

**IDENTIFYING THE SUCCESS FACTORS OF BRAND EXTENSION
CASE OF AIRBNB EXPERIENCES IN INDONESIAN MARKET**

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BACHELOR'S DEGREE
in

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July 2020

Revision after Thesis Defense on 17 July 2020

STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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In 2016, *Airbnb* launched an extension of its *Stay* product called *Trip*, which is rebranded and currently known as *Experiences*. *Airbnb Experiences* is aimed to complete *Airbnb*'s "belong anywhere" mission and promotes sustainable travel, which is believed able to solve problems like over-tourism. However, we haven't found any research on *Airbnb Experiences* in Indonesia; it could be subjectively assumed that the company may not have done any further research as there are unconfirmed understanding about the current circumstances. There are also limited researches that have been done on brand extension in tourism marketplaces. Therefore, the aim of this research is to investigate the relationship of parent brand attitude, perceived fit, brand extension attitude and consumer innovativeness towards perceived value of the extension as well as its impact towards purchase intention in the case of *Airbnb Experiences*. Based on the result taken from 210 samples, it is found that parent brand attitude has the most significant positive correlation with brand extension attitude. Then, brand extension attitude correlates positively the most with perceived value of the extension. Perceived value also has positive and significant influence towards purchase intention. On the other hand, it is also found in this study that parent brand attitude does not directly and positively correlate with perceived value.

Keywords: Parent Brand Attitude, Brand Extension Attitude, Perceived Fit, Consumer Innovativeness, Perceived Value, Purchase Intention



DEDICATION

I dedicate this paper to my parents,
Tjandra Widjaja and Shirly Wiranta,
My support system and motivation.

And also to my youth,
Remember,
You've done well.



ACKNOWLEDGEMENTS

First and foremost, I thank the Almighty God, Jesus Christ, for His grace and guidance in every step I take. He is my light and solace, source of patience and strength.

I would like to extend my gratitude to my parents, Tjandra and Shirly, as well as my sister, Gabriella, for their endless support and love. Through my up and down, you are always there for me.

I would also like to thank Mr. Mochammad Riyadh Rizky Adam, S.T., M.S.M., who has managed to keep his patience in guiding me to complete this research. Thank you for nurturing me to be strong and firm while facing the pressure.

My gratitude also goes for my support system: Engelbert, Patrick, Alicia, Nadya, Jessica, Kresna, Yosafat, Regina, Isabella, and not to forget the girls from #TeamRizky2020: Della, Aurora, Jocelyn and Hana. You are all my ray of sunshine; my life would not be this colorful without all of your support and humor. I wish all of you the best in the upcoming stage of life.

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