

ABSTRAK

Muhamad Faza Mutaqin (1205715), “Pengaruh *Electronic Word Of Mouth Terhadap Keputusan Menginap*” (Survei terhadap Tamu Individu yang Menginap di Hotel Grand Royal Panghegar Bandung), di bawah bimbingan Dr. Vanessa Gaffar, SE., Ak. MBA. dan Dewi Pancawati N., S.Pd., MM.

Industri perhotelan merupakan industri yang penting dalam kegiatan pariwisata karena dapat memberikan kontribusi besar bagi sektor pariwisata. Hotel Grand Royal Panghegar Bandung sebagai salah satu hotel bintang lima di Kota Bandung selalu berupaya untuk mempertahankan dan meningkatkan segala aspek penting yang menyangkut tujuan utama hotel salahsatunya mendapatkan profitabilitas. Masalah yang dihadapi oleh Hotel Grand Royal Panghegar adalah tingkat *occupancy* yang mengalami penurunan dan tidak mencapai target. Oleh karena itu Hotel Grand Royal Panghegar harus memiliki strategi untuk mengatasi masalah tersebut. Dengan demikian peneliti memilih *electronic word of mouth* sebagai salah satu solusi yang dapat diterapkan untuk meningkatkan tingkat keputusan menginap. Dalam penelitian ini variabel independen (X) yang digunakan yaitu *electronic word of mouth* yang terdiri dari *intensity*, *positive valence*, *negative valence* dan *content*. Variabel dependen (Y) yaitu keputusan menginap tamu individu. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif dengan metode yang digunakan adalah *explanatory survey* dan pendekatan *cross sectional*. Sampel dalam penelitian ini sebanyak 100 responden yaitu tamu individu yang menginap di Hotel Grand Royal Panghegar dengan teknik penarikan yang digunakan yaitu *simple random sampling*. Teknik analisis data yang digunakan adalah regresi berganda. Pelaksanaan *electronic word of mouth* di Hotel Grand Royal Panghegar berada pada kategori tinggi, dimensi *content* mendapatkan penilaian tertinggi dan penilaian terendah yaitu *negative valence*. Kemudian tanggapan mengenai keputusan menginap di Hotel Grand Royal Panghegar berada pada kategori tinggi, dimensi pemilihan penyalur mendapatkan penilaian tertinggi dan dimensi lama menginap mendapatkan penilaian terendah. Hasil penelitian menunjukkan adanya pengaruh antara *electronic word of mouth* dan keputusan menginap.

Kata Kunci : *Electronic Word Of Mouth*, Keputusan Menginap, Hotel Grand Royal Panghegar Bandung

ABSTRACT

Muhamad Faza Mutaqin (1205715), “The Influence of Electronic Word of Mouth toward Decision of Stay” (Survey of Individual Guest who stay at the Grand Royal Panghegar Hotel Bandung), under the guidance of Dr. Vanessa Gaffar, SE., Ak. MBA and Dewi Pancawati N., S.Pd., MM.

Hospitality industry is an important industry in tourism activities since it can provide substantial contribution for tourism sector. Grand Royal Panghegar Hotel Bandung as one of five-star hotel in Bandung which always strive to maintain and improve all the important aspects related to the main purpose of the hotel, one of which is to obtain profitability. The problems encountered by Grand Royal Panghegar Hotel is the occupancy continued to decline and did not reach the target. Hence Grand Royal Pangehegar Hotel must have a strategy to overcome the problem. Therefore the researcher choosed electronic word of mouth as one of the solution that can be implemented to improve the occupancy level. In this study, the independent variable (X) used are electronic word of mouth consisting of intensity, positive valence, negative valence and content. Dependent variable (Y) is decision of stay of the individual guest. The type of research used are descriptive and verificative with method used are explanatory survey and cross sectional approach. The sample in this study of 100 respondents that individual guests who stay at the Grand Royal Panghegar Hotel, the sampling technique used is simple random sampling. The data analysis technique used is multiple regression. Implementation of electronic word of mouth at Grand Royal Panghegar Hotel is located in the high categor, the dimension of content get the highest ratings and lowest ratings is negative valence. Then the feedback regarding the decision of stay at Grand Royal Panghegar is located in the high category, the dimension of the dealer choice get the highest ratings and the dimension of length of stay to get the lowest ratings. The results showed there is a influence of electronic word of mouth and the decision of stay.

Key words : Electronic Word Of Mouth, Decision of Stay, Grand Royal Panghegar Hotel Bandung