. (2020), buyers' social presence has a significant influence on trust.

The third hypothesis (H3) is that sellers' social presence has a significant influence on trust, and this hypothesis is supported by the results of the research data processing. Sellers' social presence influences trust based on an assessment of the indicators of this variable. Sellers' social presence consists

of four indicators. Three indicators of this variable that share a common perspective are: "I feel sellers on the Airbnb platform are friendly," "I feel sellers on the Airbnb platform are actively responsive," and "I feel Airbnb sellers provide detailed explanations." These three indicators point to the seller's communication skills through the Airbnb website. When communication is friendly, responsive, and informative, consumers gain greater trust in Airbnb. Similarly, the indicator "I feel sellers on the Airbnb platform are easy to contact" also points to ease of communication, leading consumers to feel that various forms of worry or anxiety when interacting with Airbnb can be reduced, thus increasing trust.

Hypothesis four (H4), which stated that telepresence has a significant effect on trust, was not supported by the results of the research data analysis. The data analysis showed that telepresence had no significant effect on trust. Telepresence is based on these variable indicators. The three indicators of telepresence are: "I can feel like I'm traveling virtually when I access the Airbnb platform," "When I leave the Airbnb platform, I feel like I'm returning to the 'real world,'" "I feel like Airbnb has successfully presented a web design that resembles a virtual trip," and these three indicators convey a sense of "presence" in communications via the Airbnb website. However, the assessment of telepresence does not impact consumer trust.

The fifth hypothesis (H5), which states that website social presence has a significant effect on enjoyment, is supported by the results of the research data analysis. The sense of real presence on the Airbnb website makes visitors feel like they can interact with each other, thus fostering a desire for interaction and communication. The indicators "I feel connected to others when visiting the Airbnb website" and "I feel like Airbnb's customer interactions are friendly" contribute to a sense of acceptance on the Airbnb website, thus enhancing feelings of enjoyment. Similarly, the indicators "I feel like Airbnb is sensitive to visitors' desires," "I feel like the Airbnb website has excellent customer service," and "I feel like the Airbnb website provides what I need" contribute to consumer enjoyment because they can obtain what they desire. The better the assessment of website social presence, the more likely it is that consumers will experience a sense of acceptance.

Hypothesis 1 (H1), which states that website social presence has a significant effect on trust, is supported by the results of the research data analysis. The influence of website social presence on trust is based on indicators of social presence. The indicators "I feel connected to others when visiting the Airbnb website" and "I feel friendly interactions with Airbnb customers" indicate that when website visitors perceive a genuine connection through the website, it can strengthen trust. Similarly, the friendliness experienced by visitors when visiting the website also strengthens trust. Similarly, the indicators "I feel Airbnb is sensitive to visitors' desires," "I feel the Airbnb website has excellent customer service," and "I feel the Airbnb website provides what I need" indicate that the Airbnb website is perceived as sensitive in understanding visitors' needs and able to provide products and services according to visitors' desires, which also strengthens visitors' trust in the website.

The second hypothesis (H2), which states that buyer social presence has a significant effect on trust, is also supported by the results of the research data analysis. Buyers' social presence consists of three indicators, and these three indicators contribute to strengthening trust in Airbnb visitors. These indicators are: "I know other buyers have stayed before," "I can see reviews from previous buyers," and "I know other users are interested in purchasing the accommodation offered." These three indicators share a common perspective: the presence of other buyers with positive testimonials, which further strengthens consumer trust in Airbnb.

The third hypothesis (H3) is that sellers' social presence has a significant influence on trust, and this hypothesis is supported by the results of the research data processing. Sellers' social presence influences trust based on an assessment of the indicators of this variable. Sellers' social presence consists of four indicators. Three indicators of this variable that share a common perspective are: "I feel sellers on the Airbnb platform are friendly," "I feel sellers on the Airbnb platform are actively responsive," and "I feel Airbnb sellers provide detailed explanations." These three indicators point to the seller's

communication skills through the Airbnb website. When communication is friendly, responsive, and informative, consumers gain greater trust in Airbnb. Similarly, the indicator "I feel sellers on the Airbnb platform are easy to contact" also points to ease of communication, leading consumers to feel that various forms of worry or anxiety when interacting with Airbnb can be reduced, thus increasing trust.

Hypothesis four (H4), which stated that telepresence has a significant effect on trust, was not supported by the results of the research data analysis. The data analysis showed that telepresence had no significant effect on trust. Telepresence is based on these variable indicators. The three indicators of telepresence are: "I can feel like I'm traveling virtually when I access the Airbnb platform," "When I leave the Airbnb platform, I feel like I'm returning to the 'real world,'" "I feel like Airbnb has successfully presented a web design that resembles a virtual trip," and these three indicators convey a sense of "presence" in communications via the Airbnb website. However, the assessment of telepresence does not impact consumer trust.

The fifth hypothesis (H5), which states that website social presence has a significant effect on enjoyment, is supported by the results of the research data analysis. The sense of real presence on the Airbnb website makes visitors feel like they can interact with each other, thus fostering a desire for interaction and communication. The indicators "I feel connected to others when visiting the Airbnb website" and "I feel like Airbnb's customer interactions are friendly" contribute to a sense of acceptance on the Airbnb website, thus enhancing feelings of enjoyment. Similarly, the indicators "I feel like Airbnb is sensitive to visitors' desires," "I feel like the Airbnb website has excellent customer service," and "I feel like the Airbnb website provides what I need" contribute to consumer enjoyment because they can obtain what they desire. The better the assessment of website social presence, the more likely it is that consumers will experience a sense of acceptance.

3.6.2 Discussion of Hypothesis Test Results

This overall discussion is based on research modeling, where the dependent variables in the model include trust, enjoyment, and purchase intention. Meanwhile, website social presence, buyer social presence, seller social presence, and telepresence are independent variables.

Based on the research model, the variables influencing trust include website social presence, buyer social presence, seller social presence, and telepresence. Based on the estimated values for each independent variable and supported by the results of hypothesis testing, the variables influencing trust, in order of strongest influence, are: buyer social presence with an estimated value of 0.561, followed by seller social presence with an estimated value of 0.373, and then website social presence with an estimated value of 0.339. Meanwhile, telepresence, with an estimated value of 0.188, was declared insignificant in influencing trust.

Buyer social presence is stated as the variable that most influences trust because the more buyers on Airbnb, the more other consumers believe Airbnb is a trustworthy site. This is because more people (buyers) place their trust in the site, leading to more buyers interested in using Airbnb's services. Similarly, seller social presence is the second most influential variable in trust because the more sellers there are, the more business partners will trust Airbnb's services, thus encouraging consumers to trust Airbnb even more. Meanwhile, website social presence is the third most influential variable in trust because it relates to Airbnb's ability to provide services to consumers. When an Airbnb website is high-quality and meets consumer standards, it means Airbnb is indeed trustworthy in serving consumers.

Based on the research model, the variables influencing enjoyment include: website social presence, buyer social presence, seller social presence, and telepresence. Based on the estimated values for each independent variable and supported by the results of the hypothesis test, the variables influencing enjoyment, in order of strongest influence, are: buyer social presence with an estimated value of 0.439, followed by telepresence with an estimated value of 0.341, and then website social

presence with an estimated value of 0.241. Meanwhile, seller social presence with an estimated value of 0.225 was found to have no significant effect on enjoyment.

Buyer social presence was identified as the variable most influencing enjoyment because the more buyers on Airbnb, the less anxious consumers felt about the risk of a purchase that was not in line with reality, as more buyers demonstrated Airbnb's optimal service. Similarly, telepresence was the second most influential variable influencing enjoyment. When visitors feel like they can travel through the Airbnb website, it creates a sense of enjoyment. Visitors can relax and unwind by visiting the Airbnb website, which leads to a sense of well-being. The third most influential variable influencing enjoyment is website social presence, as the website's design or atmosphere can create a sense of comfort, excitement, and new experiences, thus leading to a sense of enjoyment.

Trust and enjoyment both influence purchase intention. However, based on estimates, trust appears to have the strongest influence on purchase intention, followed by enjoyment. Trust exerts the strongest influence because it is related to risk perception. With strong trust, consumers perceive interactions with Airbnb as avoiding various risks that could harm visitors. This condition makes trust a more significant factor in influencing purchase intention. However, enjoyment also influences purchase intention because it is related to the hedonic nature of visitors. When visitors feel happy, the urge to make a purchase is stronger.

4. CONCLUSION

Based on the results of the hypothesis testing and discussion, it can be concluded that the social presence of the website, the social presence of buyers, and the social presence of sellers have a positive and significant effect on trust, while telepresence has no significant effect on trust. Furthermore, the social presence of the website, the social presence of buyers, and telepresence have a positive and significant effect on enjoyment, while the social presence of sellers does not show a significant effect on this variable. The results also show that trust and enjoyment have a positive and significant effect on purchase intention. These findings confirm that the perception of social presence and user experience on the Airbnb platform play an important role in building trust, creating enjoyment, and driving consumer purchase intention, although not all dimensions have a significant effect.

Future research is recommended to combine quantitative methods with qualitative approaches, such as in-depth interviews, to gain a more comprehensive understanding of digital platform users' perceptions and behaviors. Furthermore, future research is expected to add other variables that could potentially influence purchase intention, such as risk perception, service quality, or customer Reliableaction, thereby enriching the research model and providing a more comprehensive picture of the factors influencing purchasing decisions on digital accommodation platforms.

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